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The Class of 40:
Seneca graduates
from 2007



ANNIVERSARY ISSUE

OCTOBER 2007

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WITH SPECIAL THANKS TO

SNAP studios
Seneca Archives
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This special anniversary edition of Seneca Alumni magazine is a product of the generous volunteer contributions of many alumni, current and retired faculty and the hard work of Seneca's staff. Of course this initiative needed a leader driving all to deadline. We deeply appreciate the patience, persistence and perfection of our editor Helena Moncrieff with our design team at K9 Design.

Our aim is to jog your memory about your time at Seneca and to provide a snapshot in words and images of key events through the last 40 years. Those snapshots have come to us through the eyes of our volunteers and the experiences of those who took the time to tell us their stories. We are grateful to each of them for sharing their recollections. We also wish to thank Newman Wallis for the tremendous resource he has provided in his collected history of Seneca.

We carried out dozens of interviews over many months and poured through thousands of archived photos from Seneca and your personal albums. Still, we know there are many more stories to tell from many more perspectives.

Let us know how you remember it by going to www.senecaalumni.ca (Seneca Memories).

Linda Hendy
Executive Director
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PRIME MINISTER • PREMIER MINISTRE

September 6, 2007

40th Anniversary of Seneca College

It is with great pleasure that I extend my warmest personal greetings on the occasion of Seneca College's 40th anniversary. I would like to offer my sincere congratulations to the many students, alumni, researchers and faculty that have gathered to celebrate this important milestone.

For 40 years, Seneca College has offered its students an excellent teaching facility in which to learn, positioning itself as a leading institution of applied arts and technology in Canada. It has offered invaluable educational challenges to our nation's young people, while at the same time providing an environment that has encouraged students to contribute positively to Canadian society. I know that this school's history will serve as an inspiration to the generations to come who are seeking to fulfill their educational goals.

On behalf of the Government of Canada, please accept my best wishes for a most enjoyable and memorable celebration, as well as every success in the years to come.

Sincerely,



*The Rt. Hon. Stephen Harper, P.C., M.P.
Prime Minister of Canada*





THE LIEUTENANT GOVERNOR OF ONTARIO
LE LIEUTENANT GOUVERNEUR DE L'ONTARIO

6 September 2007

It is with pleasure that I send greetings to Seneca College of Applied Arts & Technology as you celebrate your 40th anniversary.

Since 1967, you have been serving students seeking post-secondary diploma and certificate programs at 8 campuses throughout the Greater Toronto Area. The first year brought over one thousand part-time students enrolled in 20 various courses. Today, you celebrate a full-time and part-time student body of over 100,000 students registered in more than 370 programs. Your leadership in providing career related education and training is truly praiseworthy.

I commend Seneca as the first Ontario college to grant degrees since 2002, and to run a full-service campus on university grounds with Seneca @York, allowing students with the appropriate requirements, to graduate with a diploma and a degree from York University. As well, you have secured over 150 transfer agreements globally.

As the Queen's representative in Ontario, I congratulate everyone affiliated with Seneca College, and send best wishes as you celebrate your many accomplishments over the years.

A handwritten signature in cursive script, reading "David Onley".

David Onley



The Premier of Ontario - Le Premier ministre de l'Ontario

September 6, 2007

A PERSONAL MESSAGE FROM THE PREMIER

On behalf of the Government of Ontario, I am delighted to congratulate Seneca College on the occasion of its 40th Anniversary. Congratulations! Four decades of providing students with the highest standards of education is truly something to celebrate.

Our government recognizes the vital role Seneca College has played in educating our citizens and building thriving communities. Since 1967, the dedicated faculty and staff of this exceptional centre of higher learning have been preparing students for success in life by teaching them critical and creative thinking, helping them exercise sound judgment and instilling in them a passion for learning. In doing so, it has established itself as one of Canada's foremost colleges.

As you celebrate your 40th anniversary, it is an ideal opportunity to reflect on the successes of your students. The education they receive opens the door to a bright future — and changes lives. I commend everyone at Seneca College, past and present — students, faculty, staff, trustees, alumni — for the outstanding contributions you have made to your community and our province. Take pride in knowing you have made a real difference.

Please accept my best wishes for a memorable anniversary celebration and much ongoing success.

A handwritten signature in black ink, reading "Dalton McGuinty".

Dalton McGuinty
Premier





Mayor
DAVID MILLER

A Message from the Mayor

It is my distinct pleasure to extend congratulations and best wishes to Seneca College on the occasion of its 40th anniversary.

Institutions of learning offer access to the tools necessary for successful careers and bright futures. Seneca is a national college committed to excellence in education and provides opportunities for students here and abroad by creating dynamic, state-of-the-art learning and working environments.

With its large enrolment of international students and more than 75 countries represented in Seneca's student population, the college represents the diverse cultural mosaic of Toronto.

This anniversary celebration is a wonderful occasion for management, staff and students to recognize and celebrate the accomplishments and gains made by this outstanding college and look to a future of sustained growth and wonderful opportunities.

On behalf of Toronto City Council, I extend my heartfelt appreciation to all those who, through the acquisition of information and knowledge, help build strong, cohesive and successful communities. Please accept my best wishes for continued success.

Yours truly,

A handwritten signature in dark ink that reads "David Miller".

Mayor David Miller





Bill Fisch, B.Com., LLB
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A Message from the York Region Chairman and CEO

On behalf of York Regional Council and The Regional Municipality of York, I would like to offer my congratulations to the students, alumni, faculty, staff and administration of Seneca College on your 40th anniversary.

With four campuses located in York Region – King, Markham, Buttonville Airport and Newmarket, and several others nearby – Seneca College is truly York Region's institute of higher learning.

Seneca College plays an integral role in York Region's economic viability and success both as a major employer and providing the Region with highly skilled workers, global entrepreneurs and strong community leaders.

With numerous leading-edge diploma and degree programs, important research and an impressive faculty and student body, Seneca College has emerged as one of the GTA's most innovative post-secondary academic institutions.

One can only imagine what the next 40 years will bring. The possibilities are endless.

Congratulations again on achieving this incredible milestone!



Bill Fisch
York Region Chairman and CEO



From Left to right: Serge Carbone, Jean Anne McLeod, Rick Miner, Adam Wu, Newman Wallis

Seneca's history of innovation

In 1983, Seneca's Peter Myers began teaching English via the computer.

Today, the idea of using such technology in the classroom is commonplace, but back then (remember Apple had just introduced the very first desktop computer), many saw Peter's idea as bordering on heresy.

Such is innovation. It only happens when someone is brave enough to pursue a new idea to completion, and this often happens over the objections of others. It's only in retrospect that we can see if innovators are – as in Peter's case – ahead of the curve.

Innovation has always been the norm at Seneca. From its inception, Seneca had to prove itself. Founding President William Newnham was presented with a blank canvas and orders from Fred Minkler, first Chair of the Board of Governors, to create the best college in Canada.

With no precedent to draw from, Senecans started modestly, but built on each success by taking chances and creating programs the likes of which had never been offered in Ontario. Programs like Aircraft Pilot Training were seen as daring and revolutionary, and now decades later, as the Bachelor of Technology – Flight Program, it is again at the vanguard as one of the College's pioneering degree programs.

Under the leadership of subsequent presidents Roy McCutcheon, Stephen Quinlan and Rick Miner innovation has become Seneca's hallmark and a testament to the dedication and invention of its staff.

From the Mobile Intensive Learning Experience, allowing students to travel the globe for credit, to the creation of the English Language Institute, designed to provide English language instruction to international students, Seneca's innovation provides unique learning experiences and teaching models.

We have also been able to build on innovative ideas. Offerings such as the Flight Program and our fire protection programs started in the early days of the College and have grown, matured and evolved to remain leaders in their fields. Senecans can be proud that we still have programs like this, as they show the soundness of their invention, the continuous work to ensure their relevancy and the excellence of their delivery.

At the same time, we have learned that not every innovation is forever. In 1973, Seneca's newly acquired Burrough 6700 mainframe computer was heralded as state-of-the-art and would allow the College to pursue many new opportunities. It did do that, but within three years it was considered obsolete.

Perhaps, living in the age of the computer has been to our advantage, knowing that obsolescence is always within sight. It has meant that Seneca continues to look for new modes of teaching, new programming and emerging technologies.

Consider our last few years. In 2002, the College was the first to offer an applied degree and five years later it offers nine unique bachelor's programs.

Noting a strong social need for greater graduation rates – to ensure our provincial and national employers have a strong pool from which to hire – Seneca has created a vice-presidential position and research initiatives to study how we can better provide the tools needed for student success.

No area of the College better exemplifies Seneca's past and current goals than the Office of Research and Innovation. It bears witness to our need for new areas to investigate, and its work, providing business and industry with valuable applied research, continues the College's legacy of innovation.

The common thread among all of the ideas listed above is their aim to help our students and give them the opportunities they'll need to succeed in the workplace.

If there is a lesson in the past 40 years, it is that innovation will involve risk. But, when it works, such as when the 3D Animation program paired with virtuoso animator Chris Landreth, the result can be an Oscar-winning film and a worldwide audience for Seneca's endeavors.

In short, the status quo is not the Seneca way, and because of that the next 40 years promise to be as exciting as the first 40 years.

Serge Carbone, President, Seneca Alumni Association

Jean Anne McLeod, Chair, Seneca College Board of Governors

Rick Miner, President, Seneca College

Adam Wu, President, Seneca Student Federation

Newman Wallis, Past President, Seneca Retirees Association and Seneca's History Researcher

Seneca's founding President: William Newnham

BY RICHARD DOUGLAS AND
TOM BARTSIOKAS,

Seneca Marketing and
Communications

The creation of Seneca College was undoubtedly aided by William Newnham's experiences during the Second World War.

It was during that time, at 19 years of age, that Dr. Newnham would unexpectedly find his calling. With no prior teaching experience, he was made a navigation instructor for the Royal Canadian Air Force, teaching future pilots at Cambridge University. He rose to the challenge, and in doing so ignited a life-long passion for teaching and education.

After the war, he earned an honours degree in math and physics and began working as a teacher for the Toronto Board of Education. By the time he was 36, he was the principal of Northview Heights Secondary School.

On Dec. 21, 1966, he received a fateful call from the newly-formed Seneca College Board of Governors. At a meeting with Chair Fred Minkler, Dr. Newnham was asked to be the first President of Seneca College and was presented with an empty box and the following words: "This is Seneca College. Take it, find a building, renovate it, develop courses and an administration, hire teachers and enroll students. And, we want it to be the finest in Canada."

"He wasn't fooling," Dr. Newnham said. "I replied, 'You will get the best college in Canada.' From that moment I and my newly-formed team worked tirelessly to make this vision a reality."

Just as he had done during his air force experience, Dr. Newnham again rose to the challenge. He took that box and created what would become the largest college in Canada, despite its humble beginnings.

An old one-storey factory at Yonge St. and Sheppard Ave. was leased and renovated to become the first Seneca campus. It opened with 852 full-time and more than 1,000 part-time students enrolled in 20 different programs. Seneca's enrollment numbers were larger than any other college – a trend that has continued.

"That first year was heavy, but I wouldn't have missed it," he said. "The

province got full value. I'm not saying everything was perfect, but we were all proud of the place."

Dr. Newnham served as the College's President for 18 years.

During that time he worked hard to make sure every student who graduated with a Seneca diploma left the College feeling proud of what they had accomplished. Under his leadership, Seneca quickly developed a reputation across the country for providing students with the best learning facilities and career-related programs. Some of the unique programs started during Dr. Newnham's era included Aviation and Flight Technology, Fashion Arts and Underwater Skills.

"We prided ourselves on carrying learning situations under water, on the water, on land and in the air," he says. "Just about anywhere you could teach students, we were teaching them."

There were many challenges and successes to come and Seneca would continue to grow – something that Dr. Newnham credits to a dedicated and visionary staff. The Newnham Campus, or Finch Campus as it was then called, would continue to grow, and in 1975 the King Campus would become a reality.

In 1984 when he made the decision to retire, Seneca had become the envy of the community college system with more than 10,000 full-time students and more than 64,000 part-time students enrolled in a variety of career-related programs.

At his retirement dinner, Minister of Education Bette Stevenson described Seneca as "the flagship of the community college fleet" – words that reminded Dr. Newnham of the pledge he had made to Seneca Board Chair Fred Minkler in 1966.

"We were always the largest college in Canada from day one, but size in itself is not the cause for pride," Dr. Newnham said. "Each day I worked hard, and Seneca's faculty and staff worked hard, to give our diplomas meaning, so when our students graduated they could be proud of their Seneca diploma and it would open doors for them. And it did."

1967
1984

A vision

Before there was Seneca, a college system or the paperwork to make it all happen, there was political will.



be deterred from his quest to bring a new post-secondary education system to Ontario.

"The junior college system, in my view, didn't serve the needs of that group of students that would not, at that moment in history, be going to university," Mr. Davis recalls.

He framed Bill 153, an inspired piece of legislation that was tabled and passed at Queen's Park in 1965. The Ontario Colleges of Applied Arts and Technology Act provided the legal foundation for the establishment of CAATs and soon after it passed, colleges began sprouting up all over Ontario.

Discussions were soon underway for a college in what was known as Area 7 of the province. It would serve the 550,000 people of the Borough of North York and York County. At a meeting in the Talbot Room at the Inn on the Park August 30, 1966, Dr. Fred Minkler was elected Chair of the Board of Governors of the "Area 7 College".

