

Fall 2008

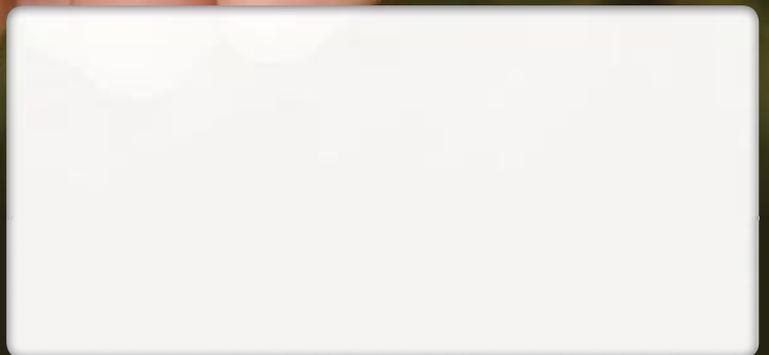
Olympic gold • a start up diary • new research

Seneca alumni

A harvest of green

Karen Eilersen, ECE 1989,
Gord Mickovski MET 1988, and
student Troy White are
working to save the planet.

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Although the costs of postsecondary education are high, the rewards are always higher.

Fall 2008 contents



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on the cover

The green edition

Cover photo taken at ECE grad Karen Eilersen's child care centre by Mark Wanzel.

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Dr. Rick Miner,
President, Seneca College

Contributing to a greener society

Seneca keeps environmental issues front and centre

Environmental issues have always been front and centre at Seneca, due to the programs we offer. Years ago, we created the Centre for the Built Environment to bring these programs together and, in doing so, created a North American leader in providing education on urban sustainability. In fact, these programs have proven popular enough to be taught across Canada. And when it came time for Seneca to create its first degree programs, Environmental Site Remediation was one of them.

We've also conducted research on environmental issues, including the porous pavement project at King Campus that looks at a new way to divert water from catch basins. This project was a partnership with the Toronto Region Conservation Authority, Environment Canada, the Oak Ridges Moraine Foundation and Wal-Mart Canada. A partnership with the Canadian Institute for Steel Construction resulted in the creation of a small scale wind turbine and a study of its capacity and safety.

On a day-to-day basis, our Facilities Management department is continuing its work of reducing the impact our

campuses have on the environment. This includes our recycling program, which won the 2007 Gold Ontario Waste Minimization Award for excellence and leadership in waste reduction and diversion initiatives from the Recycling Council of Ontario.

Other measures the department has implemented include computer monitoring of energy use, retrofitting old lighting with new efficient systems and updates to our heating and air conditioning systems. They've even created a solar heating demonstration that could, one day, supply Seneca with much of its hot water without relying on electricity or gas heaters. All of this work adds up, reducing expense and lessening our impact on the environment.

In the coming months, there will be more environment-based news coming from Seneca. We will be introducing our Revitalization Institute as a new global research and education organization.

I'm proud to say Seneca will continue looking for new ways to address growing environmental concerns and contribute to a greener society. 

Small gestures to big changes.

We can do it together.

My family and I went to the zoo recently and had a “Green Day.” We carried a zero-garbage lunch and we car pooled.

We have also purchased smart meters, reduced our A/C a few degrees in the summer and do laundry and dishes at night. They may seem like small gestures, but imagine if all 1.2 million visitors to the zoo each year did the same. What a change we would see.

We’re not the only ones thinking about how we can do our part for the environment. We’ve devoted a section of this issue of *Seneca Alumni* to showcase some of the ways Seneca is playing its part. In some cases, the College has responded to a need in the community or marketplace for more skilled employees trained specifically to find energy-efficient and environmentally-friendlier ways of doing business. In other cases, Seneca has changed the way it runs its own business – recycling, using safer cleaning products, introducing solar energy, more efficient lighting and the most up-to-date heating and cooling technology.

As an alumni association, we have made this magazine available online, just the way you see it here. You can opt out of your print version and know that you have reduced the need for producing and printing more paper. We’ve also switched to Forest Stewardship Council (FSC) certified paper. The label means that the product has come from responsibly-managed forests and verified

recycled sources.

Our graduates are in the game too and many are far from newcomers to this latest popular public issue. Karen Eilersen (ECE 1989), for instance, vowed a decade ago to run a green enterprise. Today her network of day care centres in Barrie is touted for its child-health and environmentally-conscious practices.

Karen is just one of the many successful Senecans we highlight in this edition. We also welcome newcomers to the alumni ranks—Jessica Co’Dyre, who is this year’s Seneca Cup recipient and Nick Pimenoff, a recipient of the Stephen E. Quinlan Next Generation Bursary. The Bursary, set up by your Alumni Association to benefit children of alumni, allowed Nick to cover some of his education costs. He’s now happily employed as part of the Woodbine Racetrack production crew.

When you make a donation, sponsor an event, use a Seneca Affinity MasterCard, buy insurance through Johnson or take advantage of products provided by our other affinity partners, you are making a difference.

Others change perspectives, open doors and provide encouragement to future alumni simply by visiting a class. You can offer support and friendship through organizing, or, simply attending, Seneca events. Like the litterless lunch, they may seem like small investments, but the dividends are huge.

Imagine if all 75,000 of us joined in. 



Ryan Mitchell,
President, Seneca Alumni

We're making a difference, one page at a time

You'll notice a new logo on our masthead. It's the Forest Stewardship Council (FSC)'s label, certifying that the paper we are using to print Seneca Alumni magazine meets the organization's rigid standards.

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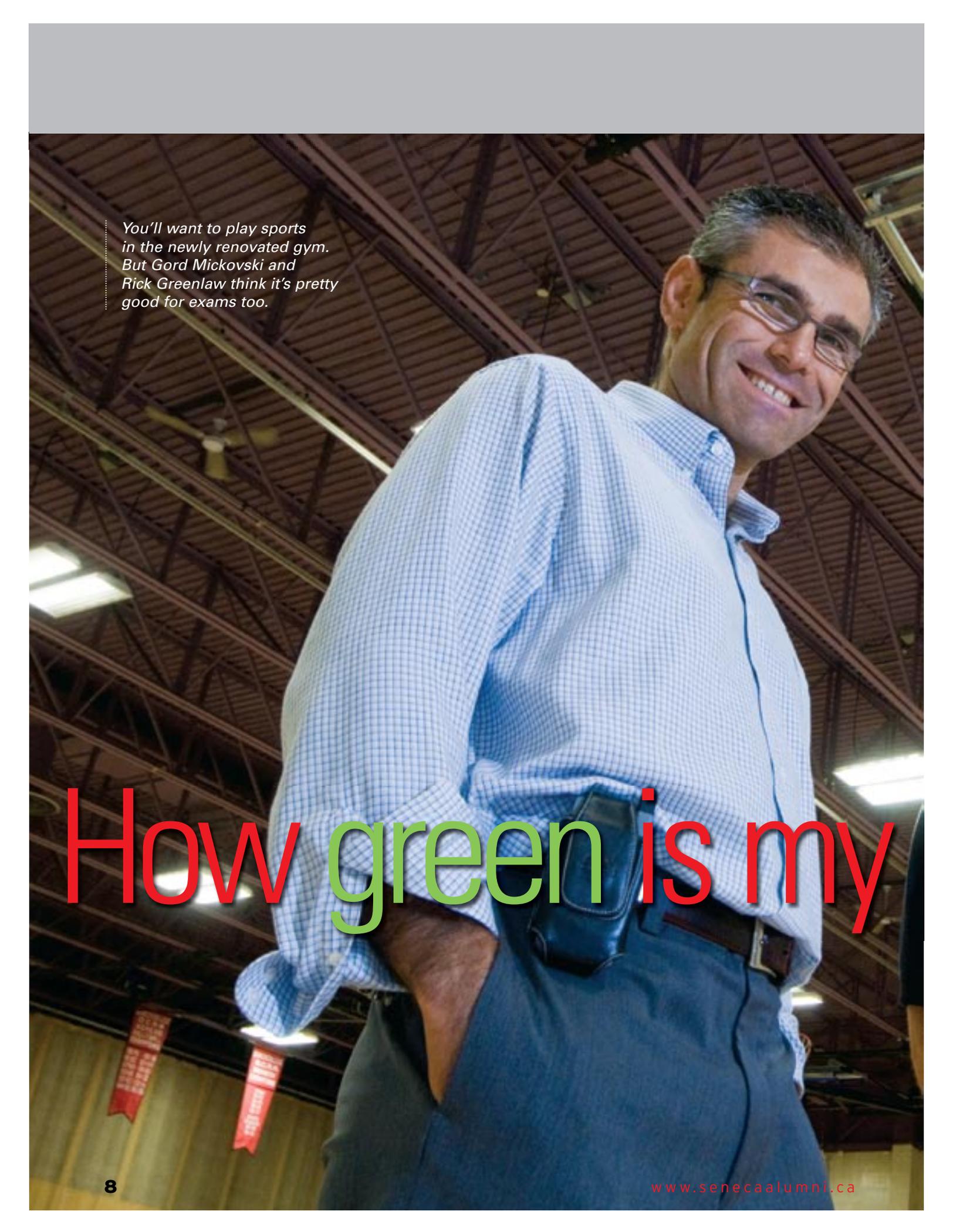
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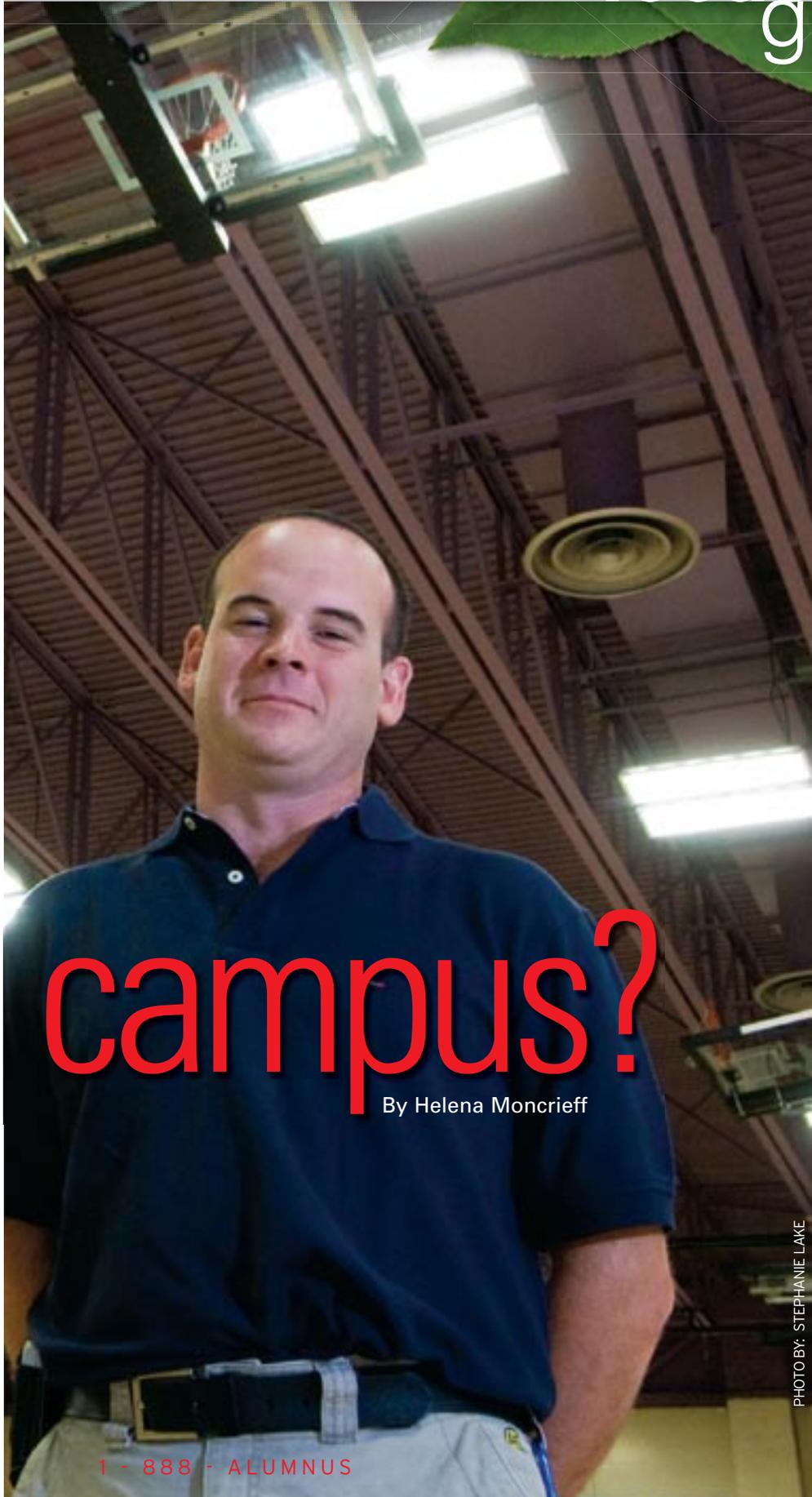
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A man with glasses and a blue checkered shirt is smiling and looking towards the camera. He is standing in a gym with a high, dark wooden truss ceiling. The lighting is bright, and there are some red banners hanging from the ceiling in the background.

*You'll want to play sports
in the newly renovated gym.
But Gord Mickovski and
Rick Greenlaw think it's pretty
good for exams too.*

How green is my



campus?

By Helena Moncrieff

Writing exams in a hot, poorly-lit and noisy gym may seem like every student's rite of passage. When Gord Mickovski finished his Mechanical Engineering Technology exams in 1988, he had no idea that he'd put an end to all that.

Today, Gord is Seneca's Senior Manager of Operations and Maintenance. He can't help with the test questions but he has made the environment more comfortable. As part of the senior Facility Management team, he's had a hand in a series of energy-efficient upgrades in the gym that includes adding air conditioning and better, quieter lighting.

Gord works with Rick Greenlaw (Underwater Skills 1989), Vince Tersigni and Frank Wang under the leadership of Roy Langille. Their greening efforts go far beyond the gym. Most of the changes underway for the past few years have made a huge difference in energy and cost savings, but students and staff probably haven't noticed – and that's a good thing.

Hot water heaters on McCutcheon Island at King Campus and for the washrooms in Building A at Newnham are now fuelled by solar power backed up with natural gas. Fluorescent lights have been changed to more effi-

PHOTO BY: STEPHANIE LAKE



Even with enrolment climbing... Seneca's annual Hydro energy consumption has dropped by more than one million kilowatt hours.

cient, lower wattage systems with less mercury content. Automated controls ensure they aren't burning into the night, and many areas will soon be equipped with sensors that will shut them off when sufficient daylight is coming through the windows or when no one is in the room.

Seneca@York students and alumni will notice the new LED lighting on the tower. In addition to looking good, the new lights are 80 per cent more efficient and will last six times as long as the earlier lighting system.