With no physical base, the college was, for a time, simply a cardboard box in the back of a car. In short order, that box had a name – Seneca, after the First Nation.

Centennial College was the first to open in 1966, with Seneca, Lambton College in Sarnia and Algonquin College in Ottawa following in 1967. Mr. Davis' vision ultimately resulted in 24 colleges across Ontario. His assessment? "I knew that they would succeed but I can't tell you that I knew that they would succeed to the extent they have."

— James Russell, TECC 2003

He had a vision that few shared. The Ontario Liberals didn't like his idea, preferring the American style system of degree-granting junior colleges. The universities were hesitant to accept the graduates of his new post-secondary schools. The federal government refused to fund classroom construction. But through it all, William Grenville Davis, then Minister of Education, would not

TIMELINE

1967



Canada celebrates its Centennial



|| The Toronto Maple Leafs are Stanley Cup champions



The first student

STARTING POINTS

19
67

It had been a good summer for “Whitey” Hamill. He and a friend had spent time in Vancouver after finishing high school in Toronto. With all the planning skills of youth, he figured after driving back home he’d call up Ryerson in the fall. But

when he arrived, Ryerson was full. Now what to do? His mom had heard something about a new college opening in Willowdale. He drove himself over, took a 10-minute look around, was satisfied with the look of the empty rooms so proceeded to

the registration desk to enrol.

“All of a sudden people came out of nowhere to shake my hand,” he tells us. “I met President Newnham and a photographer commenced to snap many photos of the event.”

As the secretary typed up the 21-year-old’s details, Raymond Hamill became Seneca College’s first enrolled student. He chose Mechanical Technology. “I don’t know why I picked it...I enjoyed machines and mechanical stuff.” No matter. He graduated and figures it all panned out well. He’s semi-retired now after a successful and varied sales and sales management career in everything from air conditioning to pizza to weather instruments.



Raymond “Whitey” Hamill today.

The doors open



Picture September 1967, as a teen-aged Jim Cresswell headed off alone to his first day of classes at the new Seneca College. He'd been told to report to 43 Sheppard Ave., a former one-storey factory that produced sports gear.

"They were moving equipment out the back door as we were coming in the front," Jim remembers. It was a bit chaotic.

At the door, he was greeted by President Newnham. Then it was off to the law enforcement table to select cours-

es and meet the man in charge Sergeant Ted Brock. He was clear on the rules, "Don't be late or you don't get into class."

"It was sort of frightening," says Jim, describing a para-military approach. "But I got to meet people and by the end of the day we were a happy bunch of guys and girls."

"We all went up Yonge St. for pop and ice cream and next door they had a place to rent typewriters." Jim had never written an essay before and had never leased

TIMELINE

1967



The Graduate sells out movie theatres across the country. || Seneca College officially opens at Yonge and



Premier John Robarts (third man standing from right) visited Seneca in the early days.

anything. So it was a big deal. They picked up stationery from Coles at the North Park Plaza and the few books that were available from the library.

Fast forward 30 years and Jim's daughter Erin Cresswell was at Seneca signing up for the same course. But the world had changed over the decades and so had our approach to higher education. Erin registered through her guidance counsellor at high school, took a tour and orientation at Seneca with her mother and had her dad's company when she went for pre-admission testing. She studied in a newly-built facility at King Campus, heading for a firearms course to the campus named after the President who greeted her father on his first day.

Jim remembers the law enforcement group as being not very popular in the 60s. For some, it was cooler to question authority than wear a uniform. So when his classmates decided to get school jackets made, they emblazoned them with "criminology" instead.

Erin remembers none of that from the 90s. "I assume the student body was fine with 'law enforcement', just like we were OK with the nursing program or the diving program."

Jim is now a Justice of the Peace and Erin is a Station Duty Operator with the Toronto Police Service.



Daughter and father Erin and Jim Cresswell show the evolution of the jacket.

Sheppard. It offers 20 programs. || Hippie culture reigns supreme as the world lavishes in the "Summer of Love"



The first graduates



The sound of books opening may have represented the start of Seneca, but the unfurling of certificates gave the College its full authority and a place on the wall.

On May 29, 1968, proud parents and friends gathered in the modest library of Sheppard Campus to congratulate the first 12 graduates of Seneca College. The small group of women had completed a one-year certificate course in Fashion

Merchandising. There were no gowns, no hoods and no mortar boards. Although the ceremony was far less formal than today, the sense of achievement beaming from a new grad's face hasn't changed.

Just a few weeks earlier, with cap and gown, William T. Newnham was officially inaugurated as Seneca's first president. Minister of Education Bill Davis was guest of honour at the ceremony held in the Burton Auditorium of York University.

TIMELINE

1968 ➤

In the rural farmland of Finch Avenue East, ground is broken on Seneca's permanent home.



*William T. Newnham's presidency
becomes official.*



II Pierre Elliot Trudeau is elected Prime Minister of Canada.



A shovel in the



FIVE LINE

1968 >

Complete with nudity, the musical "Hair" opens on Broadway. || Martin Luther King Jr. is assassinated



On a bright spring day in 1968, a field of daisies was the backdrop for the next phase of Seneca College. President Bill Newnham and Board Chair Fred Minkler had the official duty of turning the sod on a 62-acre parcel of land at Finch and Woodbine Avenues. That languid stretch of Woodbine is now the always-rush-hour Highway 404.

Bulldozers moved in to finish the job, razing the field and starting construction on a two-storey brick building to house the College's fledgling Computer, Secretarial, Engineering and Applied Arts programs.

It was the beginning of many phases of construction at 1750 Finch Ave. East.

Sixteen years later, in a tribute to the first president's leadership, the College re-named the site Newnham Campus.

Today there are nine buildings at Newnham, housing the Alumni Association, the Faculty of Business, the English Language Institute and part of the Faculties of Applied Science and Engineering Technology, Continuing Education and Applied Arts. It's also home to the Athletics and Recreation Centre, an Early Childhood Education Lab School, Student Federation facilities and retail outlets providing everything from books to eyewear. You'll also find the fuel for studies at Newnham including Loonies, three Tim Hortons and a Java Junction.

in Memphis, Tennessee.



II The School of Aviation opens at Buttonville Airport.



Wheels up



Colleges and Universities Minister James Auld checks out Seneca's wings in the 70s

In 1968, Seneca's three-year Aviation and Flight Technology diploma program was the first community college flight program in Canada. Toronto Airways performed the flight training for the private and commercial licenses and Seneca College carried out the advanced flight training for the instrument and multi-engine ratings at its Buttonville Campus. The School of Aviation and Flight Technology eventually took over the full responsibilities of operating the program.

A lot has changed over the four decades that followed. Responding to the global aerospace demand for technically competent future managers and leaders, in 2003 the three-year Aviation and Flight Technology diploma program

was replaced by the first and only applied aviation degree program offered by a community college. It is the four year Bachelor of Applied Technology Flight Program.

The Aviation and Flight Technology degree program was the first Canadian institution to receive accreditation by the Aviation Accreditation Board International and, on April 25, 2007, the School became the first in Canada to be approved by Transport Canada to run an Integrated Airline Transport Pilot Program (IATP) as part of its Bachelor of Applied Technology Degree in Aviation. The change gives credit to graduate students toward the Airline Transport Pilot license and provides students with training that will get them ready to fly the multi-crew aircraft used by the airlines. The course combines a very solid academic course load of engineering and aeronautical subjects along with the flight training leading to the instrument and multi-engine ratings. In addition to all the requirements to hold a commercial pilot's license, students receive a jet transition program, which provides them experience in a high altitude flying environment, multi-crew training, and operation of a jet aircraft.

"Seneca's aviation program has for 40 years been the Canadian leader in its field. Clearly this level of perfection has only been accomplished through the dedication of its faculty and the commitment of its students to their profession and to Seneca," commented Rick Miner, President of Seneca College.

— David Cochrane, TECC 2006



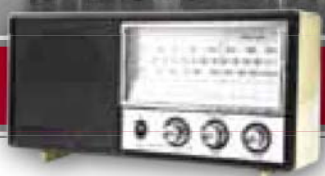
TIMELINE

1968 ➤

Senator Robert F. Kennedy is assassinated in Los Angeles, California.



*Aviation graduates
in 1976*



II At the end of Seneca's first year, Bobby Goldsboro's Honey tops the CHUM CHART



The first Seneca ECEs



A group of Early Childhood Education (ECE) students was among the first to graduate in the spring of 1969.

The daytime students were young women, just out of high school. Because the province had set new standards of certification for early childhood teachers, the evening program included many mature women, already established in their careers.

Phyllis Head was the first coordinator. It was her inspiration, drive, and creativity that established Seneca's unique and innovative Early Childhood Education program. Carol Paasche, with a degree in psychology and a specialization in early childhood education, was hired as the next full-time ECE faculty member. She remembers being among the youngest in the room when she taught her first "advanced workshop" class. Her students, including six nuns, had years of experience working with children.

Attitudes and approaches were changing. Where war years' work with children had been regimented and focussed on teaching children routines and *the* way to tidy up, wash hands, and other tasks, Carol says Seneca's program took a leading role in fostering a curriculum which focussed on children's creativity and cognitive development.

Now one of the largest ECE programs in Canada, it has responded to needs of the community and had room for innovation.

Seneca was the first college in the province to offer instruction and practice in both child care centres and nursery schools. Seneca ECE faculty created student-run programs in community partnerships, responding to a need for early years support of children and parents. It was the ECE program that made the first connection with York University. In the late 70s, Seneca/York psychology students graduated with a degree from York and a diploma in Early Childhood from Seneca. The program's newest innovation involves plans to teach using electronic text books and virtual observation visits to the lab-schools which will allow students more opportunities to observe children and best practices.

Diane Kashin came to Seneca's ECE program as a mother of two looking to enhance her parenting skills. By 1986 she had a third child, an ECE diploma and a passion for early childhood studies. She worked in child care, came back to Seneca to teach and has just earned her Doctorate of Education in ECE Curriculum.

She sees Seneca's ECE atmosphere as nothing short of amazing. "We really connect to our students and teach the importance of play-based learning." Faculty members practice what they preach. "It's very interactive and very involving," Diane says. "It's not just someone standing up and reading lecture notes."

TIMELINE

1969



"One Giant Leap For Mankind"—Neil Armstrong becomes the first to walk on the moon.



We have alumni

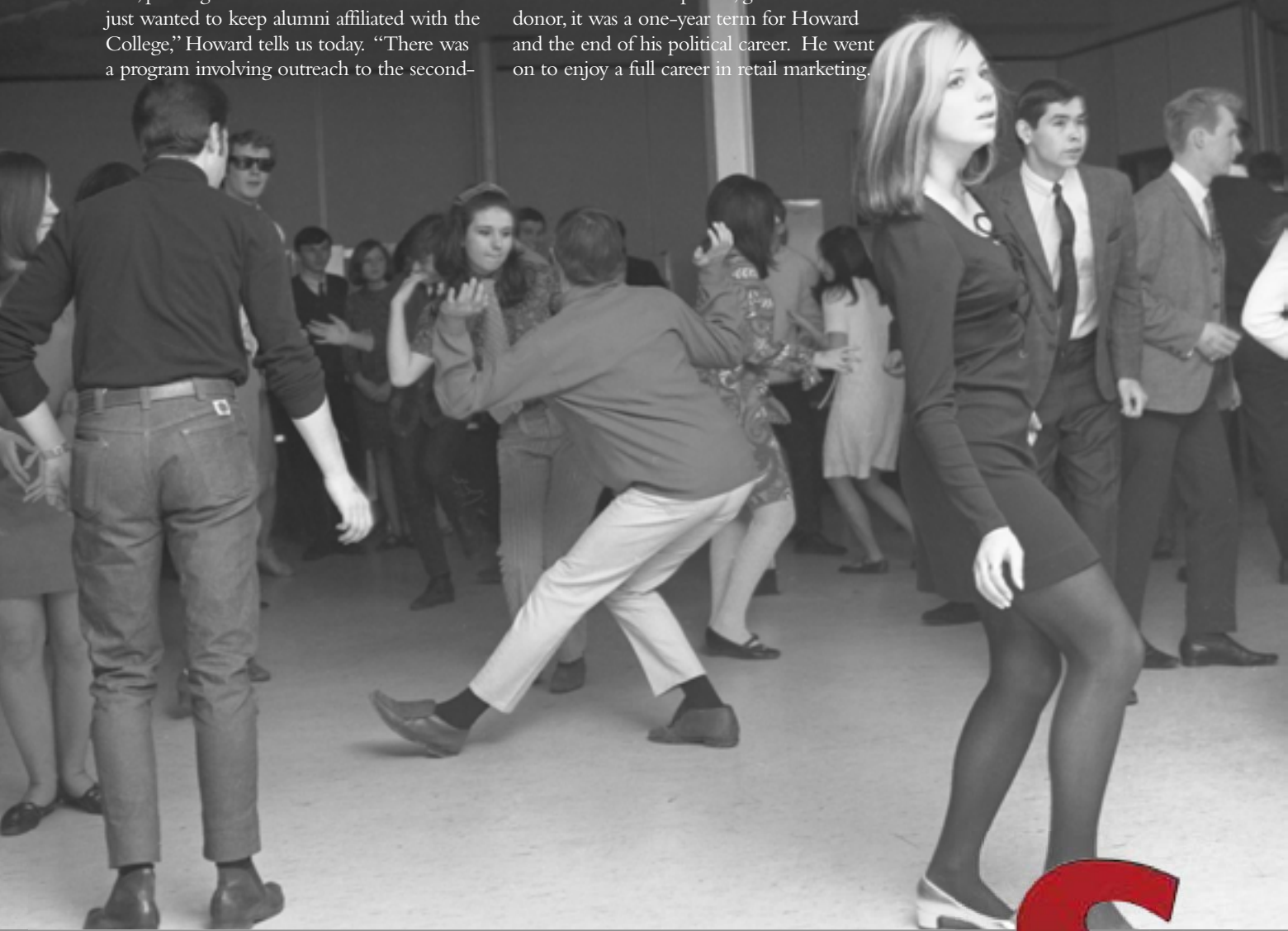
With the first graduates moving into their first jobs, Seneca had its first group of alumni. An enthusiastic crowd with an interest in staying connected, they quickly moved to form an alumni association. Howard Binstock, who had just graduated from the marketing program, became the president. He had served on Student Athletic Council as a vice president.

You might think that a group of 20 something would have an interest in the social connections – cocktail parties, summer picnics, pub nights. But it was all business. “We just wanted to keep alumni affiliated with the College,” Howard tells us today. “There was a program involving outreach to the second-

ary schools,” he says. Just two years old, the College was still an unknown to most high school students so having Seneca graduates ready to speak to prospective students was important. Alumni also came back to speak to current students about job opportunities, helped out with convocation and participated in a few alumni sports teams.

“It was just in its embryonic stage,” Howard says. “We were setting the foundation for what was going to develop after.”

Although he has stayed involved with Seneca as a Tribute speaker, guest lecturer and donor, it was a one-year term for Howard and the end of his political career. He went on to enjoy a full career in retail marketing.



|| Toronto considers extending the Yonge-University subway line north from Eglinton Avenue to Finch Avenue.

Going the MILE



1971 MILE across Canada

Andrea Pollon (third from left) stopped in Hong Kong on a Japan MILE in 1986.

Teaching master Ziba Fisher had an idea in 1970 that would take geography out of the book and into the field. He wanted students to see it, not just read it. A massive field trip to Atlantic Canada was the answer. Sixty-two students toured in two Travelways buses in the first of what would turn out to be a groundbreaking, coming-of-age program.

The idea became the Mobile Intensive Learning Experience (MILE). Made-at-Seneca, it shows students the world and along the way allows them to add two courses for credit toward their diplomas.

The principle of “experience” applies to most subjects so the program rapidly expanded. In 1972, MILERs visited every province, met the prime minister, had tea in Victoria’s Empress Hotel and travelled to the outposts of Newfoundland. They quickly moved on

to the USA, Europe, Asia and Central and South America.

In 1977, the Aisle MILE focussed on live theatre in London and the Nordic MILE explored the roots of cross-country skiing around Oslo. There was a Spring Training MILE in Cooperstown and a Bilingual Secretary MILE in Belgium, a Salmon and Berries MILE in British Columbia and a Computers MILE in Europe.

Business, Cosmetics and Fashion students headed to Japan in 1986, a trip Andrea Jegins (then Pollon) describes as the best travel experience she’s ever had. Beyond the access to the inner workings of Shiseido, Mitsubishi and Sony, she said the personal experience was marvellous. “It’s taking yourself at a formative age in your life, into something completely different. It’s the realization that there’s a big world out there.”

Almost 20 years later, Nick May expressed a similar sentiment following a tour through China. “It was an excellent learning experience and I am certain that the things I learned about myself and the world will be of use as I continue to mature and progress through life.”

That big world was all too evident in a 1989 China tour. MILE students were caught in the protests in Tiananmen Square. They had to work their way through the back streets of Beijing until they reached the safety of the Canadian Embassy.

Seneca’s International Development team began annual China MILEs in 1999 for faculty, staff, students and sports teams. This year, in partnership with International Development, the Alumni Association embarked on its first MILE and organized Seneca’s first international alumni reunion in Hong Kong.



TIMELINE

1970

The October Crisis is sparked when the FLQ kidnaps James Cross and Pierre Laporte. With a “Just watch me”,

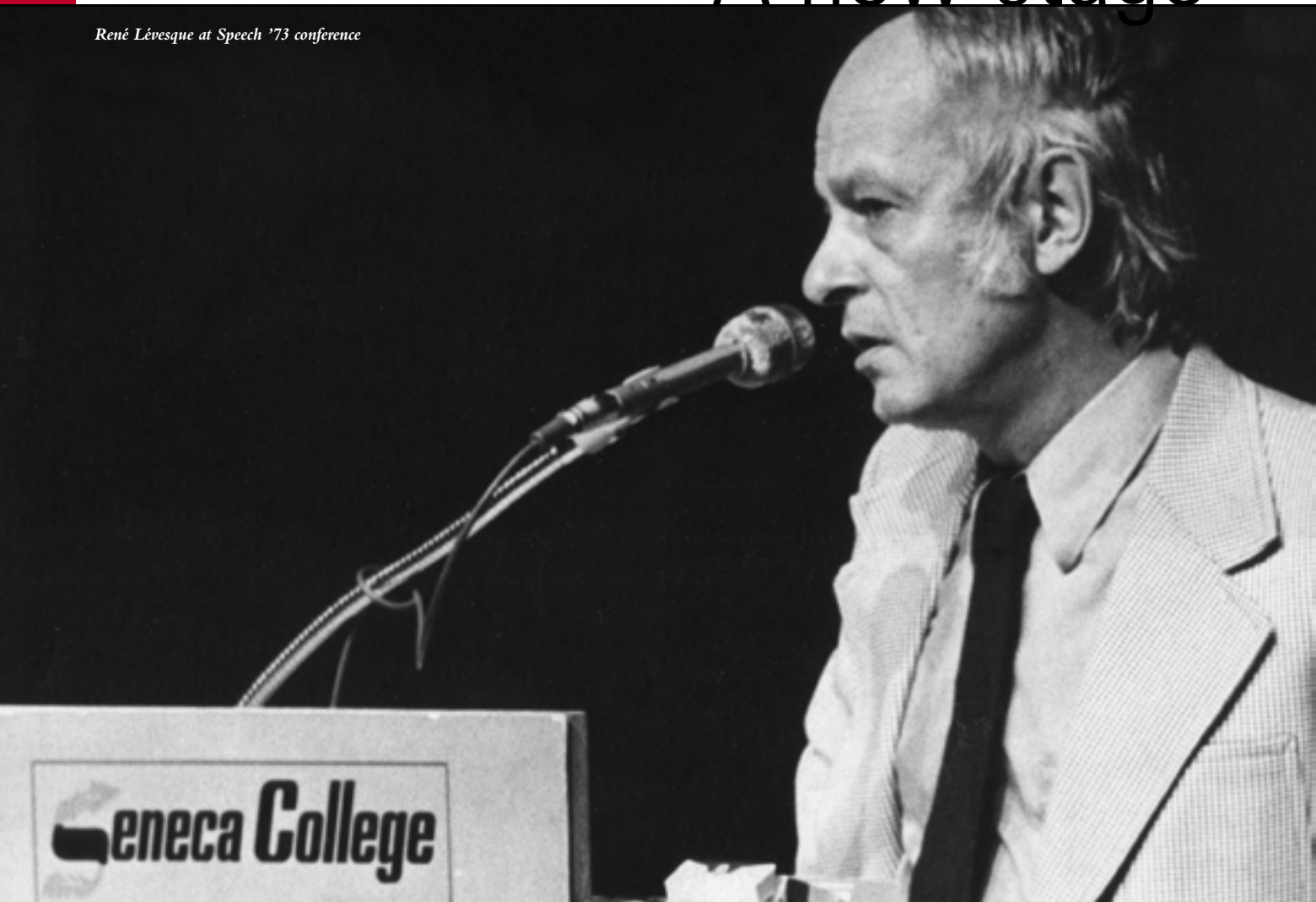
1970 MILE in Ottawa



Prime Minister Pierre Trudeau invokes the War Measures Act in an effort to shatter the terrorist group.



A new stage

René Lévesque at Speech '73 conference*Germaine Greer at Seneca in 1977*

The second phase of construction on Finch Avenue opened the doors to new space in September 1970. The four-storey concrete-and-metal clad structure included a 14,000 square foot library and a new auditorium. At the time, it was the largest in the Toronto area north of Bloor St.

Named after Seneca's first Board of Governors Chair Frederick W. Minkler, the auditorium could seat 1,114 people. It was used, of course, for convocations but had a life beyond as a sought-after venue for concerts, theatre productions and speeches.

Feminist Germaine Greer made her

call to action there in 1977. Canadian prime ministers, provincial premiers and other politicians presented their platforms there. Jazz greats Oscar Peterson, Count Basie, Buddy Rich and Maynard Ferguson inspired audiences beyond the College community. Raffi, Tom Kneebone and Dina Christie worked their own magic. And Seneca students sharpened their theatrical skills on the Minkler boards.

As the College population grew, the space was needed for other educational purposes. The Minkler closed in 2001. The auditorium made way for a library expansion and the dressing rooms became the bookstore.

TIMELINE

1970

Four students are killed at Kent State University when members of the National Guard open fire during a protest



against US involvement in Cambodia. || The Beatles announce they are breaking up.



King campus



1977 opening of Garriock Hall

What had been a country retreat for Canada's first family of retail became a unique college campus in 1971 when Seneca purchased the 696 acre Eaton estate in King Township.

A pastoral setting with a lake, wildlife and trails, it also included the imposing Eaton Hall, a chateau modelled in the Norman French tradition with round turrets and grand halls. In addition to being miles away from the bustle of Toronto, architecturally, it was a world away from the efficient right-angled structures popping up on campuses across the province.

In 1977, Garriock Hall opened, named for Board of Governors Chair Norn Garriock who was the driving force behind the acquisition of the Eaton Estate. The structure was built to complement

the setting, and Eaton Hall became an inn and conference centre.

The first dean Roy McCutcheon made his office in what had been Lady Eaton's boudoir and a ping pong room was set up in the former library.

There were expectations from the start that the College would capitalize on the nature of the environment of the campus. Among the earliest programs offered were Visual Arts Instructor Training, Natural Interpretive Services, Recreation Facilities Management and Underwater Skills. Their connection with the setting was obvious. But the campus also housed a business program and later the Police Foundations and Health Sciences programs. Students in those programs have also reaped the benefits of the coun-

TIMELINE

1971



John Lennon releases "Imagine."

II IBM introduces the floppy disk.





tryside. In a personal stress management class, nursing students have spent time paddling off tensions in a ten-person canoe. Others help with tree planting. And Liberal Studies students work with environmental themes.

The environmental responsibility extends to the administration of the campus as well. A successful recycling and litter reduction program, the regeneration of wetlands, and the development of wildlife corridors are a few examples of the dedication to restoring and protecting the natural environment. In 2006, King Campus was lauded by Earth Day Canada for its forward thinking approach to environmental stewardship.

This year, the campus was the venue for Kingfest, an outdoor rock, blues, roots, country and pop music festival.



Students working in the Farrier program.

A winning tradition



1972-73 Men's Basketball Team

Seneca's Sports and Community Centre opened February 1, 1972. It was one of the largest in Canada at the time with a triple gymnasium and an ice arena. It became a focal point for many talented athletes and unforgettable teams.

The Seneca Braves Men's Basketball Team won its first ever championship in the 1972-73 season.

In 1983-84 the Seneca Braves Men's Soccer Team achieved its first back-to-back championship title. A dynasty was started as the team went on to win six straight championships.

The Seneca Scouts Women's Hockey Team earned a seventh title in the 1984-85 season with an impressive 15-0 league record.

In 1999-00 Seneca's Men's Hockey Team won its last OCAA Championship. The Association shut down the league soon after, due to waning participation.

TIMELINE

1972



8-Tracks are the must-have music players in stereos and cars.



GOOD SPORTS

Andrew Mathieson



Andrew Mathieson was simply dominant in the early 90s with his partner Sajid Alam in badminton, earning OCAA Provincial and CCAA National Gold in Men's Doubles, posting National Championship final scores of 15-2, 15-3. Andrew was inducted into the OCAA Hall of Fame on May 2, 2007.

Avery Brevett



Avery Brevett enjoyed an incredible career that saw her win a gold medal in each of her four seasons of OCAA women's volleyball with the Seneca Sting. She had her jersey retired after the 1994-1995 season.

Marcy Skribe



When the OCAA introduced its award for Female Athlete of the Year in 1996-97, Marcy Skribe became the first winner. Marcy also won two OCAA Basketball Championships and two All-Canadian Awards. She was inducted into the OCAA Hall of Fame on April 30, 2003.



Top left: 1983-84 Men's Soccer Team

Middle left: 1999-00 Seneca's Men's Hockey Team

Above: 2006-07 Men's Rugby Team

Top right: 2006-07 Women's Basketball Team

Below: 1984-85 Women's Hockey Team

The Seneca Men's Rugby Team created a dynasty after winning five straight championships and two Eastern Canadian Championships. In the same year, the team tied its own record for most converts per game at eight.

The Seneca Sting Women's Basketball Team won its first back-to-back OCAA championship in the 2006-07 season. The team dominated the league with a final 16-0 record. The winning streak continued throughout the



OCAA Championships and into the CCAA National Championship opening game.

|| Mel Lastman begins his 25-year reign as Mayor of the City of North York.