The College now uses only environmentally-friendly cleaning supplies, including micro fibre cloths and

mops. Not only do they absorb better and clean better, they are lighter and easier to clean themselves so, unlike the old materials, they require no harsh chemicals or outside services.

Like home improvements that you can't really show off to the neighbours, the biggest gain can't be seen. It's a state-of-the-art heating and cooling system that uses half the energy of existing technology. Once it's fully operational, Roy and his team will be able to monitor the energy management system from their desks.

The days of waiting months for utility bills to measure consumption are over at Seneca. A new sub-metering

system will show, not just the big picture, but how much energy is used in specific buildings in real time. Gord says it has great potential. "We're hoping to get to the point where we can say, if we've got 10 classes, it's more efficient to run them in this building rather than that."

The real gains will be felt in the long term but there are already some impressive results. Roy says, "Even with enrolment climbing and more equipment being plugged in, since 2005, Seneca's annual Hydro energy consumption has dropped by more than one million kilowatt hours." That's enough to power more than 800 houses for a year.

Still, there's more that can be done, such as turning up the thermostat in the summer and dropping it in the winter. Roy is convinced, "People will tolerate it if they know what the savings are." ❧

focus on green

Takes advantage of natural light, when he can.

Takes his brew in a reusable mug.

Dresses in layers and leaves the thermostat alone.

Seneca's Director of Facilities Management Roy Langille knows a thing or two about working "green". How does your workspace measure up to Roy's?

Prints on both sides of the paper.

Uses a low-energy monitor.

Produces very little "real" garbage.

Chooses task lighting instead of overheads

Follows the weather on a battery-free crank radio.

Turns off his computer at the end of the day.

Stocks Seneca with enviro-friendly cleaning products.

Recycles.

PHOTO BY: STEPHANIE LAKE

Revitalization Revolution

A new approach to environmentalism comes to Seneca

By Corey Long



Take a trip just about anywhere in Canada and you will see them: abandoned factories, contaminated ponds, dilapidated houses, polluted streams and ghost towns.

Throughout history, we've taken what we needed from the land and water. When the resources run out, we move on, often leaving desolation in our wake.

There is a new awareness that this kind of activity cannot continue. We need to restore the natural resources we have used and revitalize the abandoned structures we have already built.

Restore. Rebuild. Redevelop. This is the message of the new Revitalization Institute (RI) at Seneca.

Still in its early stages, RI will provide students, academics, researchers and environmentalists

with a platform to learn about and advocate for restorative development as a key component of environmental stewardship.

Seneca is home base for the global network of RI affiliates, which includes academic partners from Clemson, Harvard, and Ohio State universities and the Southern Alberta Institute of Technology, as well as organizations like the Canadian Urban Institute and the Canadian Brownfields Network.

RI was established by redevelopment expert Storm Cunningham. Storm's books, *The Restoration Economy* (2002) and *reWealth* (2008), are the first to document the emerging revitalization trend. Storm chose Seneca to be the global home of RI because of the College's strong reputation for environmental programs and advocacy. He is currently serving as a guest lecturer and RI ambassador at Seneca.

"Revitalization is, in Storm's words, the 'sweet spot' of sustainability, where we can actually measure the enhancement of our built and natural resources, rather than the depletion of one in favour of another," said Bill Humber, Interim Executive Director, RI at Seneca.

Revitalization is a relatively new environmental concept, which has

quickly led to multi-trillion dollar business projects. Globally, civil engineering companies, land developers and governments are seeing the environmental and economic benefits of taking damaged and abandoned watersheds, agricultural land, neighbourhoods or even catastrophic sites and restoring them for new purposes. As Storm documents in *reWealth*, this trend is taking place everywhere from Spain and South Africa to the US and France.

An example is found in Noisette, South Carolina. Private and public investors saw the value in revitalizing 2,700 acres of abandoned land – including a navel base, and numerous brownfields – into \$3 billion worth of new housing and retail space. This project is considered the largest sustainable redevelopment project in the US and also includes the restoration of the eroded 135-acre Noisette Creek.

RI at Seneca is getting involved in similar projects on a local and regional level, including revitalizing areas of Seneca's King Campus, redeveloping neighbourhoods in the GTA and industrial sites around the Golden Horseshoe.

"Revitalization is an integrated approach to restoring the interconnectedness of built and natural environments," said Bill. "It brings places back to life and makes better use of our resources today and for generations to come." ❧

For more information about RI, visit www.revitalization.org

Bill Humber takes the long view as the Interim Executive Director of the Revitalization Institute at Seneca.

PHOTO BY: STEPHANIE LAKE

Who's got the energy?

By Gary Johnson, Professor-Energy & Ecology, Center for the Built Environment

As you fill your tank, heat your home and run the dryer, you've seen it. We're in a new era of energy demand, cost and availability of resources.

There are some tough roads ahead that will require change. Change in our lifestyle and behaviour. Change in how we do business. Change in our economy. Behind these changes is a need to use sustainably the resources of our world. Energy is key.

Seneca is working at the leading edge of resource management, producing graduates who will become leaders in the field. Trained, not only to manage energy use in buildings (the number one place to reduce our carbon footprint, according to recent

announcements from the UN), but also to understand the broader implications of energy use and climate change.

It's why Seneca is the first post secondary institution to be a part of the Clinton Climate Change Initiative. It's why Seneca co-chairs the UN Regional Centre of Expertise for Education in Sustainable Development (the first college in the world asked to participate). It's why Seneca attracts faculty members who are seasoned professionals in the energy and buildings fields. It's why Seneca grads are leading some major companies in energy efficiency and carbon reduction. And, it's why Seneca grads in these fields are in such demand. ❧

Smaller footprints

Seneca has made a very public commitment to reduce its carbon footprint.

The College is the first post secondary institution in Canada to state its intention to sign on to the Clinton Climate Initiative (CCI).

Launched as part of US President Bill Clinton's Foundation, the CCI's mission is to apply a business-oriented approach, "to the fight against climate change in practical, measurable and significant ways." Its focus is on reducing energy consumption in existing buildings across the municipal, private, commercial, education and public housing sectors.

Although Seneca hasn't calculated the size of its "footprint" yet, substantial work has been underway to trim back.

Seneca's Director of Facilities Management Roy Langille says, "We're already going down that road and still looking for ways to reduce our energy consumption. This will give us recognition for what we've been doing."

Seneca has selected Ameresco Canada as its energy conservation partner. The company will conduct an audit of all College energy and building systems, with the intent to begin retrofits in 2009.

www.clintonfoundation.org

The Power of Numbers

College rivalries may sound great on the basketball court, but they've all been set aside on the energy front.

Ontario's college system was the first public sector group in the province to launch an Energy Secretariat to oversee conservation for the entire sector.

Funded by the Ontario Power Authority, the Secretariat is working with Seneca and other colleges to identify potential funding sources for efficiency and conservation projects and to develop specific energy plans for each college. Secretariat staff members have also helped Seneca implement new technology that ensures energy efficiency gains are maximized and leadership is demonstrated within the educational framework. In addition, they are developing opportunities for bulk purchases of services and equipment related to conservation and retrofit projects.

The plans are working. Buying energy in bulk for all Ontario colleges is resulting in savings of 10 to 15 per cent each year. 



PHOTOS BY: GINO DONATO

What I did on

my summer vacation

Sudbury-born Troy White had worked as a cook in restaurants and bars, as a journalist and a freelance writer. He'd tried out university and cooking school. But when he came across a book about renewable energy, a real spark was lit. Within weeks he was enrolled in Seneca's Building Systems Engineering Technology Program. Now in his third year, Troy shares his summer job experience with us here.

The boiler room was confused. The old boiler was connected with a maze of piping coming down from the ceiling and up from the floor. It was impossible that this room could match the idealized schematic folded into my pocket. Luckily, my education had accounted for this.

The Building Systems Engineering Technology Program (BST) anchors the ground floor of Newnham's A Building. Using Seneca as a teaching tool, the program's instructors walk their students through the building, pointing out the differences between design and construction.

Our textbooks contain detailed drawings and the most recent technical advances. However, our instructors stress that many buildings are old and, over years, changes are made and solutions are made to fit.

The boiler room was located in Massey, a small town North of Sudbury. The client, the Rainbow District School Board, had begun an aggressive program of building energy-efficiency retrofits in many of its 49 schools. The old boiler was a beast. Fed on oil and poorly maintained, it had become a burden to its owners.

Ameresco Canada had been commissioned to suggest and implement a series of water- and energy-saving initiatives. Today, I was meeting with the engineer who designed the proposed boiler replacement. Once installed, it

would result in 30 per cent less oil use during the heating season.

I had been employed with Ameresco for a scant two months and was green in the newest sense of the word. But my studies at Seneca had ensured the word 'green' carried a second meaning.

Building systems have matured alongside our understanding of energy and the functionality of the contained space. Buildings are meant to house people and building systems are in place to care for their needs.

Seneca teaches these systems from a whole building perspective. There is a constant counter balance being waged between energy use and occupant comfort.

The boiler room of this small school had always been warm. We were proposing to increase the heat content issued to the school. This, I recognised, from my time at Seneca, would create an intolerable atmosphere for both the operators and the equipment. I suggested that the engineer add a window fan to expel the hot air to the outdoors. He agreed, commenting that this would take care of the problem with minimum expenditure and energy use. The solution was simple, and together we made it functional. I was aided by a first rate approach to the intricacies of building science and integrated teamwork. For this, I can thank Seneca.

The future is energy. And thanks to Seneca, my future is energy. 🌱

Kermit would be

By Helena Moncrieff

When you recycle diapers for a 250-soul child care network, you've got to be committed.

Karen Eilersen (ECE 1989) means business when it comes to the environment. She started Discovery Child Care Centres out of her home in Barrie, Ontario in 1990. Today, she runs five centres, all with a commitment to protecting the earth and its children.

"About 12 years ago I went to a seminar on children's health and the environment put on by the Sierra Club," Karen says. "The connection between pesticides and health effects was big." The session so impressed her, the mother of two then-young boys vowed to work green right off the bat.

Two of Karen's centres include several acres of land. True to her word, the properties are maintained without pesticides or herbicides. But she's taken her environmentalism many steps beyond. Karen and her team are diligent about recycling and water conservation, and rain barrels and composters are features of the yard.

It's equally impressive inside. Anyone who's done a shift at other child care centres will recognize the smell of bleach. You won't find it at Discovery Child Care. "It's a high-level disinfectant but a terrible chemical to use," Karen insists, so only environmentally-friendly cleaning and sanitizing products are allowed.

"We did some research and found that there are products approved by Health Canada and the Health Unit that are healthy but have a high level of disinfectant," she says. Bleach is only

used if there's an outbreak of stomach troubles.

The environmental approach to the business has evolved. "We started with children's health," Karen explains, "but now it's what we teach them."

The children help with the composting, work on the garden and eat much of their own bounty. Lunches and snacks include organic products whenever possible.

Discovery Child Care Centres are the first in Ontario to be BullFrog powered, supporting green electricity.

Karen's efforts have been noticed. While a waiting list isn't unusual at daycare centres today, her list includes many families who are looking specifically for her green approach. And

she's turned more than parents' heads.

The Centres won the 1998 City of Barrie, Business of the Year Award and the 2003 and 2007 Bell Canada Business Awards, Green Community Award.

"From a business standpoint, that's great," Karen says, "but from an environmental standpoint, I wish everyone would be like us."

Karen will be sharing her experience and offering advice as a speaker at Growing Up Healthy and Green, a conference on environmental health and green practice in child care Seneca is hosting October 24 and 25.

For more information about the conference, visit www.senecac.on.ca/ece/conference. 🌱



focus on
green

proud

At Karen Eilersen's
child care centres
in Barrie, children
learn early what it
means to be green.

PHOTOS BY: MARK WANZEL

Who ya' gonna call?

Applied research at Seneca is busting real life problems

By Helena Moncrieff



“Polytechnics conduct ‘applied research’ based on industry needs aimed at specific commercial objectives.”

- polytechnicscanada.ca

You’re sitting in a classroom, taking notes, working through the textbook, solving problems that have been designed by the prof. You put your theories on paper, hand them in and move on to the next class. Now imagine how things would change if those problems were real.

Welcome to the world of applied research.

Strength in applied research is one of the fundamentals of a polytechnic education and Seneca, a member of Polytechnics Canada, has a jump start on the research side. It’s also the lead college for Colleges Ontario Network

for Industry Innovation (CONII), a consortium of 10, formed to increase the capacity of colleges for applied research.

Katharine Janzen is Seneca’s Associate Vice President of Research and Innovation. She says Seneca acted as soon as government funding was made available to colleges almost 10 years ago. Traditionally a university endeavour, getting in wasn’t easy. Although the competition for financing is the same, the focus of the research is quite different. “While universities tend to carry out curiosity-based research, depending on the interest of individual professors,” Katharine says, “work done through the colleges is usually conducted by teams of faculty and students and starts with *real* social or economic problems.”

Here’s one: There aren’t enough caregivers to help the elderly and disabled carry on an independent life for as long as they would wish.

Tertec Enterprises in Markham had begun work on a medical assistive device to help. Dubbed “Mon Ami,” the device is about the size of an encyclopedia or Wii console. Through voice interaction, it can remind users to get up, take medications, or get to appointments. It alerts human caregivers when there is no response and has been programmed to read to its “friends” using the CNIB’s talking books library.

Tertec needed help testing the product. Enter Seneca. With funding from the Ontario Centre of Excellence and the Health Technology Exchange, faculty and students were brought





Seneca's applied research projects helped move forward the haptic joystick, work with the Highly Accelerated Life Testing (HALT) chamber and the Mon Ami device.

PHOTO BY RICHARD DOUGLAS

in to run proof of principle testing, user trials, suggest improvements and develop and evaluate remote access options to allow for more monitoring. Mon Ami may soon be able to heat food as well. A little theory. Lots of practise.

Working with small- to medium-sized enterprises (SMEs), Katharine says, Seneca is responding to practical needs for support. "In applied research we explore and develop incremental innovations, solutions or applications that respond to the actual challenges faced by SMEs."

Researchers at Seneca have also worked on a new force-feedback joystick that can kick back, shimmy and shake; a learning object repository or "library" of teaching tools to end the constant reinvention of the wheel by teachers; and a porous pavement demonstration project that holds promise for reducing flooding.

In addition to the benefits to the community, the work provides a rich learning experience for students, says Katharine, many of whom are hired as researchers. "By the time they graduate, they know how to approach real world problems with systematic and innovative research."

As for Mon Ami, a few home installations are underway in the GTA and Tercet has an order for 1,500 units for seniors' homes in Germany. Problem solved.

To connect with Seneca about your research needs, contact Katharine at katharine.janzen@senecac.on.ca or Deepak Bajaj at deepak.bajaj@senecac.on.ca.