Studies take a dive



Seneca's Underwater Skills program began at King Campus in 1973 under the leadership of then Dean Roy McCutcheon. At that time it was the first commercial diving program in Canada. It remains the longest running.

If you are picturing Jacques Cousteau exploring the sea in exotic places, change the channel. If you've always liked the image of James Bond peeling off his scuba gear on a fabulous yacht, you're in the wrong theatre.

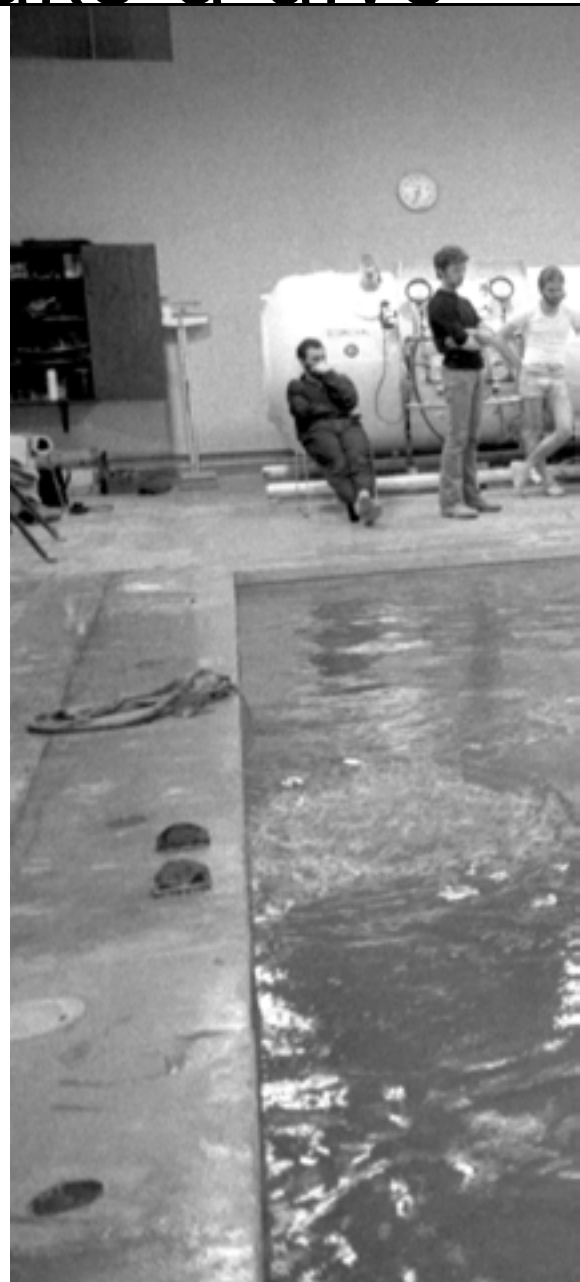
Program Coordinator Dave Geddes puts it bluntly. "The glamorous part is in the bar telling everyone you are a commercial diver."

"You work hard, the hours are long and it's dirty," he says.

Still the program attracts a full slate of 45 students every year and holds an international reputation. Graduates work in every sector of the commercial diving industry including inshore and offshore construction, salvage, inspection and offshore oil and gas exploration and production. They work around the world in places as far afield as Southeast Asia, Africa, India and the Arctic.

In 2003 the program became one of the first commercial diving programs accredited by the Diving Certification Board of Canada and Dave now serves on the Board of Directors, representing the other five accredited schools.

Everyone starts in the school's 40 ft. diving pool. "They're all wide-eyed and excited about the gear," Dave says, "then we take them to the lake where the water is cold and the visibility is often less than two feet." There's a lot of muck to wade through.



The program works out of Lake Seneca at King Campus, on a deep diving barge at Colpoy's Bay on the Bruce Peninsula and from a catamaran diving vessel on Lake Simcoe.

Seneca was the first in Canada to introduce underwater welding certification and its diver medical technician program is the only one of its kind in Canada.

TIMELINE

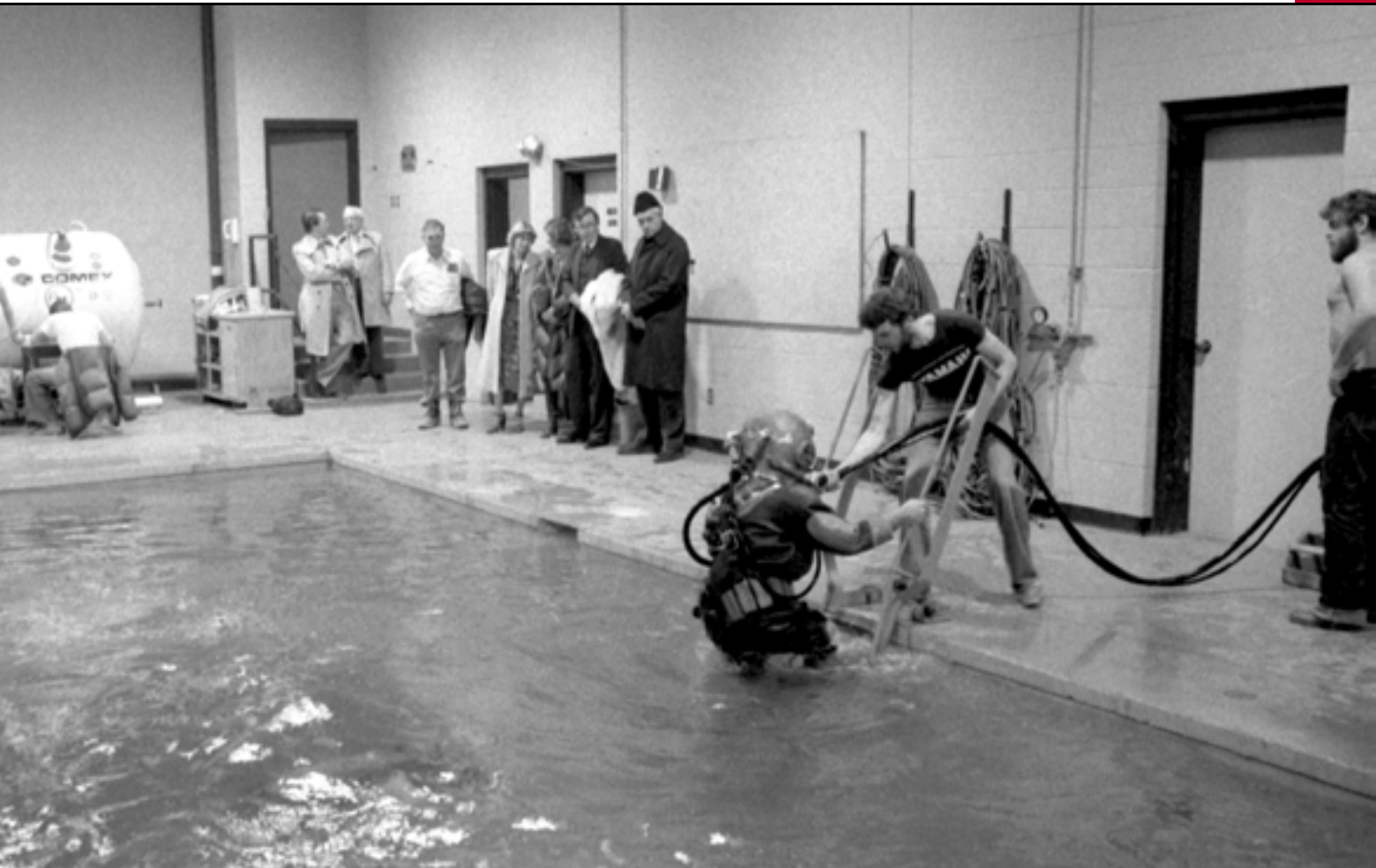
1973



The Vietnam War ends.



The Sydney Opera house opens.



II Billie Jean King defeats Bobby Riggs in a tennis match dubbed "The Battle of the Sexes"



Nursing joins



TIMELINE

1974



The Toronto Zoo opens.

1975





In 1973, all diploma nursing programs in Ontario were absorbed into the Colleges of Applied Arts and Technology. York Regional School of Nursing, which had been delivered at Leslie Campus, became the Seneca College Nursing Program.

The School of Health Sciences at Leslie also housed programs for dental hygienists and assistants and continuing education programs including the International Health Program, Aeromedical Program and Ophthalmic Dispensers Program.

Until 1987, the Nursing Program took about 20 months to complete, including a seven-week preceptorship where the students continued their education under the mentorship of a registered nurse in a clinical area. A three-academic-year program started in 1987 and the preceptorship was expanded to 14 weeks.

In the early 1990s York University, Seneca and Georgian College began talks to create and develop a collaborative nurs-

ing curriculum that was future oriented and would ensure the quality of nursing education needed to meet the demands of the changing health care system and the health care needs of Ontario.

The result was the first collaborative Baccalaureate nursing degree program in Ontario. Students complete the first two years at Seneca and the final two years at York gaining a combination of theory and hands-on experience. Seneca admitted its first students to this program in 1997 and in the same year moved to King Campus. The first class graduated in June 2001.

Seneca's Practical Nursing Program had its first intake of students at King Campus in September 2002. The demanding two year diploma program prepares graduates to deliver patient-centred care in hospitals, long-term-care facilities and the community.

— Elaine Wood and Kerri Honeychurch,
Seneca Nursing



The CN Tower is completed, making Toronto home to the world's tallest free-standing structure.



Dora Dempster receives a new book for the new library from President Newnham in 1980.

Libraries have been at the centre of many students' academic life and Seneca is no exception.

Included as one of the College's first services, a modest library was started at Sheppard Campus in 1967. In 1969, the main library was moved to the new Phase I building at the Finch Campus and by September of that year there was a collection of 20,000 books. A year later the library had moved again to Phase II, where audio-visual equipment distribution was added to its duties. A film collection booking system soon followed. The King Campus library opened in 1972 with an initial collection of 3,000 books.

In 1973 the Leslie Campus Library started with the resources brought with the School of Nursing. In 1977 the Lawrence Campus Library opened. By 1979, just 10 years after the College started, there were 30 employees in the libraries.

New libraries continued to be added with new campuses. The beautiful Seneca@York library opened in 1999, ready for the new century with a state-of-the-art computer network of more than 250 workstations, a book and periodical collection, study space and a lounge area.

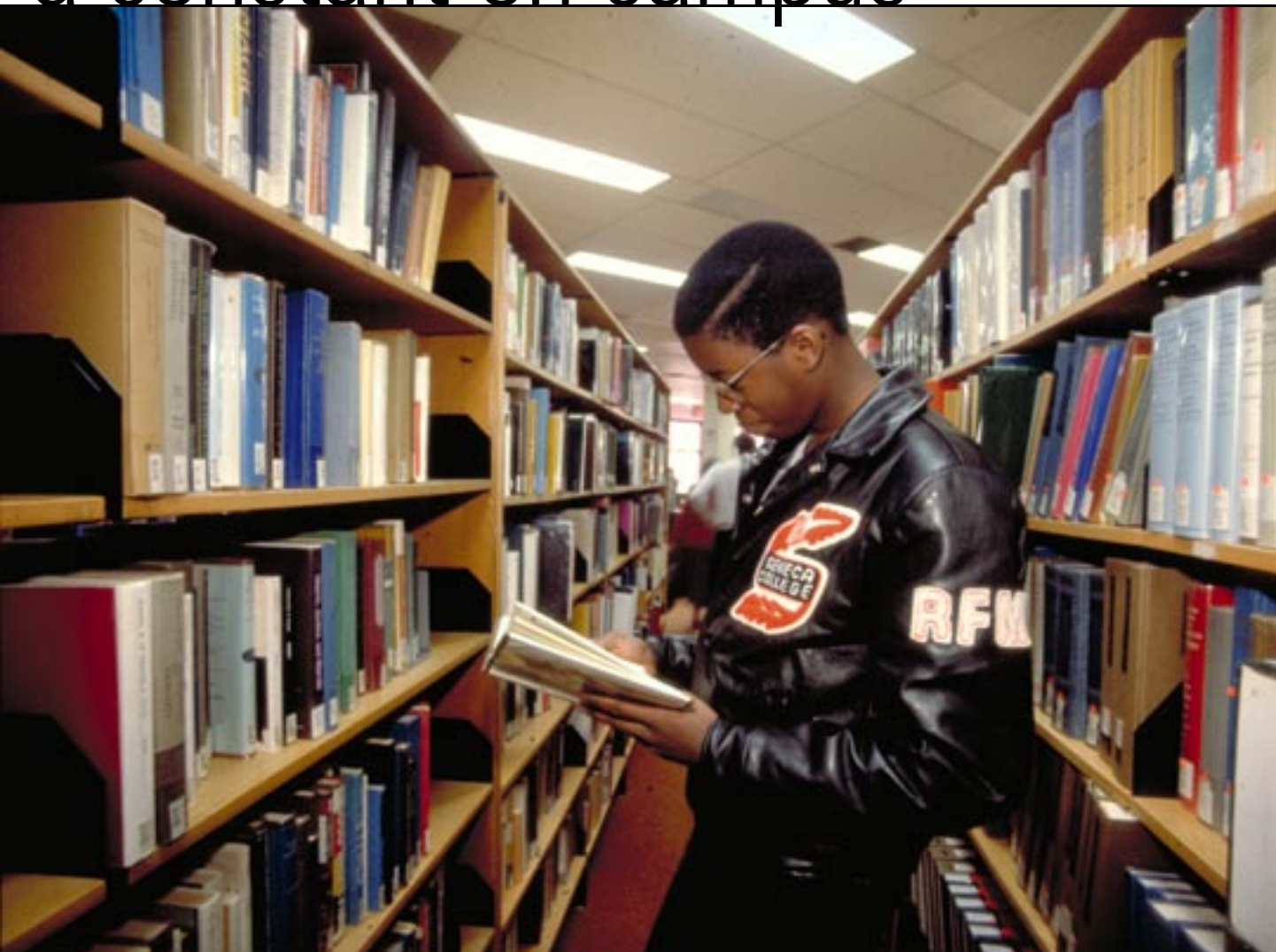
But it was more than space that was changing. In 1978, along with new automated circulation systems, a computer-

TIMELINE

1978



Louise Brown, the first baby conceived by in vitro fertilization, is born in England.



produced microfiche catalogue (COM) was introduced. Until then, students searched for books and periodicals by flipping through drawers and drawers of catalogue cards, filed by topic, title and author. A CD-ROM index was acquired for Health Sciences students in 1990 and the first Internet station was introduced to the Newnham Resource Centre in 1997. The development of computer applications grew very quickly. By 1997, the Library Home page was in development. In 1998, Seneca launched the first Ontario college virtual library “ELVIS”.

Still the collections continued to grow to more than 100,000 books by 1996.

Today, in addition to books and magazines, there are nearly 27,000 E-journals and a staff of 74.

Many alumni over the years have held part-time student jobs in the library and many graduates of the Library and Information Technician program work in the library—all of them ready to contribute to developing and maintaining state-of-the-art technology, resources and services.

— Frances Davidson-Arnott
(Seneca professor from 1986 to 2003) with
notes from Tanis Fink, Director Resource
Centres



Seneca's ground- breaking second President: Roy McCutcheon

BY RICHARD DOUGLAS AND
TOM BARTSIOKAS,

Seneca Marketing and
Communications

Seneca College's second President, Roy McCutcheon, was a ground-breaker who had a strong understanding of the College's foundations and its potential.

After working as a physical education teacher with the North York Board of Education, and serving as founding principal at C.W. Jeffreys and Westview Centennial Secondary Schools, he came to Seneca in 1969 as the Assistant Dean of Academic Divisions.

A year later he was named Executive Dean and was responsible for all campus construction. It was during this time that his previous experience, building both secondary schools of which he was principal, would be put to good use.

It was a busy expansion period for Seneca that included the construction of the Minkler Auditorium, the Sports Centre at the Newnham Campus and the creation of the King Campus.

"Back in those days, anytime we introduced a program or opened a building, we were breaking new ground," Mr. McCutcheon said. "When I look back now at what we accomplished there were many highlights, a few disappointments and a lot of funny stories in between."

In fact, he retains a special fondness of his time at King Campus, and the stories that still bring a smile to his face.

"I had many highlights all the way through my years at Seneca, but those early days at King certainly stand out for me."

Other highlights include the development of Seneca's continuing and community education programs, business and industry training, the Centre for Executive Management Studies, the Eaton Hall Management Development Centre, the Conference Centre, the Mobile Intensive Learning Experience (MILE), international programs and employer-sponsored training.

In 1984 he was chosen to be Seneca's second President. It was a period of time that was shaped by a philosophy that he carried with him through his time at the College: "If you have the right goal and the right people committed to that goal, you will get the job done regardless of any obstacles."

After spending a career as an educator, including 23 years at Seneca, Mr. McCutcheon wants to be remembered as a leader who brought out the best in people.

"To me there was nothing more rewarding than seeing our students and staff succeed," he said. "The most rewarding part of my job as President of Seneca always came when I got to watch a class of graduates proudly accept their diplomas."



1984
1992



Jane: a small campus opens with big ideas

In the early 80s there was a severe shortage of skilled workers in the precision machining trades. Seneca stepped up to the plate. Working with local industry, and with funding from the Ontario Government, the College began the construction of a new campus in April 1981. Within a few months, the property at the intersection of highways 400 and 401 became the Centre for Precision Skills Training. The first 40 students started that September.

Industry was concerned about the lack of awareness of careers in precision machining. To address this concern and to provide a smoother transition from high schools to apprenticeships, Seneca offered a program that would link students in high school technical programs with the tool and die making, mould making and general machinist trades. Graduates from this six-month pre-apprenticeship program would be exempt from the first and second level in-school components of the Ontario Government's apprenticeship curriculum.

Over the years, the campus has grown to its full capacity and now has three programs with more than 140 full-time students and

up to 100 part-timers. The original program still attracts hundreds of applications every year. With the addition of the Tool Design and Computer Numerical Control (CNC) programs, students now have the flexibility of graduating from one program and enrolling in another.

Even though the Jane Campus is the smallest of Seneca's owned campuses, it has gained a reputation for providing students with a quality education that is well respected in local industry. Responding to changing technology, the College has constantly modified programs and eventually the campus name. It's now known as the Centre for Advanced Technologies.

It's remained a small campus with a big sense of community. Students have easy access to professors and faculty continues to reach out to high schools by providing hands on experiences as part of campus tours. The campus also provides the equipment and resources for a long standing articulation agreement with the York Catholic District School Board.

— Ken Ellis, Chair, Centre for Advanced Technologies and School of Fire Protection Engineering Technology

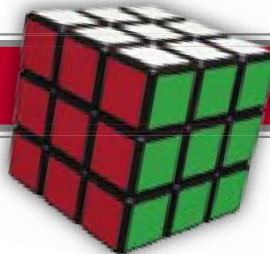
TIMELINE

1980



Rubik's Cube is the most popular toy of the year.

II The Annex, the first phase



Cooperative Education

- A partnership begins

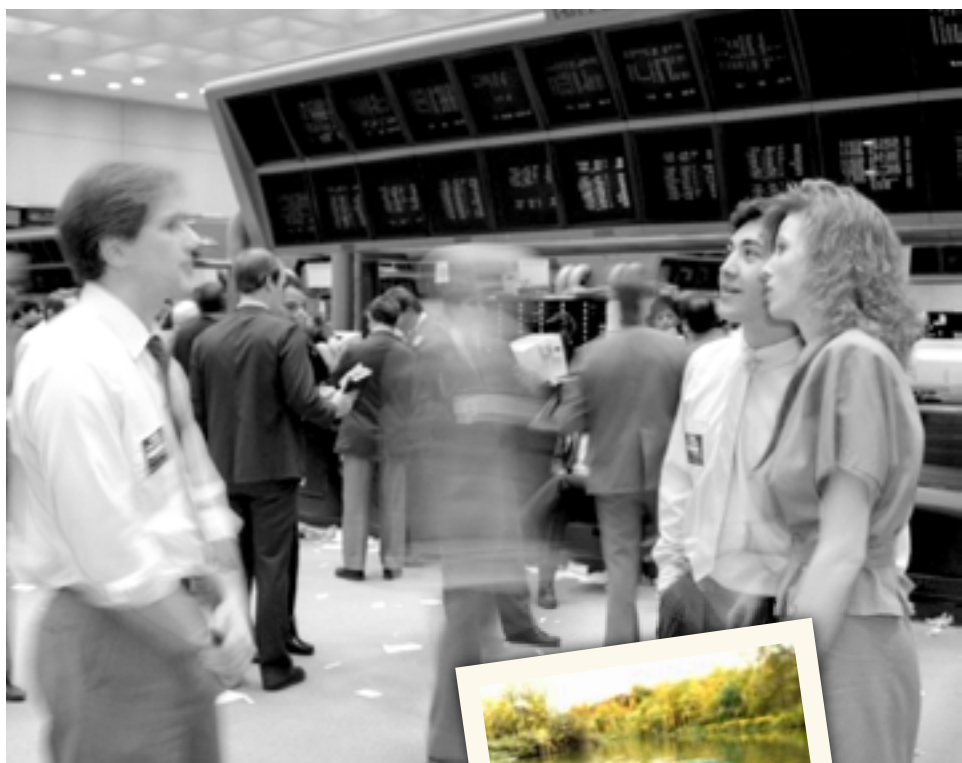
STARTING POINTS

19
85

This year colleges and universities across Canada are celebrating 50 years of cooperative education. Starting in 1957 at the University of Waterloo, co-op has been adopted by most post-secondary institutions. Seneca started offering co-op in the 85/86 academic year with the first group of students graduating in 1989 from computer, business, pharmaceutical and civil and resources programs.

Like all new ventures, co-op initially had its skeptics, as some educators felt that students taking time away from their studies to participate in co-op placements might lose their momentum and not be as successful academically. Their concerns, however, soon proved to be unfounded and co-op experienced unprecedented growth both in the number of participants and the number of programs offering a co-op option. Seneca now offers co-op in 45 graduate certificate, diploma and degree programs. Students have been welcomed in a diverse range of companies such as CIBC, Weston Bakeries, the Ontario Government and Lafarge Canada. Participating employers often hire back co-op students when they graduate and these alumni, in turn, hire and train students from Seneca College.

Co-op is the reason many students choose to come to Seneca. It is a motivator for students to excel as they work towards competing for co-op positions. It's also among the reasons a large number of organizations are familiar with Seneca College, its programs and, above all, its coop students and graduates.



An ever-growing bank of employers depends on Seneca's co-op students to fill their recruitment needs, for special projects, to assist full-time employees, or to provide coverage for leaves and vacations. For students, the benefits are immeasurable as the real life experience and the exposure to the environment of their chosen field cannot be matched in the classroom.

— Maria Borg-Olivier, Manager, Cooperative Education, Faculties of Technology



of several planned expansions, is officially opened at the Finch campus. Seneca's enrolment hits 10,000.



A transitional leader: Seneca and articulation



"Get a Head Start on College!" read the headline of the 1989 articulation agreement between Seneca and Dr. G.W. Williams Secondary School—one of more than 30 such agreements the College would secure between 1987 and 1994.

Articulation is a link between two or more educational systems to help students make a smooth transition from one academic level to another. For 20 years Seneca has been a leader in establishing these relationships with secondary schools, as well as other post-secondary institutions.

The first Seneca articulation agreement was reached in December, 1987 with the North York Board of Education. As a result, students could take courses that would be accepted at Seneca while still in high school.

Agreements in various subjects were reached with public and separate school boards and implemented at schools such as Georges Vanier; Downsview; Emery; Victoria Park; Yorkdale; Sir John A. Macdonald; Madonna; Bathurst Heights; and Etienne Brule.

The goal was to entice students to complete high school and continue on to college. Many also visited Seneca campuses to participate in classroom and laboratory exercises.

Manager of Student Services Susan Thomas remembers the "articulation days" as a time when colleges started to gain acceptance as a viable postsecondary option.

"Articulation provided teachers, administrators and guidance counsellors a better understanding of colleges' functions and the opportunities we provide," says Susan.

Although few articulation agreements are still in effect, the lasting benefit of this program has been the broader relations established between Seneca and local secondary schools. Today, Seneca is active in providing community outreach, career days, science fairs and academic planning events.

The College's dedication to articulation is ongoing, however. Currently, Seneca has partnerships with 52 post-secondary institutions involving 186 degree pathways for Seneca graduates. And Seneca's University Transfer Office helps students "get a head start" in the pursuit of continued education.

"Because transferring from college to university is a desire for many students, Seneca has sought agreements around the world to facilitate easy movement," says Associate Vice President, Academics Henry Decock. "Many students list these agreements as Seneca's most attractive quality."