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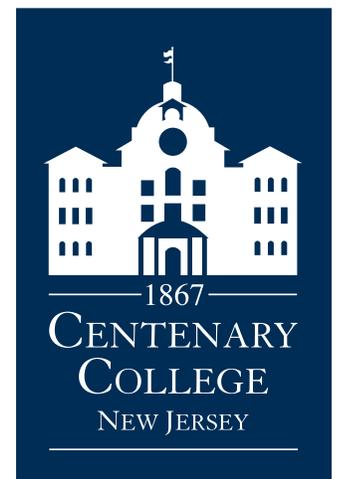




PHOTO BY: STEPHANIE LAKE

Born to style

Fashion prodigy Philip Sparks

By Corey Long

Menswear designer Philip Sparks started making his own clothes when he was 16. He opened his mother's old sewing machine and began fashioning patterns from an old pair of pants. Before long, he was filling orders for teachers and friends. He even sold a small line of designs to stores in Toronto and Niagara Falls while still in high school.

"Growing up, I wanted to find a way to express myself, how I was feeling and what I was about," Philip said. "Most of that came through clothing."

A year and a half ago, at age 26, he created Philip Sparks Menswear. Today

he has four design collections under his belt, and his clothing and accessories can be found at 10 retailers in Toronto, Montreal and Vancouver. His fall 2008 collection hit the racks at Holt Renfrew for the first time in August. Philip Sparks Brand Shoes – a line of signature footwear – is available at Town Shoes.

"I have come so far and done so much in a short period of time, and it feels really great."

As making clothes became a part of Philip's daily teenage routine, he decided to go to school to support his passion, which led him to Seneca's Fashion Arts advanced diploma program. He

graduated in 2003 and was chosen as valedictorian.

"It was a lot of work, and I had really great professors at Seneca," said Philip. "The program covered so many technical elements, and dealing with interns from different schools now, I feel some of that practicality of the business is being lost in other fashion programs."

Philip's training is extensive for someone so young. His resume includes stints with the costume departments of the National Ballet of Canada, the Canadian Opera Company and the Stratford Festival of Canada. These experiences helped him master the technical aspects of his craft and provided fodder for design ideas. Vintage artefacts, whether costumes, photos, books or films, often serve as a starting point when Philip begins a new collection.

"It's easy for me to be inspired; to pick up a book and love all the photographs in it, or watch a movie and love the look of it, love the colours – the same with a piece of artwork – and pull the colour story for a season [of clothing designs] completely out of that."

It's not all inspiration. To be successful, the creativity and skill involved in developing chic pieces grounded in traditional roots has to be complemented with a strong understanding of business. There are often days when the gifted designer must make the cold calls to retailers, coordinate production and balance the books.

"A day for me will usually end up being full of business, paper work and phone calls or it will be a day of drafting and development and working on new projects," said Philip. "I often find it hard to switch back and forth within one day."

His attention now is on preparing his spring 2009 line, which includes a nod to the "preppy" look of the 1950s high school student. He is also playing with ideas for a traditional Canadian set, including beaver fur mittens and blanket coats, with the hope of bringing us closer to discovering what defines Canadian fashion. ❧



A dream come true

by James Russell, TECC 2003

She wanted to read the news on television.

That was the dream of the 12-year-old girl sitting on the sofa in her home in New Delhi, her eyes fixed on a piece of audio-visual technology that had only recently been introduced to India...television.

Flash forward to Canada 2008 and we find that, not only did Renu Mehta fulfill her dream of becoming a television newscaster, but she became a bit of a star, appearing nightly on a network and later as the host of her own television program.

When, in her 40s, Renu enrolled

in the two-year Broadcasting – Radio & Television program, she knew that Seneca was the perfect fit. “The three-year programs that other schools were offering didn’t suit me,” she says. Although more than once she was told that stations only hired young blondes for on-air, Renu didn’t let

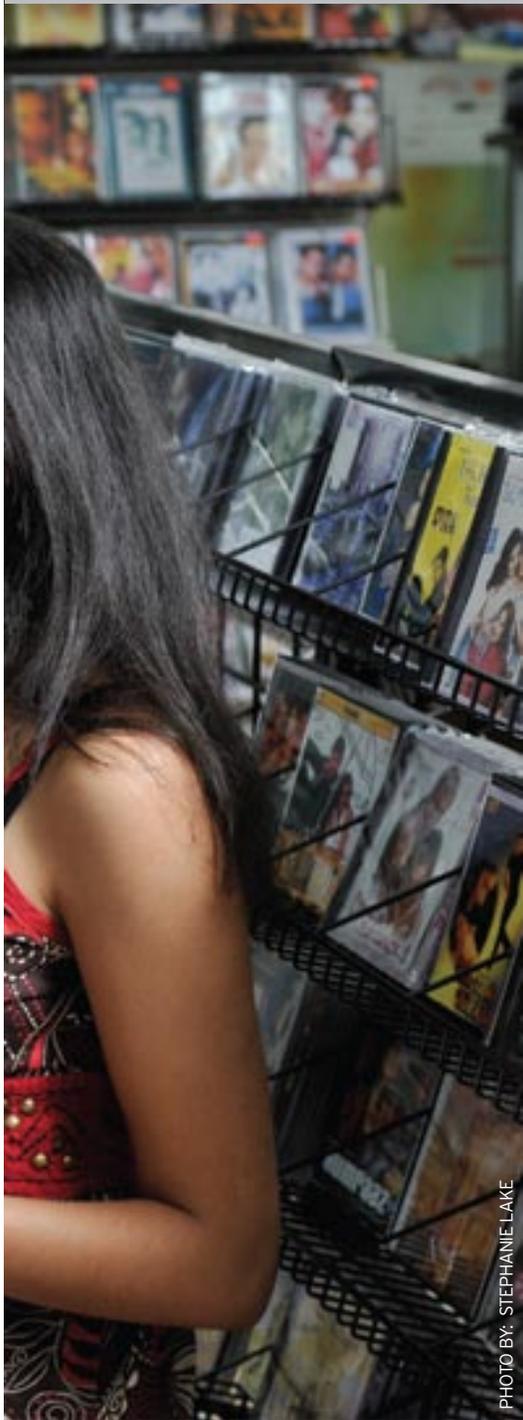


PHOTO BY: STEPHANIE LAKE

anyone deter her from her goal.

"The difficult I can do. The impossible takes a little more time," she recites as her motto.

Less than three weeks after graduation, Renu was hired by CHUM to work on CP24. She was the first of her class of nearly 100 to go on-air.

How did she manage to find success so quickly after graduating? "The trick is volunteer, volunteer, volunteer," she says, and volunteer is what she did, working without pay for CHUM, OMNI and others before finally being hired.

Despite her initial nervousness, Renu came to love everything about her first job at CHUM-- the fast pace, the work environment, and the people. Especially the people. "It was like a big family," she says.

Renu reported the traffic on CP 24 for four years and then had a stint at OMNI TV, where she hosted and packaged 26 episodes of two shows. The first was a science program that focused on the environment. The other, of which she was Language Producer, was a travel program in Hindi called *The Greatest Journeys*.

Renu stepped from the TV production studio and branched out on her own in 2005, starting *Imagebuilderz*, a full service company that specializes in media relations, marketing communications, public and community relations, and promotional campaigns.

With clients as diverse as the League of Canadian Poets, TD Bank, State Bank of India (Canada) and *Nirvana - Flavours of India*, Renu still finds time to return to her first love, stepping occasionally into an OMNI production studio to host a show.

Not one to forget that both volunteerism and journalism played starring roles in her success, Renu makes time to serve on several boards and is a consulting editor for two South Asian publications – *The Indian Express* and the *Divya Bhaskar* – weekly newspapers with a circulation of 30,000 in Canada and the United States.

"It was Seneca that helped me get to where I am," Renu says, which was why she encouraged her daughter Sakshi to follow up her own four-year University of Toronto degree with the post-grad Corporate Communications program at Seneca. 🍷

GRAD CERTIFICATES the icing on the cake

When Sakshi Mehta graduated with a BA in Political Science from the University of Toronto, it wasn't enough. The daughter of Seneca grad Renu Mehta (RTV 1998) wanted something that would direct her into a career.

Following her mother's positive experience at Seneca, Sakshi made it a family affair and enrolled in the Corporate Communications graduate certificate program.

"Seneca has a really good program," Sakshi says, now employed in her field with Ontario's Ministry of Health.

In fact, Seneca has 31 "really good" Ontario College Graduate programs that range alphabetically from Accounting to Visual Effects.

There are currently about 650 students enrolled—all college or university graduates, or mature students who have had three-to-five years of program-related experience.

The hugely successful programs are seen by many students as ways to upgrade their skills and knowledge base and to network with other students in the same industry.

Whether it's Marketing Management, Internet Systems Administration or one of the other offerings, Seneca has designed each of the programs to serve as a stimulating, fast-paced and focused way to prepare for the kind of careers that make going to work a real joy.

"Our students are seeing us as a valid valuable pathway on that life-long journey they are going to be on," says Seneca's Vice-President Cindy Hazell.

So perhaps you can have your cake and eat it too.

For a list of Seneca's graduate certificate programs, go to <http://www.senecac.on.ca/fulltime/I-GRAD.html> or see the enclosed brochure.

Some dream
of success –
Desmond Duke
works hard
and succeeds

Calendar of

By David Cochrane, TECC 2006

PHOTO BY: STEPHANIE LAKE

In August 1989, Desmond Duke left his home in Trinidad and Tobago in search of higher education. Desmond enrolled in the Mechanical Engineering Technologist (MET) program at Seneca College. “It was considered the best college for my field of study.”

“It was scary at first, leaving my family, and coming to a new country, Desmond remembers. “Luckily, I had family members here who took me in, and very quickly I began to feel welcome.” Desmond is about to take another leap – this time setting up his own business. Over the coming months, we’ll follow his dream. Here’s how it started:

an entrepreneur

APRIL 1992 – Desmond graduates with honours, and is awarded the prestigious Seneca Cup.

MAY 1992 – Desmond begins his building operator career at Angus Consulting Management Limited (ACML). “It was great to find a job so soon after graduating. I was making my own money, and soon I would be able to find a place of my own.”

During his second week of employment, he almost had to rethink. “We received a call about a toilet that was plugged. I was given the plunger and told to go clear the blockage.” He thought, “I spent three years of college to do this?” Ever the optimist, he decided that things could only get better.

JULY 1996 – Saying he loves Canada for the opportunities it has offered, Desmond becomes a Canadian citizen.

APRIL 1999 – A wedding! Desmond and Susan marry and, over the years, start a family while Desmond begins teaching part time at Seneca.

MAY 2007 – After 15 years at ACML, Desmond’s thoughts turn to starting his own business. “I returned home for my grandfather’s funeral. Upon my return to

Canada, the thought that I should start my own business kept running through my head. I thought the urge would soon fade, but it seemed to get stronger and stronger.”

“I have seen friends that have worked for companies for years who felt that they were in a comfortable position, but suddenly, they are without a job due to downsizing. I always wanted to have total control over my life.”

Desmond starts gathering data, researching and speaking to business owners.

JANUARY 2008 – The decision to start a business is made. Susan tells her husband, “Don’t forget we have kids.” As a secretary to her father’s psychiatry practice, Susan knows a thing or two about family businesses.

Desmond’s mother also has advice. She tells him “God will not put something in your heart if it is not going to succeed.”

MAY 2008 – Desmond registers Complete Commercial Property Management Inc. as a business. His hope is that the company will become the industry leader in the efficient operation and maintenance of commercial and industrial buildings.

Desmond develops a company profile to give to prospective clients.

It soon becomes apparent that there is much more to starting a business than just registering a name. “I had to get a business number, get a GST number, try and secure insurance which can be difficult for a new company, creating client contracts and employee contracts, getting and reviewing resumes for potential employees.”

JUNE 2008 - Now the hard work begins—finding clients. Desmond acquires a list of potential clients by using canada411, visiting their web sites, and performing cold calls. At the same time, he networks with friends and colleagues to produce more leads. And he has to have staff ready to go when the first contract comes.

“Although I have not hired any staff, I do have a few potential candidates who are currently registered or have graduated from the Building Environmental Systems program at Seneca’s Faculty of Continuing Education.”

AUGUST 2008 – The company web site www.completecommercial.ca goes live. It turns out that August is not the best month to be drumming up business. “A lot of people are on vacation and it’s difficult to get hold of them.” But he’s encouraged by the few who say, “Call back in the fall.”

Starting a new business is always daunting, but Desmond is still working full-time, teaching part-time, and supporting a growing family. “When I get involved in something, I give it my all. I believe that if I cannot commit 100 percent, then I should not get involved. People are depending on me and I cannot let them down.”

Watch future editions of *Seneca Alumni* for updates on Desmond’s venture. Check out his site at www.completecommercial.ca. 



Hundreds of brilliant business minds graduate from Seneca each year and go on to become the leaders of finance and investment.

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We need your fresh ideas to thrive in today's marketplace and make the most of our assets. The result will be ongoing relationships that could make better use of Seneca assets while sharing the rewards with our new business partner. Seneca is open for business. Join us. Let's channel some of that brainpower of yours into a successful venture.

Give our Ancillary Business Operations department a call today:

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(416) 491-5050 x2153 Jim.hutton@senecac.on.ca

Seneca

Building on Seneca's tradition of accomplishment and service



Ralph Waldo Emerson once said “Do not follow where the path may lead. Go, instead, where there is no path and leave a trail.” Across Seneca’s campuses we see trails being blazed on a regular basis.

Take, for example, Azra Rashid (JBC 2005) and Jessica Cullingham (BHR 2008), whose groundbreaking documentary “Dishonour Defied” won a Silver Remi Award for Women’s Issues at the 2008 Houston International Film Festival. This accomplishment not only highlights the brilliant work of two exceptional students, it also highlights a fantastic collaboration with Seneca professors Stacey Johnson and James Cullingham, and the College’s School of Communication Arts.

Or there is Ashlynn Fisher and Colette Daley, who recently spent two weeks in Jamaica with 23 other Senecans volunteering on behalf of “Students Crossing Borders,” a work study program where students provide assistance in impoverished areas of Kingston.

These accomplishments are just two examples of Seneca’s continued dedication to excellence and community service. This dedication was engrained at the College in its earliest days thanks

to founding President Dr. William Newnham. In May, Seneca honoured Dr. Newnham with the inaugural Order of Seneca, one of the College’s most prestigious awards, recognizing those who have made outstanding service and philanthropic commitments to Seneca.

Dr. Newnham was a pioneer of Ontario’s college system and set the standard for quality in post secondary education and career training that Seneca holds today. As the College continues to provide students the tools they will need to thrive in the global economy, it will look to visionaries like Dr. Newnham to help with their expertise, volunteerism and philanthropic contributions.

So many of Seneca’s community and business partners have led the way with contributions to student bursaries and endowments and Leading Through

Excellence: the Campaign for the Markham Campus. We are more than halfway towards securing the \$10 million needed to fully equip this dynamic new Campus.

But there is still more to be done, more trails to blaze and more students to help.

Seneca is a leader in polytechnic education by providing students multiple paths for their education. Their accomplishments come when they have access to the best education in Canada and the support necessary to afford it.

Your help makes it possible. Thank you for your continued support of Seneca’s students. Your generosity is helping to change the lives of today’s students and tomorrow’s leaders. 

Warm regards,
Shirlene B. Courtis, CFRE Vice
President, Resource Development

Success through strength and support

Seneca student overcomes a disability with the right tools and the right attitude

Close your eyes, but not all the way. Keep them open just enough so some light sneaks through. Then try to focus on something in front of you. Not so easy, is it?

This is the reality Seneca student Katie McDonald faces daily. She suffers from Stargardt’s disease, one of the more common forms of inherited juvenile macular degeneration. It causes a

progressive loss of central vision and can lead to legal blindness. Glasses or laser surgery cannot fix it. Progression can be rapid or slow and sight loss can get worse or stay the same.

“It feels like everything is out of focus,” Katie explains, “like looking through a smoke-filled room.”

Katie began to notice problems with her vision after her first semester in

giving back

Seneca's Early Childhood Education (ECE) program. She approached Seneca's Counselling - Disability Health Services Office for guidance. Counsellor Yaping Liu directed her to Assistive Technologist Janet Rivera, who explained that Katie would require specialized computer keyboards and software to enlarge onscreen text.

These tools come with some high costs and, because Katie was not eligible for OSAP, she was also denied supplementary funds to cover assistive technology.

Currently, there are about 1,500 Seneca students with disabilities, which accounts for eight per cent of the full-time student population. The

College provides specialized testing and texts to meet these students' needs, however ensuring the availability of supplementary assistive tools is an ongoing challenge.

When Katie was diagnosed, she was working part-time at the Seneca Alumni office. To help Katie with her work and her studies, the Association invested in an accessibility software program called ZoomText, which magnifies text and provides audio assistance.

"The program has been a Godsend," Katie said. "It's made such a difference."

Katie has copies of the program for computers at work and home and through a USB stick that makes it available on any computer.

"We were thrilled to offer Katie the tools she needed to help her advance in her work and studies," said Seneca Alumni Executive Director Linda Hendy. "We fully appreciate the benefits of investing in Seneca students and hope others will do the same."

Since becoming a mother in 2007, Katie has continued her studies part-time and is facing the challenges of her disease with optimism and a positive attitude.

"I am not sorry for myself," she said. "Everybody goes through something difficult. I am fortunate for my support system of family and friends."

Katie's work placements through the ECE program have been positive, and she is still quite able to follow her dream of helping children. In some ways, she feels more focused because of the extra level of concentration required to do her job.

"Life is a balance," she said. "Keep positive about it. It's about adjusting, putting a positive spin on things and accepting help."

To help Seneca students like Katie meet their academic and career goals through bursaries or funds for assistive technology, please contact the Office of Resource Development, (416) 491-5050 x7821 or resources@senecac.on.ca. 🇨🇦



Failing eyesight hasn't stopped Katie McDonald from working on her ECE credentials, thanks to support from Seneca.

“Insuring” student success

Inurance companies Allstate Insurance Company of Canada and Johnson Inc. are in the business of providing security and peace of mind for their clients. Recently, both have done the same for Seneca students through their substantial gifts to Leading Through Excellence: the Campaign for Markham.

Allstate has invested \$120,000 to establish two scholarships and provide capital support for the College’s Markham Campus—previously Allstate’s corporate headquarters.

The Allstate Insurance Company of Canada Scholarship Fund consists of two \$1,000 scholarships to be presented annually to second-year Business Insurance students who exhibit exceptional academic achievement, leadership and are pursuing careers in the insurance sector.

“Allstate takes great pride in being able to give something back to the communities where we do business, especially here in Markham,” said Mike Donoghue, Allstate’s President and CEO. “By working together, Seneca and Allstate will ensure that the next generation of insurance professionals have the skills and expertise to provide customers with the high-quality customer service they deserve.”

Johnson Inc.’s \$250,000 gift to the Markham Campus is supplemented by a multi-year sponsorship agreement and \$875,000 affinity revenue commitment with Seneca Alumni through 2012.



President Dr. Rick Miner, Allstate Canada’s President and CEO Michael Donoghue, and Honourary Co-Chairs of the Markham Campus Fundraising Cabinet, David Tsubouchi and Donald Cousens.



Seneca Alumni President Ryan Mitchell, Johnson Inc. President Ken Bennett, then-Chair, Seneca Board of Governors Jean Anne McLeod, and President Dr. Rick Miner.

“Johnson Inc. and Allstate have been steadfast supporters of Seneca,” said Seneca President Dr. Rick Miner. “We are grateful for these industry leaders’ roles in the development of the Markham Campus and their ongoing commitment to strengthening affinity partnerships and sponsoring Seneca initiatives.”

These contributions to Seneca were recognized in May at two ceremonies hosted at the Markham Campus. Seneca was pleased to welcome Mr. Donoghue, and Johnson Inc. President Ken Bennett, who was visiting Seneca for the first time from the Johnson Inc. corporate head-

quarters in St. John’s Newfoundland.

With this generous support, Seneca is now more than halfway towards the \$10 million campaign goal for the Markham Campus. Time is of the essence. We are working hard to raise the remaining funds by the beginning of 2009.

For information about how you can support the College’s Markham Campus, contact Shirlene Courtis, CFRE, Vice President, Resource Development at 416.491.5050 x7821 or resources@senecac.on.ca. You can also visit www.senecac.on.ca and click on “Support Seneca.”



Seneca's VP, Resource Development Shirlene Courtis, former Board of Governors Chair Jean Anne McLeod and President Rick Miner congratulate William Newnham on receiving the first Order of Seneca

Honouring "the President"

Order of Seneca presented to Seneca's visionary founding father

Toronto's Palais Royale was filled with excitement and nostalgia May 13, as guests of the fifth annual Distinguished Alumni Awards Dinner were witnesses to the inaugural presentation of the Order of Seneca.

This award is one of Seneca's highest honours and pays tribute to those who have demonstrated exceptional contributions to the College through service and philanthropy. Fittingly, the award was presented for the first

time during Seneca's 40th Anniversary year, and the recipient was founding president, Dr. William T. Newnham.

During his stirring address to the 250 in attendance, including his four children, Dr. Newnham spoke passionately about the College, its history and connection to the Seneca tribe and the importance receiving this honour held for him—in a year when he also marked his 85th birthday and he and his wife, Marein, celebrated their

60th anniversary.

"Tonight, the finest college in the entire country has given me its highest honour and left me almost speechless," he said. "The history of this remarkable college is fast becoming an awe-inspiring epic. What a privilege it is to be able to help in the development of that history, and the opportunity is open to all of us in various ways."

Dr. Newnham served as Seneca's president for 17 years, from 1967 to 1984. Under his tenure, the College realized countless milestones, including the building of the Finch (Newnham) Campus; the purchase of the King Campus; the beginning of the Aviation and Flight Technology program at Buttonville Airport; and the opening of the Seneca Sports Centre.

Recipients for the Order of Seneca are chosen by a selection committee of Senecans and community leaders chaired by Shirlene Courtis, Vice President, Resource Development. To be considered for nomination, individuals must have made a significant philanthropic donation to Seneca and/or demonstrated exemplary service to the College in such a manner that it facilitated achievement of one or more of the College's strategic goals and may have, in addition, influenced public policy.

"Dr. Newnham is the ideal recipient of the inaugural Order of Seneca," said President Rick Miner. "His vision for Seneca 40 years ago provided the foundation for what the College has become: an institution that emphasizes innovation, creativity, skill development, industry partnership and lifelong learning."

To read a transcript of Dr. Newnham's speech, visit www.senecaalumni.ca or turn to page 45. 



Curtain's Up on the Seneca Student Development Grant

by Lisa E. Boyes

"EDUCATION IS INSPIRATION, AND INSPIRATION LEADS TO ACTION. THE OPPORTUNITY SENECA GAVE ME, THROUGH FUNDING SUPPORT, TO REALLY UNDERSTAND AND COMMUNICATE THE CONSEQUENCES OF CIVIL WAR AND GENOCIDE TO YOUTH BACK IN CANADA, AND TO CONTINUE TO NETWORK WITH YOUTH IN DISADVANTAGED REGIONS OF THE WORLD, IS PRICELESS."

Nora Demerjian (Creative Advertising 2007), participant, Education Without Borders world youth conference, Abu Dabi, 2007

Many Seneca students hope to receive funding for learning opportunities outside the classroom. Many alumni, like Nora Demerjian, can attest to the power of enriched education that builds on classroom study, whether their focus is on volunteerism, or professional or academic development.

Seneca's unique Student Development Grant (SSDG), launched in September, aims to open the doors through much-needed, increased student grants. Seneca alumni are being invited to contribute to the growth of the SSDG. The target for the grant program is \$25,000 in 2008-2009.

In her research of funding programs that support learning activities outside the classroom, business professor Jane Forbes found examples at universities, but not at community colleges

For more information on the Seneca Student Development Grant, contact: Christine.Blake-Durie@senecac.on.ca, Director, Student Services, or Carol.Bieser@senecac.on.ca, Executive Director, Seneca Student Federation Inc.

To apply for funding, go to: www.senecac.on.ca/student/grant/index.html.

in Canada. "With this initiative," she says, "Seneca College can be a leader in establishing a recognized, significant and sustainable source of funding that is fair and accessible to students."

Any full-time Seneca student in good academic standing may apply for funding at any time in the academic year.

The learning activities—conferences, workshops or volunteer projects—can be local, regional, national or international. The SSDG Selection Committee, made up of faculty members, student services staff and a representative of the Seneca Student Federation Inc., is open to students' ideas for their own development.

The student's research must demonstrate the project's relevance, the organization offering the activity must be reputable, and the student must also

have faculty endorsement.

In 2008, student opportunities will range widely, from the Impact Conference, organized by University of Waterloo students to connect 500 Canadian students with inspirational business leaders; to a sustainable tourism conference; to conferences for students of Seneca's Real Property Administration Program; to Board of Trade events, among many others.

Students will report back to the grant selection committee on their experiences and will share the results of their educational opportunities formally in class.

Alumni who choose to support the new student development grant will enjoy, not only the satisfaction of helping those students following after them, but also the benefits of participation.

Lights please

Through two special promotions -Theatre Shows and Sports Tickets-alumni can help put Seneca on top in extra-educational training, while enjoying an exciting line-up of events, in top seats at discounted prices. After costs, all proceeds from alumni ticket sales will go to the Seneca Student Development Grant.

Coming in 2009 – The Colour Purple, Anne of Green Gables and Happy Days

For more information on upcoming shows and sports events, visit: <http://www.senecaalumni.ca/show/>.

To make a tax deductible direct donation to the Seneca Student Development Grant Fund contact Andrew McDonald: andrew.mcdonald@senecac.on.ca.



Right on track By Tom Bartsiakas

It's post time at Woodbine Racetrack. The jockeys are on their horses. The horses are at the gate. Seneca Broadcasting-Television graduate Nick Pimenoff is in the stands and is waiting for the race to start.

The 21-year-old has a lot riding on

this contest, but it has nothing to do with gambling.

In fact, Nick can't miss a second of this race because it is being televised and he's the one behind the camera.

Since graduating from Seneca last spring, Nick has been working as a

camera operator for Woodbine and is part of the Racetrack's production crew which televises horse races to other tracks and produces four shows a week for Sun TV and The Score – an all-sports channel in Toronto.

Those who know this young man aren't surprised he's making a living with the camera, considering his family pedigree.

"My dad has worked as a cameraman

Seneca Cup recipient Jessica Co'Dyre By Penny Mamais

Not only is Jessica Co'Dyre a 3.8 graduate, recipient of the King SAC and APC/ACC Leadership Award, but she is also this year's Seneca Cup recipient, and with good reason.

Recipients of the Cup must show excellence in academic achievement and demonstrate an active commitment to improving the quality of life at the College. Jessica has definitely demonstrated these qualities through her hard work at Seneca.

Graduating from the Recreation Facility Management program in 2007 and the Recreation Leisure Services program in 2008, Jessica has been busy. With school underway, Jessica got married in December (classmates will remember her as Jessica Breedon).

Her academic choices, as well as her volunteer work, have contributed to her passion for success.

"My time at Seneca has influenced my career dramatically. Being a part of the Recreation Council helped me define who I am, and what I want to do," says Jessica.

She can't wait to start her career in the Municipal Recreation field. "I love seeing people participate in recreation, it makes the job rewarding," she says. "I also love planning activities and seeing that plan put to action."

In addition to achieving academically, Jessica served as a peer tutor and was Co-President of the King Recreation Council.

On campus, Jessica organized blood-typing clinics, residence orientation, plus Thanksgiving and Christmas lunches. Off campus, she was just as busy volunteering with community initiatives such as Unity for our Community, Race for Race, Big Brothers'

Bowl for Kids and Pennies for Preemies.

"There are so many great things you can do while you're in school, from Recreation Council, to Student Council, to Street Team. All of these are here to better the student population and it's amazing to think that you can be a part of it," says Jessica.

Jessica had been out of school for two years, working as a manager at a fitness centre.

Deciding to go back to school was a big step. "It was a hard decision to stop making money," she says and, "it was quite intimidating going back to school."

But with the help of her family, friends and husband who supported her along the way, she was able to make King Campus not just an academic experience but a life experience as well.

"Being at Seneca has taught me to work with a team, set attainable goals and fight for what you believe in. Some may have thought the Recreation Council is only there to provide programs, but this group went above and beyond, and they continue to



for *Global News* for the last 25 years,” says Nick. “From the time I was born, I’ve been around a camera.”

Growing up, Nick would often accompany his father on assignment, assisting him with his stories. By the time he turned 11, the young prodigy was filming his own videos and creating movie mysteries.

In high school, Nick’s interest in broadcasting continued to grow and

eventually led to a co-op placement at Rogers Television, where he worked on the Toronto daily talk show *Daytime*.

Nick started out producing the show’s graphics and later was promoted to camera and audio work.

This experience convinced him to follow in his father’s footsteps, and, on the advice of his mother Barbara Pimenoff (ADT 2006), who works at Seneca, he enrolled in the College’s Broadcasting-Television program.

As expected, Nick excelled.

The honours student was among the recipients of The Stephen E. Quinlan Next Generation Bursary. It’s awarded to children of Seneca College alumni who are pursuing a full-time diploma or post-diploma program and who have a minimum GPA of 3.0.

As part of the award, Nick received \$1,500 which he used to pay off his

schooling and other academic expenses.

“It was a great honour to us that Nick was recognized in such a way,” says Barbara, who works as a program co-ordinator in the Faculty of Continuing Education and Training. “There was never any doubt that he would do very well at Seneca, and would achieve his goals. I am anxious to watch him grow and develop in the future.”

With the experience he is getting from working at Woodbine, Nick hopes one day to create and produce his own shows for television.