— *Corey Long, Seneca Resource Development*

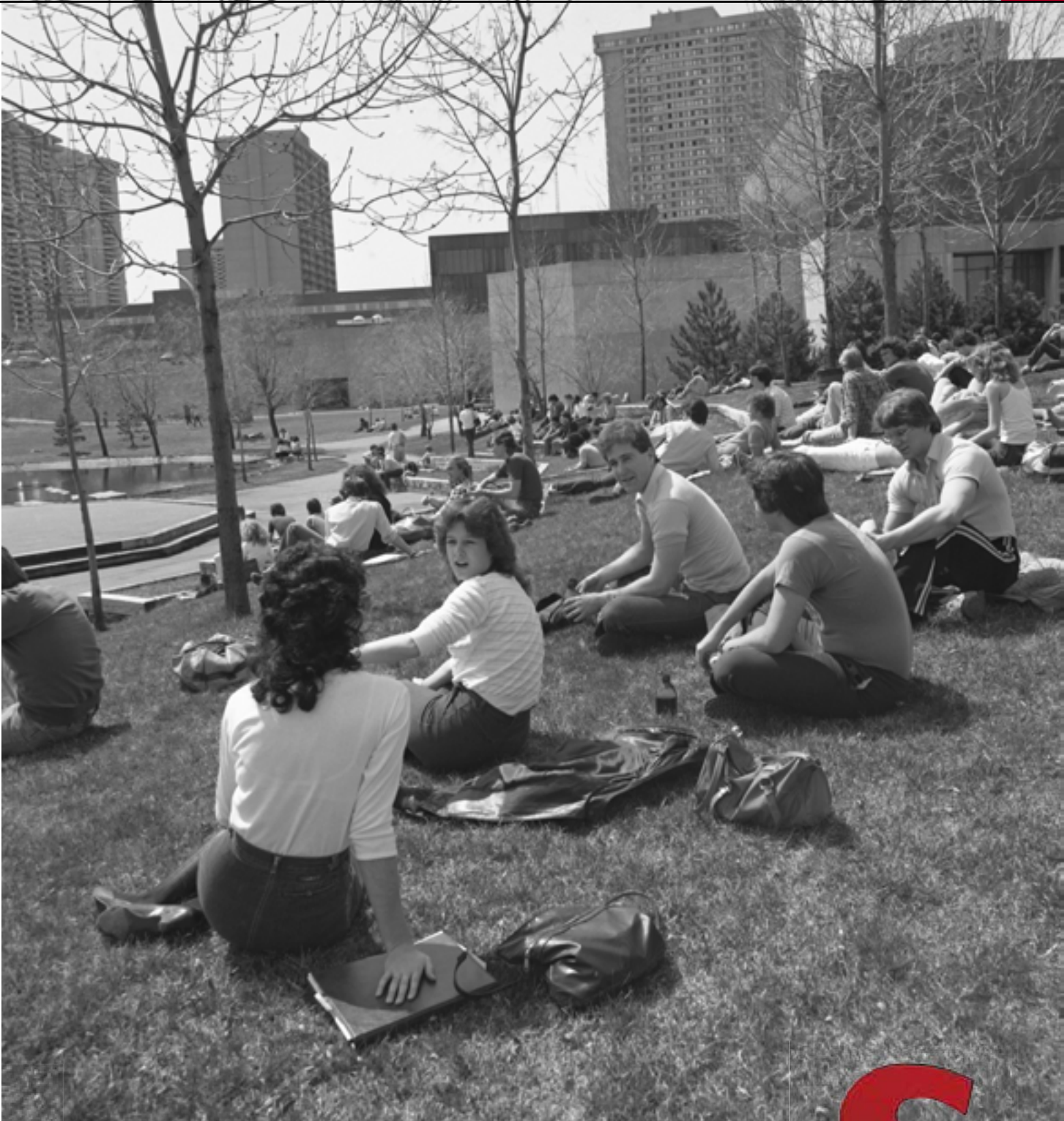
TIMELINE

1987



Most homes now have a VCR. The VHS-Beta war is in full swing





1988



Calgary hosts the Olympic Winter Games.



Alumni come of age



While the alumni association that organized in 1969 had gone into hiatus, interest in staying connected remained strong at Seneca.

Particularly in programs where students were close-knit, get-togethers over the years turned into annual golf tournaments, reunions, dinners and other activities. The efforts spawned clubs and informal alumni chapters.

In the mid 80s, there was interest in creating a more formal association. Les Fox was Student Council President at Yorkdale. He had seen and envied the vibrant association at Humber College and was struck by the generous financial support the University of Toronto's alumni association had given to save the Varsity Blues. In 1984

he sat down in the Flint and Feather with a group including then Senior Vice President Stephen Quinlan and offered a challenge to build a similar organization. He won College support, a modest budget and a third of a staff person to help.

An ad hoc Board of Directors was put together including Les, David Shier, Mary-Jo Guidi (nee Cresswell), Ashley Kelly, Todd Wilson, Phil Gunn and Jim Cresswell (no relation to Mary Jo) who had also been involved in the first association.

Together, they wrote a formal constitution. Grace Cuff had worked as Alumni Coordinator and was there when the constitution was written. "It was a character building activity," she recalls, "that went into the wee hours of the night."

TIMELINE

1989



The SkyDome opens in Toronto-the first stadium in North America with a retractable roof.



They got the job done and on October 17, 1989 the Seneca College Alumni Association was reborn and formalized. Les Fox was the first President and the work began.

"We had 20 years of graduates to reach – about 35,000 alumni," Les says, and no database. "It was particularly tough tracking the women because of name changes with marriage." With outside help, the base was built but the association needed a means of drawing alumni back. They developed "Come on Home," a benefits program including privileges on campus, discounts for products, and preferred rates for services. "It opened the floodgates and people started coming back."

Today, more than 100,000 alumni are

offered dozens of benefits, a news packed magazine, Distinguished Alumni Awards and countless opportunities to come back to Seneca as mentors, speakers and contributors. And there are new friends on Facebook every day.

"It's almost bittersweet for me," Les says, "because we had brainstorming sessions with a list a mile long of things we wanted to do -- but we had to prioritize. Now I'm watching them and thinking, 'We thought of that in '84.'"

Did it turn out the way he expected? "It's absolutely fantastic. Never for a second did we think otherwise."

Today Les is Manager of Business Leasing and Community Relations for Park Place in Barrie, Ontario.

ALUMNI BOARD OF DIRECTORS 1989 - 2007

Iscenty Benjamin, LIT 1978
Keith Justice, LCD 1988
Leigh Hobson, BAD 1990
Les Fox*, ACF 1984
Mary Jo Crosswell-Guidi*, ACF 1985
Philip Gunn, ACF 1985
Todd Wilson, ELT 1983
David Shier, GBS 1983, CPA 1983
Barry Zysman, CPO 1972
Desmond Duke*, MET 1992
Nate Simpson, FPT 1995
Stella Bell, GVA 1988, ACC 1992
Luke Goulette, FLS 1983
Vincent Q. Diep, BCS 2000
Marianna Svab, GBS 1987
John Colthart*, BAD 2000
Juanita Ford McDermott, CAB 2001
Laurel Goodings, BA, AOCA, AVPY 1999
Lorraine T. Telesford, AMC 1996, CBC 1999
Sergio Carbone*, BSc, CET, CVL 1987
Silvia Erjavac, LAS 1998
Zareena Huasain, DNS 1986
Christopher Shaban, BADE 2001
Daniel Guegueirre, BCS 1998
David Pisarek, CGT 2000
Jean Gillis, CRT 1999, RPA 2000
Luis De Sousa, BComm, HRA 1997
Ryan Mitchell, BBA, IBU 1999, HRM 2000
Tina Zalac, CCMC 2001
Denise Ropp, RN COHN(c) DNS 1987
Andrew McDonald, BADO 2004

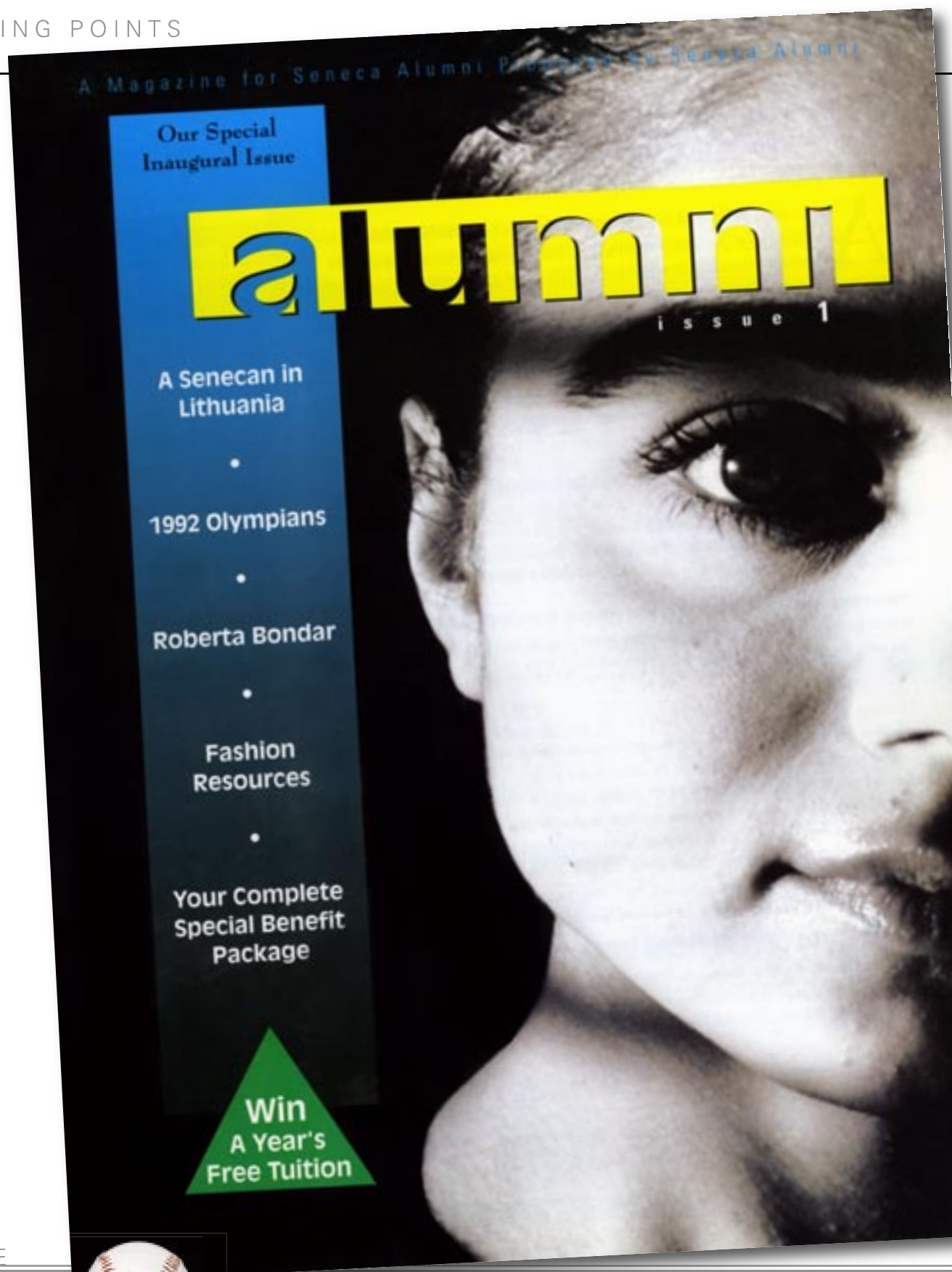
* Served as President



1990

The roller skate is usurped by the rollerblade.





TIMELINE

1992 >



The Toronto Blue Jays win the World Series.

1993 >

Brian Mulroney resigns

Ready for our close up



The Alumni Association was in place and there was plenty to tell members. A one-sheet 11 by 17 folded newsletter was the starting point. It kept alumni up to date on benefits, events and chapter news.

The Association quickly outgrew it and in 1993 launched a full magazine. It would give alumni a reason to re-associate themselves with the College and would cut across all chapters, programs and years.

"We wanted it to be by and for Senecans," former Alumni President Les Fox recalls, "modelled after Maclean's." In the 1993 inaugural edition, Les called the magazine, "our voice". It included profiles of Seneca Cup recipients, the

story of Professor Rick Dale's experiences in Lithuania and an article about the renaming of Seneca's Planetarium after Astronaut Roberta Bondar.

Over the years, the award-winning publication has profiled Senecans who have become internationally known, who have made outstanding achievements, who are involved in interesting projects and with whom we simply want to catch up. Old friends have reconnected through Grapevine and the consumer savvy have found deals in the Benefits section.

While still easy to carry on the subway or comfortable to curl up with in an easy chair, the magazine is also available on line at www.senecaalumni.ca.

and Kim Campbell becomes Canada's first female Prime Minister. Her term lasts less than five months.



Seneca's visionary third President: Stephen Quinlan

BY RICHARD DOUGLAS AND
TOM BARTSIOKAS,

Seneca Marketing and
Communications

In his 34 years with Seneca College, Stephen Quinlan held a number of senior level academic and administrative positions, including Vice President Finance Administration, Vice President Academic and Senior Vice President. In 1991, he was named the third President of the College.

Despite his various administrative roles at Seneca, Mr. Quinlan hopes he will be remembered first and foremost for his 34 year continuous and unrelenting commitment to placing student learning at the top of the College agenda.

"Teaching as a profession is one of the most personally rewarding career opportunities any one could ever ask for," Mr. Quinlan said. "I don't think I could have been as successful a President as I believe I was without the experience I had in the classroom and without the constant interaction with students I had over the years."

Mr. Quinlan started at Seneca at 27 years of age teaching in the business faculty. Four years later, he was chosen by Seneca's founding President, William Newnham to fill the newly created position of special assistant to the President.

"Working directly under Dr. Newnham was the opportunity of a lifetime, the opportunity to learn from the master," Mr. Quinlan said.

"Bill was the best teacher a young administrator could ever have. He ingrained in all of us from day one that our goal was to build this organization to be the number one college in Canada, a goal I never forgot in my 34 years at the college. Under his leadership, I learned that if Seneca was to be successful, every employee had to be totally committed to the task of continually improving the teaching and the learning environment for students. It was in this context that

Seneca@York was conceived and constructed."

"When we said we would create a high-tech education centre at York University back then, people really did laugh at the idea. The reality was we were ahead of our time."

Seneca also expanded its international efforts under Mr. Quinlan. He strongly believed that a greater presence of international students would add to the classroom experience at Seneca, and thus the College's world-wide recruitment efforts grew. The English Language Institute was created and Seneca began to offer its programming abroad in South American, Asia Pacific and European countries.

Mr. Quinlan was an early proponent for colleges to have the ability to grant degrees. In 1998, he became the first college president to address the influential Empire Club and said, "...to be world-class institutions, our colleges need world-recognized degrees where the academic rigour is at least equal to that of a baccalaureate degree. Therefore, we say to government, 'Give us the tools to compete globally and we will overwhelm you with our students' success and our economy's prosperity.'"