“That’s the long-term goal. But for now being at the track with my camera is perfect.”

To apply for the Stephen E. Quinlan Next Generation Bursary, go to the Student Information and Registration System (SIRIS) at <https://siris.senecac.on.ca>.

lobby for what they believe will benefit Seneca students,” says Jessica proudly.

“Jill Robertson and my council are the reason I accomplished what I have here at Seneca. They are the reason King Campus is such an amazing place to be,” says Jessica.

Jessica is honoured to be a Seneca Cup recipient. “This award is so important both professionally and personally. Knowing that my work has been acknowledged and that the people around me felt that I deserved this award is touching.”

Although Jessica is excited about the Seneca Cup, she is also a little nervous. “Of course I feel pressure. This award raises the expectations of all of those around me, and I plan to succeed!” 🍀





Michael "Pinball" Clemons and Mozilla co-founder Mike Shaver honoured at Seneca convocations

Michael Clemons, CEO of the Toronto Argonauts, and Michael Shaver, Chief Evangelist for Mozilla Corporation, received honorary Bachelor of Applied Studies degrees at Seneca College's convocation ceremonies on June 26.

An economics graduate from the College of William and Mary, Mr. Clemons joined the CFL in 1989 as a player, became the Argo's Head Coach in 2001, team President in 2002, and in 2007 was named CEO.

Mr. Clemons also played an integral role

in launching The Argos Foundation and was later named to its Board. He fulfilled a longtime ambition by launching the Michael "Pinball" Clemons Foundation to provide support for academic excellence, infuse depth of character, promote health and vitality, and inspire generosity in our youth.

Mike Shaver has demonstrated a tremendous commitment to helping people understand, build, and benefit from an open source community.

He worked at Netscape

Communications and later zero-knowledge, Cluster File Systems and the Oracle Corporation. Beginning his career as a developer, he quickly rose through the ranks and, in 1998, gained Internet fame as a founding member of the Mozilla Organization.

Mr. Shaver is a great supporter of Seneca through his involvement with applied research projects, participation on the School of Computer Studies advisory committee and as a guest lecturer.

People on the move



Helen Hayward, BA, MA has been appointed as the new Chair of Seneca's Board of Governors.

Helen is a partner with Western Management Consultants in Toronto. For more

than 20 years, she has worked at the executive level in the public and private sectors in planning, finance, human resources and agency liaison.

Helen joined the Board of Seneca College on September 1, 2005. She will serve as Chair for a two-year term.

Grace Chan has joined the Office of the Registrar as Associate Registrar, Registration/Records, Systems and Scheduling.

Bess Farquharson is now Manager of Registration/Records and the Test Centre - Newnham Campus.

Tet Lopez-Rabson is the new Director, Institutional Research (IR).

Marianne Marando is the Acting Chair for the Centre of Human Resources while **Jennifer Singh** departs for a professional development leave.

Jennifer Parker has been appointed as Acting Director, Academic ITT.

Linda Stapleton has been appointed as the Director of Sport and Recreation. She has been the Acting Director for the past year.

Karen Murkar has assumed the role of Chair of the School of Accounting and Financial Services (SAFS), an amalgamation of the School of Accounting and Finance and the Centre for Financial Services. Karen holds an undergraduate degree in administrative and commercial studies from the University of Western Ontario, an MBA in finance and international business from the University of Windsor and a diploma in adult training and development from the University of Toronto, Ontario Institute for Studies in Education. Because of the size and complexity of the SAFS, the position of Associate Chair will be announced later this fall.



PHOTO BY TOM BARTSIOKAS

Marcelo da Luz gets set for his record-breaking solar car trek to Inuvik.

Senecans help get first solar car to the Arctic Circle

A solar car built with the help of faculty and students from Seneca's Centre for Precision Skills has set a record by becoming the first ever to make it to Inuvik, Northwest Territories.

The vehicle's creator, Marcelo da Luz, chose to drive to the northern town because of the challenges—among them were operating a solar-charged vehicle in areas of poor light quality and traveling 1,500 kms of gravel road.

"We congratulate Marcelo and his team for succeeding in this exceptional endeavour and achieving a first," said Seneca College President Dr. Rick Miner. "Seneca takes particular pride in this project, for having contributed to making the Xof1 a reality and in the strong environmental message an accomplishment such as this signifies."

Seneca students and faculty from the Centre for Precision Skills at Jane Campus helped Marcelo and his team make the solar car road-ready. Using the latest computer-assisted design software, they created custom pieces including components for its rear wheel assembly, as well as the mechanism that allows the top half of the car to lift from its chassis and tilt toward the sun.

"This project has been special to Seneca because the college has a strong commitment to environmental education," Dr. Miner said.

For more information on the Xof1 project, visit its website at <http://www.xof1.com>

President Miner announces retirement

Seneca's President Dr. Rick Miner has informed the Board of Governors of his intention to retire from Seneca at the end of his term in the fall of 2009.

Dr. Miner joined Seneca as President in 2001 following a lengthy career in post secondary education. He will continue to work closely with the Board this year and, when a new president is hired in 2009, he will assist with the transition. Dr. Miner sees the 2008-2009 year as an extremely active one, given the priorities outlined in the Strategic Plan 2008-2011 and upcoming advances in

post secondary education in Ontario.

A Presidential Search Committee has been formed, led by former Board of Governors Chair Jean Anne McLeod. The Search Committee has engaged the executive search firm of Ray & Berndtson to assist with the many activities related to the search. One of the most important of these activities is a broad series of consultations with members of the internal College community and with the many constituent communities that the College serves.

LEADING THROUGH VOLUNTEERING

A new subject in the Faculty of Business has helped the community while students earn credits.

Leadership in Society requires students to complete 20 hours of volunteer service to see social change in action, witness different leadership styles and build leadership skills.

"This course changed me," says Amreen Sameja, a third-year Accounting and Finance student. "I always wanted to volunteer more in the community, and this course gave me the motivation I needed."

Amreen taught children at a Sunday school in Toronto's west end and has since expanded her volunteer commitment by assisting children with developmental disabilities.

Ali Navaidbakhish had a similar experience in a completely different setting – by putting hammer to nail.

The third-year Civil Engineering Technology student chose his community service assignment after hearing Neil Hetherington, Habitat for Humanity CEO, Toronto and Seneca alumnus, talk to the class about his organization's mission to build affordable housing for people in the community.

"Volunteering gave me the opportunity to meet new people, learn new skills and, most importantly, make a difference," says Ali. "If it wasn't for this course, I don't think I would have ever discovered this great organization and volunteered with it."

Other course assignments involved interviewing community leaders, writing cause-related essays and giving class presentations based on community service.

The course is taught by Professor Sandy Naiman, a Seneca alumna and Alumni Board member, former journalist and life-long volunteer.

Students paint the town red... and blue and yellow and...

More than 100 York Region school children are being introduced each day to the work of Seneca *Art Fundamental* students. The work in question is a seven-by-nine foot mural hanging on the walls of The Community Safety Village in Whitchurch-Stouffville, where police teach safety lessons.

The mural, which took two weeks to paint, depicts a family garage and is used to reinforce lessons about fire safety – in this case, to show a possible family meeting area during a fire.

Seneca students Paul Millerd, Michaelia Young, Karen Gold, Bryan Briones and Samantha Ricaplaza created the mural.



Art Fundamentals student Bryan Briones (right) watches as a mural he helped paint with his classmates is installed at The Community Safety Village in Stouffville.

“Usually you do your work in class and no one sees it other than the teacher,” said Bryan. “Your goal as an artist, however, is to get your work out there for people to enjoy it, so it was nice to win this competition.”

Professor Phillip Woolf created a contest for graduating *Art Fundamentals* students

after the York Region police service requested Seneca’s help. “This was a great opportunity for our students to work on a real life project with a client from start to finish,” said Phillip.

To learn more about the *Art Fundamentals* program, visit <http://www.senecac.on.ca/fulltime/AFD.html>.

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You'd look good in green

By R.J. Shupe

More than half of the adults in more than 10 large Canadian cities are considered to be overweight. Our poor choices are having horrible consequences.

Now what if you knew that *going green* would not only help our environment, but help get you in shape as well? By making a simple shift in how you approach your daily activities, you will automatically “sneak in” some exercise and generate great health benefits.

Green activities like walking, cycling and climbing stairs incorporate larger and additional muscle groups. When you build lean muscle tissue your metabolism increases, turning you



into a fat-burning machine. For cardiovascular gains, attack your activity with a little vigor to elevate your heart rate. Two 10-minute sessions provide the same benefits as one 20 minute session.

Start today. Knowledge applied is power, but knowledge unused is worthless.

RJ Shupe is a Seneca Fitness Centre Coordinator.

STAYING BLUE ACTIVITY	CALORIES BURNED IN 15 min.	GOING GREEN ACTIVITY	MUSCLES WORKED	CALORIES BURNED IN 15 min.	FOOD EQUIVALENT FOR CALORIES BURNED
Driving to the local convenience store (1 km)	8	Bicycling to the local convenience store (slower than 10 mph)	Legs, Arms, Abdominals	50	Beef, eye of round, trimmed to 1/8" fat, cooked, roasted Amount: 1 oz, weighing 29.0 grams
Using the dishwasher	17	Wash dishes by hand	Shoulders, Arms, Abdominals	21	Large olives Amount: 4 canned
Using the dryer	17	Hanging your laundry outside	Shoulders, Back, Arms, Legs, Abdominals	33	Chicken breast, oven-roasted, fat-free, sliced Amount: 1 serving 2 slices, weighing 42.0 grams
Using the Elevator	3	Climbing the stairs	Legs, Abdominals	116	Cereals ready-to-eat, Honey Nut CHEX Amount: 0.75 cup, weighing 30.0 grams
TOTAL	45 calories			220 calories	



Illustration by Patricia Storms (GRA 2000)

Based on a 145 pound, 30 yr. old female.

Let your computer be your green machine

Living “green” is all about sustainability, about choosing ways to grow and thrive without burdening the environment we all share. And the best part is that you already own a very important tool that helps you do just that: your computer.

Your computer can open the door to telecommuting, which takes cars off the road, reducing air-pollution. Videoconferencing is much greener than the real thing. And by decentralizing the workforce, telecommuting can reduce the need for office space, equipment and the energy costs asso-

ciated with that overhead.

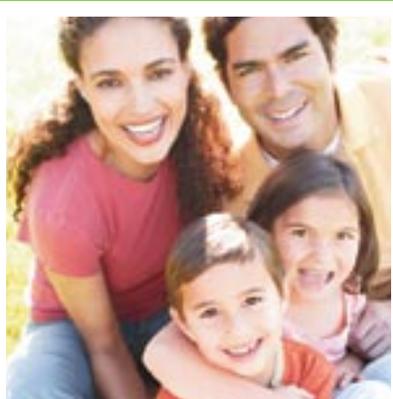
Then there’s online shopping. Maybe you’re already an avid online shopper. And why not — you can choose from the biggest selection, there are no lineups and you can shop any time you like. But online shopping also saves energy, which results in huge environmental benefits. For one thing, e-commerce warehouses are much more energy-efficient than chains of retail stores. For another, shopping online uses only a tiny fraction of the energy spent driving to the mall.

You can find just about anything

online, from vintage decor on auction sites to fresh local produce on grocery sites. As a member of the Seneca community, you can even manage your life insurance online. At manulife.com/senecatips, you can control the whole process, from calculating your life insurance needs, to getting a free quote on the cost, to applying for coverage — all from the privacy of your home or office. And if you need help, it’s just a call or e-mail away.

Consider bringing more of your life (and your life insurance) online. It’s greener here!

Kim Child, CEBS, LTCP, (HRM 2000) is a Marketing Manager and Account Manager for Manulife Financial. Please take a moment to view your insurance options at www.manulife.com/senecatips.



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PHOTO BY JACKIE SKENDER, ROWING CANADA AVIRON

Golden

Just one day after returning from the closing ceremonies at the Beijing Olympic games, we catch gold medalist Brian Price juggling his cell phone with car seats as he picks up his daughter from daycare.

For the coxswain of Canada's men's eight rowing team, winning gold has changed everything and nothing.

"I still look at the same person in the mirror," he says, "It's just that you've accomplished a goal that you've been working on for 10 years." And, everyone from the checkout clerk at the grocery store to the kids at the airport wants to see the gold medal.

He describes the experience now as "almost surreal" and finds himself stopping to think, "I *did* do it. It's hard to believe that we did it."

Brian is a 1998 Civil Engineering Technology Building Co-op grad. He had been working in the engineering

field between the Athens games in 2004 and the training push for the Beijing games.

He's made no plans for what's next. "Public speaking, working in a totally different field, maybe that's a possibility," he says, without taking rowing out of the mix just yet.

A high-stress, high-energy, high-adrenaline sports career capped by Olympic gold may be hard to top. But Brian says there were many life lessons learned from the experience that could apply to other careers. One is how to deal with fear. Although the athletes all look confident going into their events, he confesses, "I was pretty nervous leading up to them. Then I realized how well prepared I was."

He had a plan, knew what could and could not be done and how the team would warm up. "If you are prepared there's no reason to be scared."

Olympic updates

Jason Burnett won the silver for Canada in the men's trampoline event. Watch for this medalist's name in these pages again. Jason is entering his first semester of Seneca's Fire Protection program.

Sport Seneca gymnast **Elyse Hopfner-Hibbs** advanced to the women's individual all-round final at her first Olympic games but, because of the composition of the Canadian team, was without her long-time coach, Seneca's **Carol-Angela Orchard**.

Elyse finished in 16th place. She's now in her first year of a full scholarship at UCLA.

After more than three decades of coaching, Carol-Angela is retiring and moving to England where she'll marry the technical director of the British men's team Ed Van Hoof. Carol-Angela's coaching partner **Brian McVey** is also leaving Sport Seneca. Together, the pair coached many Olympic and World Championship contenders.

New coaches from the Seneca alumni pool



Craig Walker (DMA 2006) The 2008-2009 season will see Seneca alumnus Craig Walker take over as head coach of the Seneca Sting Women's basketball

team. Craig, a former star of the "Seneca Braves," has been an integral part of the Seneca coaching staff for nine years. As an assistant coach, Craig and the Sting amassed two trips to the Nationals (placing fifth), two OCAA gold medals, two silvers and one bronze.

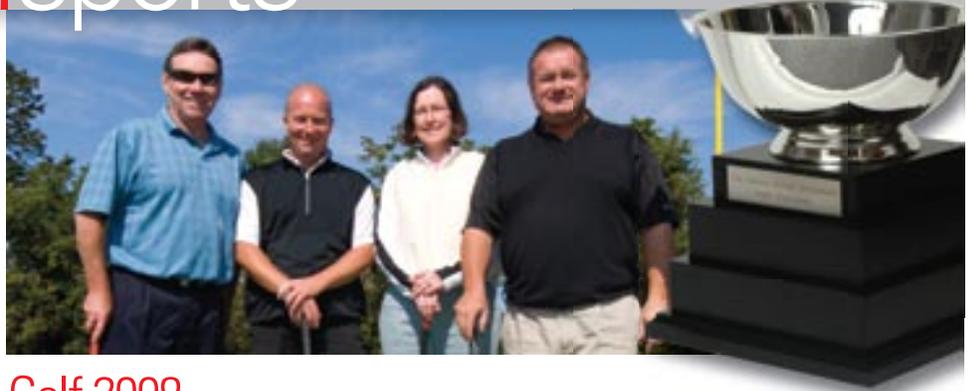
Coach Walker is ecstatic about his new position and hopes to help bring his team back to the OCAA finals for the third consecutive year, alongside assistants Mervin Busby and fellow Seneca graduate Lisa Best.



Shane Timms (GCTC 2007) Seneca alumnus Shane Timms was a significant member of the Seneca Sting Men's Volleyball team during the 2006-07

season. Shane enjoyed his experience so much as a Seneca athlete that the following year he returned as assistant coach. Shane, who has had previous experience as coach at the representative club level, enhanced his expertise working under head coach Jason Cliff and Seneca alumnus Kevin Matthews.

After only one year coaching at the collegiate level, Shane returns as head coach of the men's volleyball squad. With his playing and coaching experiences, Shane is destined to obtain OCAA gold.



Golf 2008

Johnson Insurance had the winning team of Doug Munn, Darren Desmarais, Cathy Turner and Don Sollows at the 5th Annual Seneca Alumni Corporate Invitational Golf Tournament September 22.

Scarboro Golf and Country Club was once again the course of choice for this phenomenal event. The prestigious Par 71 private course was chosen to test the skills of our golf participants.

Net proceeds from this tournament support Seneca Alumni endowment funds.

We would like to thank our Tournament Sponsors

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Seneca Sting Varsity Alumni Games

It has become Seneca tradition to celebrate our sport teams and athletes from all generations. Each year the Sting calls on Seneca Alumni athletes to take part in the Seneca Sting Varsity Alumni Games.

Not only do alumni get a chance to participate, but they also get to reunite with former teammates and meet the current faces of the Seneca Sting. We welcome our alumni with special VIP treatment in our "Alumni Lounge," where refreshments and snacks are available during and after games.

There is no entrance fee for the events. The games are intended to bring back fond memories and give some of our most celebrated athletes a chance to experience college varsity sports at its finest.

Varsity pictures will be available for viewing throughout the event, so bring along your friends and family and share your love for the game and your Seneca experiences with them.

At press time, our first event – men's and women's volleyball – was just about underway. We're holding a second event – men's and women's basketball – Saturday, November 8 at Newnham Campus.

For more information please contact Melissa Wiseman at 416-491-5050 ext. 2308 or melissa.wiseman@senecac.on.ca or visit www.senecasting.ca. Hope to see you there!

Alumni Games Basketball Saturday, November 8, 2008

Men's 1:00pm
Women's 3:00pm

ATTENTION ALL SENECA ALUMNI AND SUPPORTERS!

Here is your opportunity to come out and cheer on your favorite Varsity Team. Not only will you enjoy exciting college sports, you will also have a chance to win great prizes and receive free giveaways at each game. Come out and show your team spirit!

Visit www.senecasting.ca for more information.

MEN'S BASKETBALL

Oct. 31	VS.	Georgian	8:00pm
Nov. 8	VS.	Alumni	1:00pm
Nov. 14	VS.	Cambrian	7:00pm
Dec. 2	VS.	George Brown	8:00pm
Jan. 13	VS.	Durham	8:00pm
Jan. 20	VS.	Fleming(P)	8:00pm
Jan. 23	VS.	St. Lawrence	8:00pm
Jan. 24	VS.	Centennial	2:00pm
Feb. 3	VS.	Loyalist	8:00pm
Feb. 13	VS.	Algonquin	8:00pm
Feb. 14	VS.	La Cité	1:00pm

WOMEN'S BASKETBALL

Oct. 31	VS.	Georgian	6:00pm
Nov. 8	VS.	Alumni	3:00pm
Dec. 2	VS.	George Brown	6:00pm
Jan. 13	VS.	Durham	6:00pm
Jan. 20	VS.	Fleming(P)	6:00pm
Jan. 23	VS.	St. Lawrence	6:00pm
Feb. 3	VS.	Loyalist	6:00pm
Feb. 13	VS.	Algonquin	6:00pm

RUGBY

Oct. 21	VS.	Georgian	4:00pm
Jan. 14	VS.	Trent	8:00pm
Jan. 28	VS.	George Brown	6:00pm
Jan. 30	VS.	Algonquin	7:00pm
Jan. 31	VS.	La Cité	2:00pm
Feb. 4	VS.	Fleming(P)	6:00pm

MEN'S VOLLEYBALL

Oct. 29	VS.	Georgian	6:00pm
Nov. 18	VS.	Durham	8:00pm
Nov. 22	VS.	Cambrian	8:00pm
Nov. 23	VS.	Boreal	4:00pm
Dec. 3	VS.	Loyalist	8:00pm
Jan. 14	VS.	Trent	6:00pm
Jan. 30	VS.	Algonquin	9:00pm
Jan. 31	VS.	La Cité	4:00pm
Feb. 4	VS.	Fleming(P)	8:00pm

WOMEN'S VOLLEYBALL

Oct. 29	VS.	Georgian	8:00pm
Nov. 18	VS.	Durham	6:00pm
Nov. 22	VS.	Cambrian	6:00pm
Nov. 23	VS.	Boreal	2:00pm
Dec. 3	VS.	Loyalist	6:00pm



Have your opinions heard and support your Seneca Alumni Association.

MAKE SOME NOISE!

The Seneca College Alumni Association and NetPanel have joined forces to provide the Seneca Alumni with a unique opportunity. Join NetPanel and the Seneca Alumni Association will receive a financial donation every time you participate in an online survey.

NetPanel is ResearchByNet's online panel of Canadian consumers. Panelists participate in online surveys on a wide range of topics that help leading North American companies develop new products and services.

Joining NetPanel is free, easy and safe. As an Alumni NetPanel member you earn NetPoints for every survey you complete. NetPoints can be converted to cash or donated to the Seneca Alumni Association. It's an easy, hassle free way of contributing.

To learn more or to register for NetPanel, go to:
<http://senecaalumni.researchbynet.com>

Answering the call

- **Seven out of 10 Seneca graduates got a job related to their program within six months after graduation.**
- **Nine out of 10 graduates who would recommend Seneca would also recommend their college program to someone else.**

When you see those ads on the subway that tell you how many college graduates have landed jobs in their field, or you check out the stats on how well students enjoyed their college experience, you're using Key Performance Indicators (KPI) data.

KPIs are sets of measures mandated by the province to indicate the performances of Ontario's colleges. They measure student satisfaction,

graduation rates, graduate satisfaction, graduate employment rates and employer satisfaction.

While Seneca grads have been happy to participate in their piece of the annual survey, they've been shy about granting researchers permission to contact their employers. "There's a sense of embarrassment or reticence," says Tet Lopez-Rabson, Director of Seneca's Office of Institutional Research.

There needn't be.

Tet says the survey is absolutely confidential and is not an assessment of the graduate's work performance. Instead, it's aimed at ferretting out whether Seneca programs are relevant to the workplace. Your own performance is your own business.

The information gathered from those 15-minute interviews is very valuable, and the larger the sample, the more accurate the data.

"We need more information from industry," says Tet, "to know Seneca is really meeting industry's needs." Results are analysed and used as part of a wider discussion at the College about ensuring student and graduate success.

So when you get the call, say yes. 📞

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Seneca College and Davenport University have developed a partnership that allows you to transfer credits towards a bachelor's or master's degree.

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A partnership with Davenport University for students, employees, and alumni of Seneca College.

Seneca

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Alumni director ready for close up

Alumni board member and Seneca professor Paul Sloggett will be in your living room this fall.

Paul and fellow Real Property Administration prof Mark Leavens have been cast in *Income Property*, a new HGTV series. The show helps first-time home buyers build or renovate a rental unit in their homes to help pay the mortgage.

The Seneca pros are brought in to assess the value of the renovated property and the potential income of the rental space.

Paul says it's been an amazing experience with great profile benefits for Seneca. "We appreciate this opportunity to reach out to future students who want to seek out this career opportunity."

The show launched September 29 and can be seen on HGTV Mondays at 10:00pm. 📺

Engineering Excellence

Seneca grad Dereje Tafesse (CVTM 1993) has been awarded the 2007 V.G. Smith Award by Professional Engineers Ontario (PEO) for the highest score on an examination paper.

Dereje completed 10 papers with a top mark of 95 per cent.

"I was shocked and thrilled when I heard," he said. "It was unexpected."

Dereje is a Technical Coordinator in the Operations Department with the Town of Markham and credits Seneca for giving him the foundation for his engineering career.

"I want to advise Seneca students that there are good opportunities to be an engineer after the Civil Engineering Technology program," he said.

Are you an aspiring engineer? Contact Derje at dtafesse@markham.ca or visit www.peo.on.ca. 📺



Funny pages

Public libraries across Canada were given a colourful boost over the summer through the comic illustrations of Seneca Graphic Design (2002) grad Patricia Storms. Patricia was chosen for the prestigious task of illustrating the poster, web site, stickers and activity booklets for TD's Summer Reading Club.

Patricia acknowledges there were "mostly self-inflicted" pressures in getting it right for a national audience. "Because it's for kids, it's important that they like what I do." As the illustrator of many children's books including *13 Ghosts of Halloween* and *Good Granny/Bad Granny*, she's no stranger to kid humour.

Patricia's cartooning was "on the side" while she studied at Seneca and then during her career as a magazine designer. Eventually, the illustration work took over. But she says her Seneca-built skills still guide her designs. "It's crucial to know good design, the flow of white space and how to work within the context of the text."

With summer over, you'll find the library posters in children's bedrooms as a souvenir of the program of games, activities and author appearances (Patricia among them) focussed on boosting interest in reading.

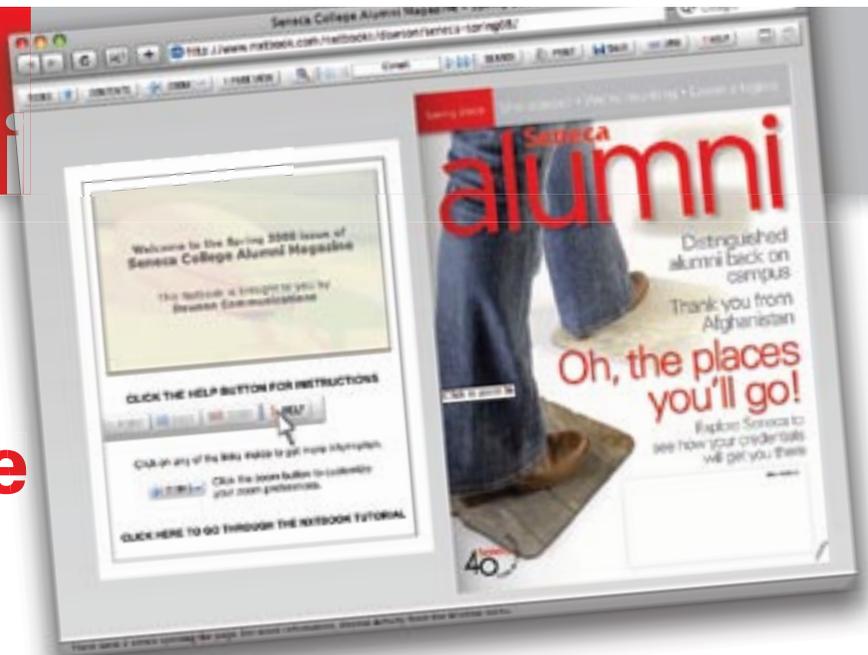
See more of Patricia's work at www.stormsillustration.com and on page 37. 📺

Read this story online

Looking for a back issue of your favourite Seneca Alumni magazine? Is your recycling bin getting full?

Seneca Alumni is available online just as you see it in your hands, but with many extra interactive features. The pages turn at the click of a mouse and there's no need to jot down web addresses. They all connect through links.

Michael Dawson (ACC 1982 and CPO 1986) has been pitching



the software that makes it all work (NXTbooksmedia) through his brother's company Dawson Communications. He says it's constantly evolving. "Two years ago people looked at us like we had rocks in our heads," he laughs, remembering Pdf files as the norm. "Now customers are looking for something green that doesn't use much energy or paper. Our timing is perfect."

Although this magazine doesn't use them yet, there are video and audio applications available too. In the future you might click here and watch Michael tell his own story.

See more at www.dawsoncomm.com.

To join the thousands of Senecans already reading the magazine online, e-mail Beth Cockburn at beth.cockburn@senecac.on.ca.

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Emma Hyatt
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Aamana Jindal
James Kim
Sarah Marcus
Kingo King Lung Ng
Joshua Schildroth

INTERACTIVE MARKETING

David Cappuccitti
Amin Ghaemi
Melissa Guo
Abhinav Jain
Candice Shirreff
Shani Zorer

BUSINESS INTELLIGENCE

George Koshy
Catherine Robles
David Chongzhen Yang
Katie Buckman

Contact marketing.careers@senecac.on.ca today.
www.senecac.on.ca/cms/school/schoolofmktgandebusiness.jsp

Coming out crazy

If you've ever struggled with an ailment that can't be put in a cast, treated with antibiotics or surgery or discussed easily around the office, check out "Coming Out Crazy". It's a new blog on mental wellness started by Alumni Board member and freelance writer Sandy Naiman (ACM 1971). The interactive discussion is part of *The Toronto Star's* website.

Sandy has spent much of her life "out" as a person with mental illness and has been a vocal advocate for mental health.

Read about Sandy's experiences and point of view then add your own comments by going to <http://thestar.blogs.com/mentalhealth>. 

Around the water cooler

The Seneca Alumni Office has two new staff members ready to serve.

Andrew McDonald (BADO 2004) came on board full time in August as Manager, Alumni.

Rafmir Matute joins us as Office Coordinator. Rafmir has been at Seneca for seven years, last serving as a Customer Service Officer with Financial Aid.

Rafmir replaces Alison Gibson (SSW 2002) who is on a professional development leave. Alison and her expertise won't be far away. She's studying at Newnham Campus. 



What was said

BY DR. WILLIAM T. NEWNHAM
ON RECEIVING THE ORDER OF SENECA
AT THE DISTINGUISHED ALUMNI AWARDS CEREMONY
MAY 13, 2008

I'd like to tell you about a meeting I had in 1971 [with Senior Chief of the Senecans, Gray Cloud].

...Gray Cloud would put in interesting little homilies such as, "When a Senecan points his moccasins at the horizon, it recedes.

He brought some artefacts. One was the talking stick...The talking stick, on one side, was covered with intricate, charming carvings, each of which depicted an interesting, significant event in the life of the tribe. I turned the stick over, and two-thirds of one side was covered with carvings, the other third was blank.