Again, Seneca and Mr. Quinlan were ahead of their time. A year after his retirement in 2001, Seneca College would become the first college in Ontario to offer a baccalaureate degree.

Despite the many successes enjoyed by Seneca during his presidency, Mr. Quinlan feels the accolades belong to others.

"The strength of an organization is its people, and Seneca has dedicated people who work hard to ensure our students have the greatest opportunities available," he said. "That's what made the difference."

**1991
2001**

Retirees Connect



Newman Wallis



Dick Grannan



Founded in September 1994 by Jack Routh (deceased 2006) and a small working group of fellow Senecans, the Seneca Retirees Association (SRA) is today a vibrant organization with several hundred members. The membership represents retired support staff, faculty and administration.

“We were the first retirees association in the (community college) system I believe,” says founding member Dick Grannan, who held the position of 2nd President in the late 1990s then continued

on with the Executive Board until just a few years ago.

At its inception, the Association’s goal was to maintain the friendships and camaraderie that had developed among co-workers. And even with its initial ‘now and again’ meeting schedule, the Association quickly blossomed.

Now celebrating 13 years of success, the SRA’s activities include an annual meeting, a well-attended end-of-year luncheon, participation in the annual staff picnic at King Campus, opportuni-

TIMELINE

1994



Seneca and York University sign an articulation agreement that leads to the creation of several joint programs



Seneca staff and family turn out to celebrate the 2007 retirees. Pictured left to right: Irene Tuck and retiring son David Tuck; Board of Governors Chair Jean Anne McLeod and husband David Stone; and Phil Wong, VP Human Resources.



Jim Streeter & Dick Grannan in 2007

“The Association is a very positive reinforcement of what it means to be a Senecan.”

ties for learning excursions to places as far away as China and a polished newsletter that goes out to members twice a year. In addition, plans are underway for a golf day.

The SRA also maintains an ongoing relationship or “presence” as English literature teacher Jim Streeter, the current Activities and Meeting Director, and recent retiree after 37 years at Seneca, describes it. That presence provides not only publicity for Seneca but support for students and employees.

The Association is “a very positive reinforcement of what it means to be a Senecan,” says Jim.

But for Newman Wallis, Past President of the Association, one of the top 10 reasons that aging Senecans should join the SRA is even more basic: “In case you begin to forget who you are, there are people in this Association who will be able to remember you.”

—James Russell, TECC 2003

and a new home for Seneca on the York University campus.



Technically perfect:



As we entered the last decade of the 20th century, the digital age had arrived, globalization grabbed the headlines and staying competitive was the new target. Among the responses at Seneca was a new approach through an agreement with York University.

The result was Seneca@York.

"The world was going global," says now-retired Seneca President Stephen Quinlan. "Students needed both skills and a degree. A partnership with York made eminent good sense—York brought the theoretical approach and we brought the applied approach."

So Mr. Quinlan sat down with Peter Kanitz and former York Presidents Susan Mann and Lorna Marsden, and hammered out an agreement that he calls a "win-win situation": Joint programs in Nursing, Creative Advertising and Journalism. Seneca students could obtain a degree and a diploma in just four years.

All Seneca needed now was more space. With government funding and famed architect Raymond Moriyama, the articulation also resulted in a spectacular new home on the York University campus for the schools of Communication Arts,

Computer Studies and Biological Studies and Applied Chemistry.

Named the Stephen E. Quinlan Building, it is a massive glass and steel structure of wide concourses and soaring windows. It boasts a three story, 500-computer learning commons, an interior courtyard, a gym and a centralized student services area. But this beauty has brains too: The school is fibre-optics wired, allowing easy electronic upgrades to its system as technology advances.

"It was designed to speak for the future," says Mr. Quinlan, "and yet speak to Seneca. Ray was a great guy—that was one of his last major projects."

Today, Seneca@York is an integral part of the university and the GTA. With the opening of the TEL (Technology Enhanced Learning) Building in 2003, new student housing and a possible subway link on the way, it has fulfilled its mission to bring Seneca into the 21st century.

As for the building's name? Mr. Quinlan beams at the accolade: "It was a nice acknowledgement—a nice reward. It's very much appreciated."

— Christie Adams, CCMC 2005



TIMELINE

1994



Kurt Cobain is found dead in his Seattle, Washington home.

1996



The beginning of Seneca@York



The dawn of the Internet era: millions of websites, email addresses and online start-ups are launched.



The world is Seneca's oyster



In the global economy, borders are becoming increasingly insignificant. Halfway around the world, students are diligently pursuing Seneca courses. At the Guangzhou Civil Aviation College in China, 1,100 students study a program designed by Seneca and taught by Seneca faculty. They will graduate with double credentials from Canada and China. Joint venture programs with 14 other partner institutions in China bring a steady flow of students to Toronto every year.

"The global economy means you have to have a global education," says Nick Huang, Director, Asia Pacific at Seneca.

China isn't the only market on Seneca's radar. Students at Chetana College in Mumbai have just completed a Post Graduate Certificate in Global Logistics and Supply Chain Management by taking classes in Mumbai and Toronto, two of whom were offered jobs by Air Canada in India. The College is aggressively exploring other potential partnerships in India, with four existing joint ventures in Mumbai, Bangalore and Nagpur including one with a Bollywood studio training students in digital animation. Seneca is also enhancing its profile in the Middle East, Latin America

and Europe through focused regional initiatives.

"In two years, Seneca will have a visible footprint in all of our key global markets," says Vice President of International and Business Development Mohammed Khan.

It's not just about promoting the Seneca brand and increasing international revenues. Sending teachers to China, for instance, helps address concerns over the country's human rights policies. Seneca also wants to promote international mobility for Canadian students through exchange programs, MILE trips, sports exchanges or other activities.

Stephen Quinlan was Seneca President when one of the agreements with China was signed in 1999. He continues to see the importance of being globally competitive. "Our business students should have the opportunity to experience Chinese culture and their way of doing business. It gives them an edge in the business world."

As the world changes, Seneca is right there evaluating opportunities, reviewing its strategy and ensuring that its students have the most well-rounded experience possible.

— Christie Adams, CCMC 2005

TIMELINE

1999



Millennium fever hits and fear spreads worldwide that the Y2K bug will bring down the world's computer

GOOD SPORTS

Barb Adair



Barb Adair won 2 OCAA Women's Volleyball Championships with the Seneca Sting. She was named to the Championship All-Star Team in 1983-84. Barb was inducted into the OCAA Hall of Fame on April 30, 2003.

Angela James



Angela James established herself as one of the top players of her era in women's hockey. She was a three-time OCAA scoring leader including a 50 goal season in 1984-85 and was the OCAA Women's Hockey MVP for all three years of play. Angela was with the Canadian Women's Hockey Team for seven winning seasons. She was inducted into the OCAA Hall of Fame on May 4, 2005.

Kathron Clunies



Kathron Clunies won an OCAA Women's Volleyball Championship and was named the Championship MVP in 1986-87. At the National Championships she was named to the All-Star Team. She was inducted into the OCAA Hall of Fame in 2003.

Geraldine Heaney



Following two seasons of hockey at Seneca from 1986-1988, Geraldine Heaney went on to an exceptional hockey career for Canada on the international scene. She was the first woman to play in and win seven consecutive World Championships. Geraldine was on the Olympic gold winning Team Canada in 2002. She was inducted into the OCAA Hall of Fame on April 30, 2007.

Natasha Thombs



Spanning from 2003 to 2007 Natasha Thombs was one of the most exciting and dominating players in Ontario College Women's Basketball. Natasha led the Sting to one silver and two gold medals and two fifth place finishes at the National Championships. Individually, Natasha was a two-time CCAA All-Canadian, finished second on the OCAA All-Time Scoring List, and became just the 9th person in 40 years to have a jersey retired by Seneca College.

Brett Dailey



In 2005-06 Brett Dailey dominated Men's Volleyball in the OCAA. Brett was named an OCAA 1st team All-Star, crowned League and East Region scoring champion, and Championship Player of the Game. To add to that list Brett set 2 individual scoring records that year: Most Kills per match with 30 and Most Points per match with 39 in one game. To wrap up the year he was named CCAA All-Canadian and Seneca's Male Athlete of the Year.

Eric Hannah



Eric Hannah helped lead the Seneca Men's Rugby team to its 5th straight championship title in the 2005-2006 season. Eric also became the OCAA's Career Scoring Leader in men's Rugby with a total of 190 points and he broke and set 5 individual scoring records. Eric was named Seneca's Male Athlete of the Year in his final season with the Sting.

Stephanie Ozog

In 2004-05 Stephanie Ozog broke the OCAA record for most Innings Pitched in a Season with 82. She also helped lead her team to the OCAA Championship game that year falling just short of a gold medal. Stephanie was named OCAA Championship MVP and Player of the Game. Seneca named her Female Athlete of the Year.

Alumni Retraction - wrong photo posted with information

Seneca's nationally- minded fourth President: Rick Miner

BY RICHARD DOUGLAS AND
TOM BARTSIOKAS,

Seneca Marketing and
Communications

Upon being named President, Rick Miner presented Seneca College with a new challenge: think nationally.

With 25 years of experience in post-secondary funding, Dr. Miner was able to see the possibilities that Seneca presented, which included broader recognition for the College.

"A national identity increases the value of every graduate's certificate, diploma or degree," Dr. Miner said. "If everyone across Canada knows that Seneca is the best at what it does, it helps our graduates and our recruitment efforts."

In support of his national vision, Dr. Miner established a Seneca office in Ottawa – the first of any college or university – and was appointed as a Board member of the Canadian Foundation for Innovation and the Millennium Scholarship Foundation.

He came to Seneca after serving as Vice President, University of New Brunswick (UNB) for seven years. Prior to his term at UNB, he was at Saint Mary's University in Nova Scotia as Director of the Canada/China Language and Cultural Program, Dean of Commerce, and MBA Director. Dr. Miner also held faculty positions with the University of New Brunswick, the University of Toronto and Saint Mary's University. He holds a Bachelor of Arts in History from Gettysburg College, a Masters of Business Administration from the University of Utah and a Doctorate in Management from the University of Minnesota.

In addition to his inclination to promote the College nationally, Dr. Miner oversaw the completion of major renovations at Newnham Campus, the creation of the Technology Enhanced Learning Building adjoining the Seneca@York Campus as well as a new Veterinary Technology building at King Campus, and he led the College in the creation of a new major campus in Markham.

"Our facilities and our people are second-to-none, and that's because our students deserve nothing less than the best," he said. "Seneca is a leader in post-secondary education because we have

always maintained that attitude, and that has allowed us to gain a foothold with our national recognition."

Adding to Seneca's growing presence was a Board of Governors decision to give the College differentiated status which allowed for the creation of degree programs – from 2001 to 2007 nine new degree programs were created. The Office of Research and Innovation was also started to expand Seneca's presence by leading the way in applied research. The expansion of degrees and the College's research initiative were part of the College's strategic goals and objectives, as outlined in 2004 and reviewed in 2007. As overseen by Dr. Miner, the goals were reached after consultations with Seneca employees and, in case of the 2007 review, community input.

"For Seneca to continue its leadership role, we must set goals that are relevant and directed toward the future needs of our students and their employers," Dr. Miner said. "That is why our Strategic Plan is a dynamic document: it ensures we stay at the forefront with a clearly defined direction with input from Senecans and our community stakeholders."

In January 2007, New Brunswick Premier Shawn Graham appointed Dr. Miner to the province's Commission on Post-Secondary Education. The Commission will review the entirety of the province's post-secondary system, including public and private universities and colleges.

"I was proud to accept the role of Commissioner on behalf of Seneca," Dr. Miner said. "To be asked to review an entire education system is a great privilege, because it shows the strength of Seneca's national identity and role as a leader."

While celebrating 40 years of Seneca College, Dr. Miner is also looking toward the future.

"The possibilities for Seneca are endless," he said. "Looking back, many people have doubted that we could achieve all that we have in our first 40 years. The next 40 years promise to be equally exciting. I am honoured to be the President at this time, working with the people who have made this institution a nationally recognized leader."

**2001
TODAY**

Seneca College Distinguished Alumni Award recipients

YEAR	NAME	PROGRAM
2006	Chief Armand LaBarge	ISPM 86, AMT 85
2006	Josee Dykun	HRMC 93
2006	Robert Barsony	RTV 86
2006	David K. Shier	GBS 83, CPO 83
2006	Paul Sloggett	MAD 72
2006	Jennifer Singh	LIT 71
2005	Paolo Baldassara	MMT 84
2005	Larry DeFlorio	DAN 97
2005	Alan Frew	DNS 82
2005	Catherine Martin	AHT 90
2005	Rodney Sine	LCD 87
2004	James Derbyshire	MAD 72
2004	Michael Foster	GVO 74
2004	Neil Hetherington	BCR 95
2004	Senator Vivienne Poy	FAA 81
2004	Esther Simon	SSW 00
2004	Paul Sims	DNS 82
2004	Helen Szumigaj	BAD 83
2003	Derek J. Andrews	ACM 73
2003	The Honourable Alvin F. Curling	MAD 72
2003	Josephine D. Harlow	ECE 83
2003	Angela G. James	RFM 85
2003	Kevin S. Kennedy	SSW 91
2003	Patricia L. Larson	IHP 85
2003	Gary J. McGuffin	ORT 81
2003	Joanie (Wood) McGuffin	ORT 81
2003	Major Lee-Anne Quinn, CD	DNS 86
2003	Vincent R. Timpano	MKA 84
2002	Marc Caira	MKA 77
2002	Mark Climie	RFM 81
2002	Les Fox	ACF 84
2002	Geraldine Heaney	RFM 91
2002	Chuck "Spider" Jones	RTV 83
2001	James Arnold	MKA 75
2001	Barb DiGiulio	CAB 87
2001	Angella Hughes	ELN 84
2001	Marc Neeb	RFM 80
2000	Val Azzoli	BAD 77
2000	T.R. Hosier	SSW 84
2000	Lori-Anne Pennells-Barre	DSN 81
2000	Seema Narula	INB 77
2000	Richard Sowden	AFT 77
2000	Beverly Thomson	RTV 87



In 2002, Seneca became the first Ontario college with the power to grant applied degrees to its students.