"Chief Gray Cloud," I said. "Isn't it unfortunate that your excellent carver was not able to finish his work?"

"Mr. President, you don't understand. That space is blank for a reason. Who of us would say that the great events of the tribe will not take place in the future?"

Who indeed?

...Tonight, I think it is fitting that my award, which I appreciate so much, and the honouring of six of our own—six outstanding young people—takes place at the same time.

...Did they not point their moccasins toward the future, toward the horizon and watch the horizon recede? And did they not perform extremely well when they left the College to the extent that they would be worthy of having their carvings on our mythical talking stick?

For the full text, go to www.senecaalumni.ca. 

SUCCESS SEMINARS

We want to make your learning experience at Seneca a real success. These three-hour informal seminars are designed to enhance your personal, professional and student life, while enabling you to meet with other students in a relaxed setting.

To register, go to www.senecac.on.ca/parttime or call 416-493-4144. There is a \$10 non-refundable material fee for these seminars. You must be a registered Continuing Education student or a Seneca Alumni to participate. These seminars are primarily paid for through funding provided by the part-time student administrative fee.

We cannot accommodate children in the classroom.

MONDAY SERIES

Estate Executors **SEM087**

Have you ever wondered what an estate executor must do and what their liability might be? Are you wondering who might be the best person to be your executor? Come out and hear about the many tasks, responsibilities and potential liabilities an executor faces.

Newnham Campus

Mon, Oct 20, 7–10 pm, FA

Business Etiquette I **SEM083**

With the changes in the business world coupled with Globalization, technological advances and multiculturalism, business etiquette is more in demand than ever before. This seminar allows students to begin to understand the impact of the 'etiquette advantage' in the workplace and on a personal level. Topics cover body style and business attire, testing your business etiquette, dealing with conflict and managing gossip.

Newnham Campus

Mon, Nov 3, 7–10 pm, FA

Business Etiquette II **SEM086**

In part 2, we will look at the etiquette of cell phone use, email and text messaging, table settings, impact of words and how to interact effectively with coworkers and business associates.

Newnham Campus

Mon, Nov 10, 7–10 pm, FA

Note Taking Made Easy **SEM067**

Information presented in class often contains the central concepts of a course and the material most likely to be included on exams. Selecting the right information when listening and note taking will lead to better marks. These important skills can also be applied to taking notes at meetings. This practical workshop provides tips on how to recall more information through active listening and purposeful note taking.

Newnham Campus

Mon, Nov 24, 7–10 pm, FA

Making Connections **SEM078**

This seminar unleash your innate people skills and self confidence. Through fun Q&A exercises and interactive ice breakers individuals will take away sure-fire methods and insights to practice making meaningful connections with anyone anywhere.

Newnham Campus

Mon, Dec 8, 7–10 pm, FA

SATURDAY SERIES

I am Dancing as Fast as I can **SEM033**

A guide for those with too much stress and too little time. Identify things you never have time to do but would like to if you had time. Get rid of time wasters and obstacles. Set goals and strategies for getting what you want. Feel better emotionally and physically.

Newnham Campus

Sat, Oct 25, 9:30 am–12:30 pm, FQ

Negotiation Skills **SEM032**

Negotiation is an integral part of Day to Day Life, both in business and at home. In this workshop, learn about ways to negotiate successfully and arrive at win-win solutions.

Newnham Campus

Sat, Nov 1, 9:30 am–12:30 pm, FQ

Effective Presentation Planning **SEM049**

Planning is key to any successful presentation. This workshop provides practical tips on how to take the anxiety out of making presentations. Understand how sound design principles can create an effective presentation that will get your ideas across to your audience. You will learn how to develop an easy plan to make effective and convincing presentations, using a variety of strategies and techniques.

Newnham Campus

Sat, Nov 15, 9:30 am–12:30 pm, FQ

Customer Service **SEM056**

In the ever-changing business world, success is always available if customer service is first on their mission statement. In this fast paced seminar, the students will be introduced to customer service strategies they can use daily to help their companies grow and prosper.

Newnham Campus

Sat, Nov 22, 9:30 am–12:30 pm, FQ

Coaching Skills **SEM062**

Who can be a coach? Come to this workshop to learn about the role of the coach, skills required, and a process to follow when coaching others. Enhance your listening and feedback skills so you know what to say and when to say it. Do you have what it takes to be a coach?

Newnham Campus

Sat, Nov 29, 9:30 am–12:30 pm, FQ



Seneca

OPEN HOUSE

Meet Seneca faculty, staff and students
Learn about Seneca programs, campus life and more
Discover all you need to enjoy your future at Seneca

SATURDAY, NOVEMBER 8, 2008
12 NOON – 2:30 PM

yourfuture.senecacollege.ca

If you know someone ready for higher education, or you are thinking about continuing your own education, consider visiting Seneca on Saturday, November 8 to learn more about our programs and graduate certificates.

New this year – Ask a graduate!
Alumni are coming back to Newnham Campus to speak with students and parents on career paths related to their industries.

Alumni basketball
Catch the Alumni versus the Seneca Sting Varsity teams at Newnham Campus (Hwy 404 and Finch).

Men's Basketball 1 pm
Women's Basketball 3 pm

Plan ahead for Spring
Join us Saturday, April 4 from noon to 2:30pm for the Spring 2009 open house.

Career and job fairs

Business and Technology Career Fair

Thursday, February 12, 2009
10 am to 2 pm
Newnham Campus

Cost to employers:
\$250 (includes GST, parking, refreshments and student ambassador assistance)

The Business and Technology Career Fair is ideal for employers with career opportunities suitable for students graduating in April. Approximately 3,000 graduating students attend this Career Fair annually. Newnham Campus is home to approximately 10,000 full-time students in Business and Engineering related disciplines, however students from all Seneca programs are invited to attend this event.

For more information contact:

Mary Fracassa, Career Services, (416) 491-5050 ext. 6007
Mary.Fracassa@senecac.on.ca

Bachelor of Applied Business - Financial Services Management Career Day

Tuesday, March 3, 2009
10 am to 3 pm
Newnham Campus
Cost to employers: Faculty sponsored

Career Day will provide employers the opportunity to meet one-on-one with students who are interested in employment with their companies following graduation in April. Employers will also have the option of interviewing students for summer co-op placements (May to August). Employers may attend for half or the whole day.

For more information contact:
Robert Botten, Business
Development Coordinator
Centre for Financial Services
(416) 491-5050 ext. 6292
robert.botten@senecac.on.ca

Tourism Job Fair

Wednesday, February 11, 2009
10 am to 2 pm
Markham Campus

Cost to employers: \$150

The Tourism Job Fair is ideal for employers with career opportunities for students looking for co-op, summer and full-time employment. In Canada, there are more than 60,000 tourism-related businesses employing approximately 1.2 million people. Seneca's student success is due in part to the emphasis placed on the development of skills that are valued by employers in this dynamic and expanding industry. Participate to meet customer-oriented, well-motivated students

coming events

Seneca Technical Communication Program 10th Anniversary Celebration

Saturday, November 22, 2008
2 pm to 5 pm
Seneca@York Campus
Lower Kaleidoscope Room
70 The Pond Road

Light refreshments will be provided. No admission fee required.

RSVP: Beth Agnew, Co-ordinator, Technical Communication Program
beth.agnew@senecac.on.ca

from the following programs:
Tourism and Travel – Hospitality option
Tourism and Travel – Flight option

For more information contact:
Marlene Slawson, Career Services
Coordinator
(416) 491-5050 ext. 7193
Marlene.Slawson@senecac.on.ca

**Civil Engineering Technology and
Environmental Technology Job Fair**
Tuesday, March 3 and Wednesday,
March 4, 2009, 10 am to 2 pm
Newnham Campus

Cost to employers: Faculty sponsored

The format involves one-to-one brief
meetings with students who are

Seneca

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416 491 5050 x6007

interested in working specifically for your company. Employers are welcome to attend a half day, one full day or both days, depending on your recruitment needs.

For more information contact:
Jennifer Kloosterman, Career Services
Coordinator
(416) 491-5050 ext. 6098
jennifer.kloosterman@senecac.on.ca

Summer Job Fair

Wednesday, March 25, 2009
10 am to 2 pm
Newnham Campus, Building B, 1st
and 2nd floors
Cost to employers: \$250

The Summer Job Fair is ideal for employers with summer job opportunities suitable for college students. The Fair will be held on the first and second floors of Building B at Newnham Campus, which is home to approximately 10,000 students in business-, finance- and engineering-related disciplines.

Nursing Job Fair

Wednesday, March 30, 2009
10 am to 2 pm
King Campus

For more information contact:
Grace Cuff, Career Services
Coordinator
(416) 491-5050 ext. 5007
Grace.Cuff@senecac.on.ca

Please contact us for information about
On Campus Recruitment Days
Jennifer Kloosterman, Career Services
Coordinator
(416) 491-5050, ext. 6098
jennifer.kloosterman@senecac.on.ca

For more information on our Job
Fairs, please contact Career Services
at 416-491-5050 ext. 6007 or Career.
Services@senecac.on.ca.



Fall 2008 Entrepreneur Speaker Series

Mondays 3:20 pm to 4:45 pm
Room D1010, Newnham Campus

This speaker series brings real life stories of entrepreneurs' successes and challenges to students in the schools of Business Management and International Business. Alumni are welcome to join in. Doors remain closed from 3:25 pm until 4:45 pm.

Email: jasmina.braticevic@senecac.on.ca to confirm your attendance.

October 27

Patricia Draves, Venture Show Advisor

Seneca's international business students have been hosts and exhibitors of an annual New Venture Trade Show for more than 10 years. What is involved in making this event a highlight of a student's Seneca experience? Through photos and stories, Patricia will share her insights on how to make the Fall 2008 New Venture Trade Show the best show ever!

November 3

Rob Henderson, Decosta Inc.

How do you convince investors that your business idea is worthy of their cash? Find out how to prepare for one to 10 minutes "on the hot seat." Rob, who was previously involved with the risk capital market through the National Angel Organization in Canada, is owner of a professional services and consulting firm and a former executive of ACE Canada (Advancing Canadian Entrepreneurship).

November 10

Barry Siskind, Trade Show Consultant

What draws attention to some trade show booths over others? It may be as simple as adding motion to the exhibit and supporting that with clear goals and trained staff. Barry Siskind, North America's foremost trade show consultant has traveled the world critiquing shows and helping companies be effective in creating displays and interacting with visitors. He will share tips to help you be an effective trade show exhibitor.

Be sure to check the Seneca Alumni web site for the most recent workshops and events open to you: www.senecaalumni.ca.

their future your bequest

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CFRE, Vice President,
Resource Development
shirlene.courtis@senecac.on.ca
416.491.5050 x7821

Seneca



1984

Tom Greenway (Computer Programming and Analysis 1984) has had a 25-year career working in programming for IBM, Banyan Systems and Nortel Networks among others. For the past six years Tom has been working as Technical Account Manager – Enterprise Services for Microsoft Canada. Tom has been married for 20 years and has two teenaged daughters who are about to start college. Tom can be reached at tgreenaway@hotmail.com.

1990

Marina Presta (nec Quadrini) (Business Administration 1990) began work after graduation in the accounting/claims department for an insurance company. Soon after, she switched gears and moved to Ontario's Ministry of Education, providing support for correspondence educational courses. During this period, Marina returned to Seneca and obtained her Microsoft certification. Next, she made the move to the Ministry of Government Services and then to the Ministry of the Attorney General, where she works today as a Technical Analyst and Crystal Reports Developer. Marina married her best friend Ross Presta – they've lived in Stouffville for the past 11 years.

1994

Fernando Frias (Real Property Administration – Assess and Appraisal program 1994) lives real estate. He's been licensed to sell real estate since 1991. Fernando purchased Century 21 Watson Realty Ltd.,



located in Cambridge ON, with business partner Paul Saunders in 2007 and he attained his broker's designation in 2008. Fernando can be reached at fernando.frias@century21.ca.

1996

Paul Marangoni (Computer Programmer 1996) went from full-time musician in Toronto to computer programmer in Los Angeles, California in only a few short years. After completing his diploma, he worked for DataMirror and Microsoft and made a permanent move to California as an independent contractor in 2000. Today Paul focuses on Microsoft technologies, operates four start-up web sites, and still finds time to play music. Paul can be contacted at paul@paulmarangoni.com



1997

Michael Coombs (Broadcasting – Radio and Television 1997) says that radio is his first love and being on-air is a dream come true. After graduation, taking a road less travelled, Michael worked as a DJ in many high profile night clubs in Toronto. With changes in his personal life, the night club lifestyle lost its allure. However, maintaining his desire to play and perform, Michael founded Prodigy Entertainment in 2002 – catering to Wedding and Corporate clients.



Michael won the prestigious Canadian Wedding Industry Award in 2007. He can be reached at: michael@prodigyentertainment.com.

1999

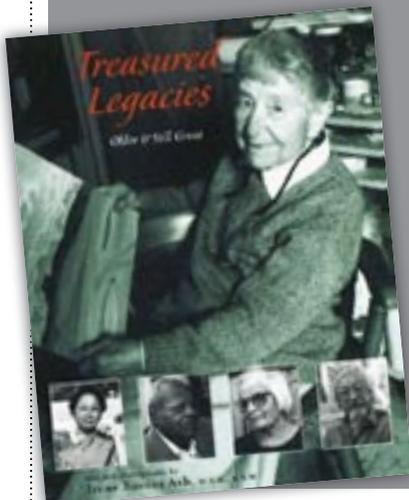
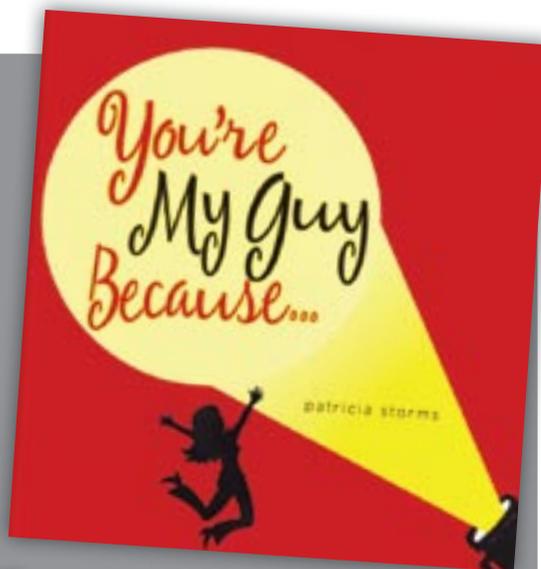
Justin Howe (Computer Engineering Technology 1999) went to work for TDCnet Inc. (formerly Toronto Data Common Cables) right from Seneca. More than three years ago, he moved from TDCnet to become (with his brother) the company's co-owner. The company provides IT support to business and residential clients who have an array of technologies. TDCnet is also an ISP (internet server) provider. Check out Justin's web site: www.tdnet.ca.

2000

By day, **Chris Torti** (Early Childhood Education 2000) is a volunteer ECE educator in Peel Region's Ontario Early Years program. He supervises university and community college students at three locations while also developing and running programs to support young children and families. By night and weekends, Chris leads Mr. Chris & the Gassy Bubbles, a rock and roll band that provides quality

NOW IN PRINT

Illustrator **Patricia Storms'** (Graphic Design 2000) latest book *You're My Guy Because* is in bookstores now. A light-hearted but heartfelt ode to husbands, boyfriends and other male companions, Patricia calls it "the perfect gift for the darling man in your life". The book is published by Red Rock Press.



Irene Borins Ash (Secretarial Studies, 1973) has completed a second book to increase awareness of the issues around aging in Ontario's nursing homes. The yet-to-be titled book is expected to be released in January and will be accompanied by an exhibit of photos, texts and interviews on film.

The exhibit was unveiled at Ryerson University in April and scheduled for another showing at the Fairview Public Library in March 2009. For more information, go to www.ireneborinsash.com.

IN MEMORIAM

Jean Bell, a 1979 graduate of the Library and Information Technician program passed away after a lengthy battle with cancer on Nov 15, 2007. Jean and Sam, her husband of 51 years, emigrated to Canada from Northern Ireland in 1970. After graduation from Seneca in 1979, she began working for the Scarborough Public Library (which she retired from after 24 years at the age of 65). Jean is remembered by her husband, three children and extended family.

Suzanne Wallis (nee Manning), a 1975 graduate of the Government Operations Legal Administration program passed away on February 5, 2008. A social activist, her career spanned newspaper reporting, publicity, speechwriting and communications. Suzanne served under fellow Senecan Alvin Curling during his time as an Ontario cabinet minister. She is remembered by friends and family as "passionate and compassionate." Suzanne is survived by her children Courtney, Ben, and Duff (CCM 2002) and four grandchildren.

entertainment to children and their parents/caregivers. Chris was back to Seneca's June 2008 Convocation ceremonies at King as a Tribute Speaker. To contact or book Chris go to www.mrchrisandthegassybubbles.com

2001

Robert Talevski (Business Computer Systems 2001) began working with Canasia Toys & Gifts Inc. immediately after graduation. Beginning as a marketing assistant, he quickly moved into a marketing co-ordinator position. After completing a marketing certificate course at York University, Robert became Manager, Marketing and Sales. He now oversees a sales team of 30 across Canada. To find out more about Canasia Toys & Gifts Inc., go to www.canasia-ctg.com.

2003

Ramin Rezaeinia (Accounting and Finance 2003) has been busy upgrading his skills since his graduation from Seneca (with high honours) in 2003.



He went on to York University earning an Honours Bachelor's degree of Administrative Studies in Accounting. While at York, Ramin served as a teaching assistant in the accounting program. He has been working for a national accounting firm as an accountant and has recently passed the examination component of the Chartered Accountant designation. Ramin can be reached at: Ramin@rogers.blackberry.net.

2005

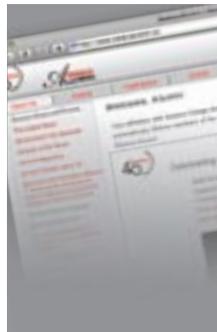
Diana Aramburo (Business Administration - Management 2005 and Human Resources Management 2008) has graduated from two Seneca programs. After completing the Business Administration diploma program in 2005, Diana attended York University for two years before she realized, "I'm a Senecan at heart." She then returned to Seneca to complete the Human Resources Post-Diploma in 2008. Today, she is hard at work searching for a position in human resources. Until the right fit comes along, Diana is busy working part-time for The Children's Place. Diana can be reached at dsaramburo@hotmail.com.

Herman Guta (Fire Protection Systems 2005 and Fire Safety 2007) is a great supporter of Seneca College's Fire Protection program. Herman manages the City of Oshawa's seven-person Building Inspection Services staff, which includes five Seneca graduates.

Herman recently visited the Alumni Office and purchased five diploma frames – one for each of the Seneca grads in his office. Three of his inspectors will be returning to Seneca in the fall to begin the Fire Alarm Technician program.

Jeremy Rufa (International Business 2005) Jeremy was accepted as an International Trade Consultant for Russell A Farrow International Customs Brokers in October 2005 where he advises on NAFTA certificates of origin. In

Sept 2007, Jeremy obtained his Certified Customs Specialist designation through the Canadian Society of Customs Brokers. Jeremy is extremely proud of his accomplishments, especially his continued affiliation with Seneca College.



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or e-mail

alumni@senecac.on.ca

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Hours

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Where's Wendi?

We've lost touch with Wendi Robertson, Fashion Arts, 1978. Unfortunately, she's not the only one. If you know the whereabouts of Wendi or anyone on this list, let us know how to contact them at alumni@senecaalumni.ca.

Civil Engineering Technology - Building (CVB)

1997

Stanley Bacchus
Vahn Balabanian
Florin Ghise
Gennadiy Lyubarskiy
Loc Nguyen
Ouyinh Pham
Edison Sanjur

1999

Michael Hall
Emily McMillan
Victor Tam

2001

Siricius Augustin
Nadia Salimi Beni
Ken Xenophontos

Civil Eng. Technology - Building (Co-op) (CVTB)

1989

Andrew Ahamad
Antonio D'Addario
David Highstead
Kenneth Ng
Wasiu Olufowope
Nicolaos Samonas
Dom Sitas
Paolo Soncin
Kenneth Yakimishyn

1991

Rick Askew
John Gillis
Stefan Hordatt
Cynthia Mazur
Steve Miller
Robert Roy
Michael Rumble
Daniel Tetteh
Craig Thomson
Shayma Waidi

2005

Anatoliy Grazhdan
Yuri Kaspin
Mike Smith
Stephen Tsang

Fashion Arts (FAA)

1973

Jacquelin Johnston
Annie Louie
Elaine Pevcevicius
Betty Restorick

1977

Dawn Bridges
Charlotte Dyball
Vesta Fenwick
Judy Knapper
Joanne Lamberton
Lynda Morrish
Laurie Pruner
Joan Schmidt
Campbell
Diane Yoshida

1978

Laura Brownlee
Cheryl Haigh
Marcia Hobbins
Foon Li
Shiang-Lanchristin Liu
Rosa Martino
Naudia Rai
Wendi Robertson
Janice Wierbicki
Krysty Wroblewski

1981

Sally Arkell
Catherine Aylard
Gail Brook
Laura Buckley
Kim Dubeau
Tracy Harper
Kerry Mackay
Melinda Masters
Donna Saslove
Kathryn Smith
Marilyn Tam
Karen Thomas

1986

Dawn Adams
Karen Freund
Shari Hurwitz
Jeanette Jones
Rivka Melnick
Catherine Moher
Iris Schmidt
Violet Tu

Journalism – Broadcast (JBC)

2005

Tara Gostling
Muhammad Saeed
Laura Sarson
Jason White

Recreation Facility Management (Co-op) (RFMC)

2004

Elena Johnston
Philip Mathewson
Shannon Rennie

2005

Nicole Damianidis
Stefanie Gray
Kimberley Kay
Larry Kirkham
Todd Long

Recreation & Leisure Services (Co-op) (RLSC)

2002

Natalie Blackwell
Michael O'Brien
Amanda Seymour
Wendy Wright

2005

Kyung-Min Kim
Janessa Pink

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Seneca Alumni and Seneca College employees are invited to take advantage of our Mortgage Tracking Program. Our proprietary software will alert you when the right opportunity to refinance your mortgage arises. It will also remind you of an upcoming renewal date at least four months in advance. Register your principal property and any of your investment properties on our website or by calling our offices.

E-mail: mortgagessafebridgefinancial.com.

Web: www.SafebridgeFinancial.com

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Are you tired of sending or receiving e-mail cards but want the convenience of sending your cards from your computer?

Are you an account manager, real estate or insurance agent or business owner who wants that extra mileage of having your name in front of your prospect or client periodically in a variety of ways?

Do you have a group of friends and relatives to whom you want to send personal cards, notes, updates by mail, rather than e-mail?

Take a look at this product. Call Ying Ong, Seneca Alumna, and ask for your free demonstration at 1-888-332-6624 (toll free) or go to www.sendoutcards.com/senecaalumni and click on Watch Our DVD to learn more about what SendOutCards is all about.

Note: This is a network marketing program managed for Seneca Alumni by Ying Ong. Revenue generated supports Seneca Alumni operations.



Seneca Alumni Wine Program

Features outstanding new Niagara Peninsula VQA wines from Legends Estate Winery located on the shores of Lake Ontario in Beamsville. We encourage you to display your pride in Seneca and to begin your Alumni Wine collection today.

From the winery to your home or to send as a gift, call 1-866-415-9463 or visit: www.senecalumni.ca [Benefits and Services] [Affinity Partners].



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Residence & Conference Centre

Special Alumni rates are available at campus residential facilities in Brampton, Hamilton, Kamloops, BC, Kitchener, Niagara-on-the-Lake,

Niagara-Welland, Oakville, Oshawa, Ottawa (2 locations), Scarborough and Windsor.

<http://www.checkintothecentre.com/>

See ad on page 6.

Seneca Suites- Seneca College Residence & Conference Centre

Newnham Campus The Newnham Campus is located on Hwy. 404 at Finch Avenue East, just minutes from all of Toronto's various attractions. It has a fully-serviced conference area and a combined capacity of 400 guests. Many other lounges and meeting rooms are also available throughout 15 storeys that overlook Canada's largest city.

King Campus The King City Campus is located just north of Toronto in King Township, near Aurora and Newmarket. The Campus, situated on the former Eaton Estate, is surrounded by acres of beautiful countryside.

Enjoy an air-conditioned suite featuring two private bedrooms with oversized double beds, cable television, free local phone calls and high speed Internet, a three-piece bathroom and kitchenette, complete with fridge and microwave. Other services include great full-service daily housekeeping and a complimentary continental breakfast.

For more information and reservations visit www.residenceconferencecentre.com or call 1-877-2-ALUMNI (877-225-8664).

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OFF-CAMPUS DISCOUNTS



Amsdell

Amsdell is a major campus-wide PC

system provider to Seneca College. Seneca Alumni exclusive offer: save up to 30% off your personalized PC by calling 1-877-AMSDLL (267-3355) or 905-881-3020 or e-mailing general@amsdell.com.



SoftMoc

SoftMoc Inc., an upscale comfort lifestyle footwear provider, is offering Seneca College Alumni (and family) a Corporate Club Membership to SoftMoc Shoe Stores and Internet shop. Alumni save an additional 15% off all purchases (including all regular price and sale items). Quote Seneca college corporate ClubAccount 777000012434 at any SoftMoc Store in Canada, prior to making your purchase. If you are shopping online – www.softmoc.com – simply enter the Corporate Club Account Number at the end of the checkout process (just before you pay).

Call 1-888-SOFTMOC (763-8662) to find the SoftMoc store nearest you or e-mail keith@softmoc.com.

SoftMoc reserves the right to modify the terms of this agreement at any time without notice. Membership good until August 30, 2009.

Toronto Board of Trade

Seneca College graduates are eligible for discounted individual memberships with The Toronto Board of Trade.

Thanks to an agreement between the Toronto Board of Trade and Seneca College Alumni Association, all Seneca alumni receive \$100 off the individual membership rate of \$395 per year. Set-up fee \$35.00 (one-time) plus GST applies.

The Toronto Board of Trade membership gives you the opportunity to expand your network of potential clients, vendors, employees or employers. More than 100 events are held annually,

including monthly networking events, career and personal development seminars, and leadership speakers' series. Please note that Scarborough, Etobicoke and North York Chambers of Commerce are now divisions of The Toronto Board of Trade.

The Toronto Board of Trade membership offers access to the World Trade Centre Association network of 276 locations worldwide, giving you an opportunity to expand your business internationally. You also receive discounts on car rentals, home and auto insurance, Petro Canada gas and human resource services...to name a few. As a member, you can rent meeting rooms or bring your client or business associates to lunch at our downtown centre dining room.

For more information or a tour of the downtown centre, to complete an application or for further assistance, contact Gifford Rabess, Membership Sales Representative at 416-862-4521 or e-mail grabess@bot.com

Website: www.bot.com www.wtctoronto.com.

ON-CAMPUS DISCOUNTS

Bookstores

In appreciation of our alumni, the Seneca bookstores offer a 10% discount on all clothing and insignia items at our three locations at Newnham, York and King Campuses. Bring your alumni card and check out the possibilities. Don't have time for personal shopping? Try our on-line shopping experience at <https://www.senecac.on.ca/estore>.

Note: No discounts available for online shopping.

Child care

ECE Lab School Child Care – King and Newnham Campuses. Please call June at Newnham Campus, (416) 491-5050, ext. 4710 or Pam at King Campus, (905) 833-3333 ext. 5063.

Fitness Centre

(Newnham Campus Only)

Since 1989, Seneca's 6000 square foot Fitness Centre has offered programs to answer your fitness needs and the professionals to help you achieve your personal best. The Fitness Centre is fully equipped with Stairmaster stairclimbers, Trotter treadmills, Spinnaker recumbent and upright bikes, Lifecycle and Monarch bikes, Concept II rowers, a full array of Polaris weight machines, Smith machines, pulleys, a squat rack and free weights. Located at Newnham Campus on the lower level of the Sports Centre (room 1619), the Fitness Centre is open 7 days a week, 7 am to 9 pm Monday to Friday, and 10 am to 4 pm Saturday and Sunday. A special rate has been negotiated for Alumni members. For additional information, contact the Fitness Centre at 416-491-5050, ext. 2976 or stop in and see us.

Library Access

Seneca Alumni with valid Alumni Association membership cards have access to library collections at each campus. Our collections include books, periodicals, CD-ROM and other electronic resources, films and videotapes. Alumni must show their Alumni Card and one other piece of identification with name and current address to use these services and activate book-borrowing privileges. For more information, please call the Alumni Office at (416) 491-5050, ext. 2960. Read all about library services, collections and hours at <http://learningcommons.senecacollege.ca>.

Vision Clinic

[see ad page 53]

Hours: Monday to Thursday 11 am – 7 pm; Friday and Saturday 9 am – 1 pm. To book an appointment call 416-491-5050 ext. 2773 or e-mail: philip.lui@senecac.on.ca.

What do you see on campus?

Is it the steam rising off the first cup of coffee in the morning? The mid-day light in the parking lot? Students running towards a bus in the rain? Show us your "Scene on Campus" in a photograph and we'll share it here. Contact alumni@senecaalumni.ca for details.



The Seneca Carnival Fundraiser was held to raise money to help victims of recent natural disasters Cyclone Nargis and the Sichuan earthquake. I felt that this event was a great opportunity for me to take some pictures for an amazing cause as well as showcasing Seneca College's school spirit.

Daniel Ferens
2nd year, Independent Digital
Photography student

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And yours to protect.



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