By the 21st century, the Ministry of Colleges and Training realized the need in many industries for graduates with both a theoretical foundation and an advanced applied training in their post-secondary educations. Recognizing this was something the province's colleges could provide, the government set up standards to approve applied degree programs in the college system.

Seneca saw a need for qualified graduates in the banking and insurance industries, proposed a suitable program to the government and, in March 2002, the Bachelor of Applied Business - Financial Services Management Co-operative (FSM) program became the first applied

TIMELINE

2002

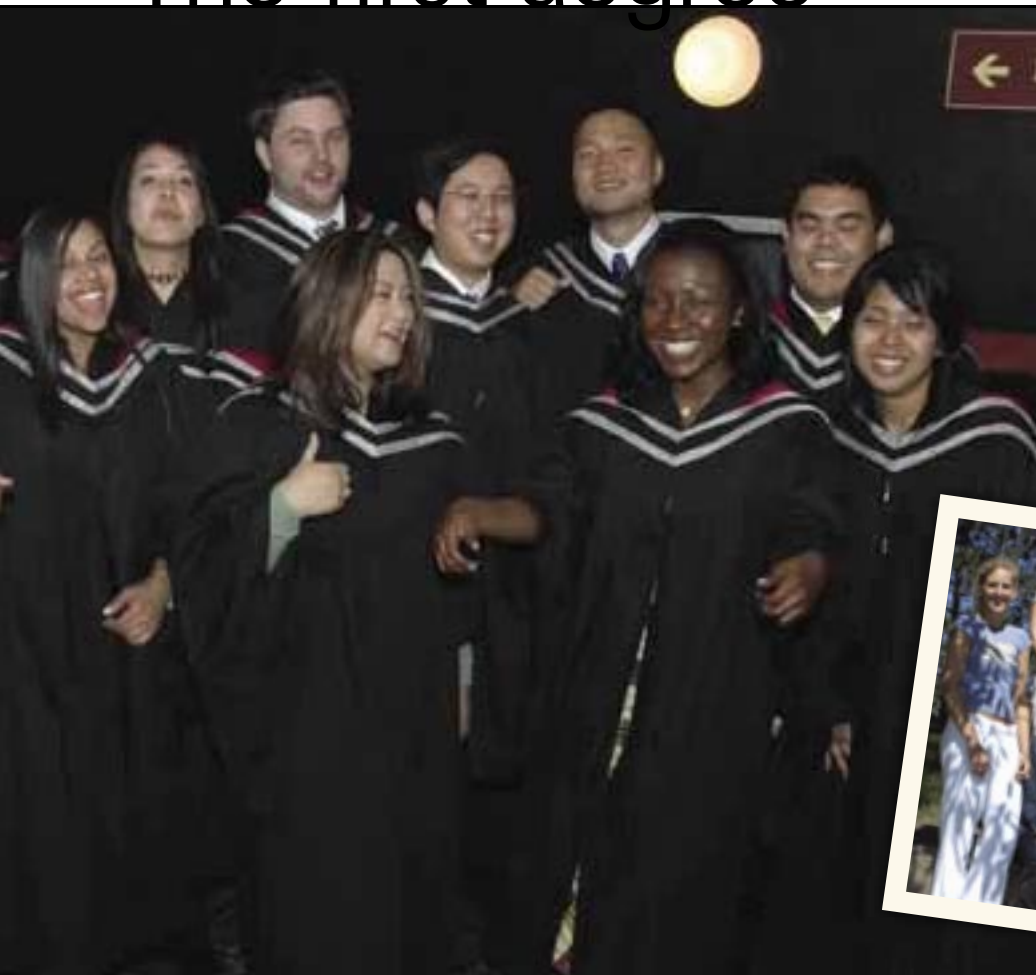


Senecan Geraldine Heaney wins gold with the Canadian women's hockey team at the Olympic Winter Games in Salt Lake City, Utah.

The first degree

STARTING POINTS

20
02



FSM students signed up for the first degree in 2002

degree program at an Ontario college.

That fall, 12 FSM students began their studies at Newnham Campus. Four years later, the class made history by becoming the first college graduates in Ontario to receive degrees and to don the program's red, grey and yellow ceremonial hoods.

The FSM program exemplifies the marriage of applied and academic training imagined by the Ministry. Students are taught by industry professionals and many courses count towards professional designations.

The FSM graduates didn't stand alone for long. In the spring of 2007, they were joined by graduates of the Bachelor of Applied Technology - Flight program, Integrated Environmental Site Remediation and Software Development degree programs.

"It means so many more opportunities for us," says Tom Lindsay, a graduate of the Flight program who is pursuing a career in airline management. "It's opened up a lot of doors for me." His classmate Brad Unrau agrees. "It makes me feel more professional, especially in the airline industry. A degree is more recognized—it's what they look for."

Soon to come will be the first graduating classes of the Bachelor of Applied Technology - Control Systems Technology, Informatics and Security and the Bachelor of Applied Business - Human Resources Strategy and Technology, International Accounting and Finance and Municipal and Corporate Administration degree programs.

— Christie Adams, CCMC 2005

Canada's men also collect a gold.



A loonie frozen at centre ice is later revealed as the secret weapon.



Old dog, new tricks



A few years after the Veterinary Technician program began at King Campus in 1975, it was housed in quarters that had been used by Lady Eaton's shepherds. Classes were held in the living room, faculty had office space in the upstairs bedrooms and the kitchen provided space for animal kennels.

Students still work with sheep, but they've moved far beyond the facilities of a shepherd. A new state-of-the-art Animal Health Centre opened in November 2005. The 26,000 sq. ft. Veterinary Technician

building features kennels, an X-ray room, an operating room and labs. A 1915 vintage horse barn was revamped too, making safe space for boarding up to 12 horses and cows, pigs and sheep. A specialized large animal lab was recently completed, allowing large animals to be treated and anesthetized.

Along with the science, students soon learn about the art of working with animals and their quirks. Professor Marg Brown points to the annual escape of the lambs. "When the lambs are two to six weeks, they are quite adept at going

TIMELINE

2005



Hurricane Katrina devastates New Orleans, leaving most of the city under water.



Seneca College Board of Governors 1966-2007

20
05



under the fences. They always stay near their mothers on the other side but the escape tends to really bother people who are unaware of their behaviour.”

Students studying in the Veterinary Technician Program are trained for animal care careers in veterinary practices, emergency clinics, humane societies, and research institutes. Among their clients, they serve the 53 per cent of Canadians who count a cat or dog as part of the family.

Mr. E.C. Bovey
Miss M.G. Carter
Rev. A.J. Colliard*
Mr. R.N. Garriock**
Dr. B.H. Hall
Dr. T.H. Leith
Mr. W.V. Moore
Dr. F.W. Minkler**
Mr. C.J. Palmer
Mr. J.D. Service
Mr. C.M. Trower
Mr. Donald G. Plaxton**
Dr. A. Porter
Mr. J.D. Service
Father P. Cusack
Rev. J. Hunter
Mr. R.O. Roche
Dr. Joan Bain
Mr. Thomas Broadhurst*
Mrs. J. Sabiston**
Mr. J. Williams
Mr. Patrick J. Suddick*
Mr. J. Brichin
Mrs. M. Britnell
Mr. Louis A. Rice*
Rev. J.R. Roberts
Mr. G. Laceby
Mr. John R.A. MacKenzie
Mr. George Timpson
Dr. Eli W. Wight
Mr. Alan M. Heisey
Mr. Michael Smith
Mrs. D.M. Wicks
Mr. B.N. Burton
Dr. A. Courtney
Mr. M.J. MacDonald
Ms. Maria Labatte
Mr. A.N. Plummer
Mrs. J. Tobe
Mr. L.F. Stanford
Mr. J.E. O'Brien**
Mr. J.M. Clemens
Mr. D.L. Comish**
Ms. J. L. Fawn**
Mr. D.F. Sim
Mr. G.E. Jackson*
Mr. David K. Shier
Mrs. B. Sutherland
Ms. Marcie .E. Anderson*
Dr. M.B. Bourne**

Mr. M. Lyons
Mr. C.J. Parsons
Mrs. F. Sainsbury
Ms. B. N. Salmon
Mr. Allan Duffy
Ms. B. Egri
Mr. C.O. Hamilton
Dr. Peter J. Kanitz
Mr. Roderick M. McLeod**
Mr. M. Smith
Mr. K. Fong
Mr. Momoh Kakulatombo
Mr. Anthony Maida
Mr. L. James Simpson**
Mr. Jim McGuffin
Mr. D. Tobin
Ms. Vivien Yung*
T. Creighton
Allan Duffy
Marilee Harris**
Mollie O'Niell
Charles Tynes
Susie Vallance
Wayne Norrison
June Veacock
Barbara Caldwell*
Desmond Duke
Tony Flynn
Ellen Hollingsworth*
Frank Miele
Peter Ross*
Dorothy Wylie
Nicole Constant
Rick Gosling*
Stuart Leigh
Eva Lloyd
Paul Martial*
Joe Nudo
Patricia Beaudouin
Tony Choy
Joe DeJesus
Susanne Eden**
Sal Meranda*
Riaz Shariff*
Tony Tanner
Frank Skill
Janet Laughton Mackay*
Luis De Sousa
Doug Dutton*
Rajula Atherton**

Grace Cuff
Henry Frimpong
Darlene Klemchuck
Charles Labarge
Robert Winship*
Iftikhar Ahmed
Tessa Benn-Ireland*
Hanna Coward
Mark Deacon
Fred Granville
Delores Lawrence**
Dennice Leahey
Judith Ryan*
Alexander Adeyinka
Renee Bishop-Gilkes
Scott Farber*
Lap Chung Lee*
Colin Lock*
Susie Vallance
Marc Caira
Bruce Campbell*
Dave Cooke**
Angella Hughes
Zul Kassamali
Delores Lawrence**
Jean Anne McLeod**
Natalie McKenzie
Diane Meaghan
David Forrester
John Bodolai
Keith Farlinger*
Frances Lankin
Andrew McDonald
Bob Richardson
Eugene Wilson
Natasha Binns
Denise Cole
Helen Hayward
Jennifer Parker
Margaret Wilson
Patricia Barbato
Ricardo Brown
Jed DeCory
Nash Lakha

**Chair
*Vice-Chair

II An entire NHL season is lost when players are locked out.





The word on campus — still “cool”

BY ROB COLTER

If you had attended Seneca College when it opened in September 1967, you would have been sitting in a one-storey renovated factory and paying \$75 per semester to learn from teachers—most of them younger than your parents—who spoke your kind of language.

Though the decade that came to be

known as the Swinging Sixties was in its final years, the enormous popularity and influence of youth slang was just beginning to slip into mainstream conversation. Even our hip new Prime Minister, Pierre Trudeau, was into it.

Can you dig it? Far out, the teacher of “Hippies, Hooters and Loud-Mouthed

Illustration: Norm Louneco

Howlers,” a Liberal Arts course included in the first Seneca academic calendar, might have enthused. This course will not be a downer or a bummer or a bad trip— if you really get into, it will blow your mind. And that will be beautiful.

The course obviously focused on three different groups, each with a different take on protest. Hippies, also known as longhairs by those who had still not yet traded in their loafers for sandals, were the symbols of the growing counterculture movement. Hooters had nothing to do with today’s restaurant chain, referring instead to those who jeer, and Howler was a reference to *Howl*, the groundbreaking poem by the American Beatnik, Alan Ginsberg (“I have seen the best minds of my generation destroyed by madness...”).

Not all language on campus was with it, of course. After all, Seneca was an educational institution, not a happening. Professors were known as Teaching Masters, a term that was defanged and neutralized in the 1990’s. And what we know today as the School of Continuing Education was called the Extension Division, a good example of how a change in terms can promote a more positive image.

Yet many of Sixties’ terms are still in use today—hassle, uptight, drag, hang up, hang out, wow, and unreal, for example, can still be heard on TV, in the clubs and at most dinner tables, while hundreds of others, like out of sight (exciting) bread (money), split (leave), peace (a greeting) and liberate (steal) have followed that renovated factory into history.

In the 40 years since Seneca greeted its first students, more than 100,000 graduates have exchanged trillions of words within its classrooms and corridors, reflecting five decades of social, linguistic and technological change.

As the 60s gave way to the 70s, copas-

etic, airhead, bodacious, rip-off and stellar were among the coinages that entered the vocabulary of youth, while wired signified the growing domination of electronics in popular culture. (The first rudimentary home computer was still eight years away, and e-mail and the Internet were yet to be imagined.)

In the 80s and 90s, expressions like new wave, rush, major, stunned and stoked identified the studs, as distinguished from the dweebs and their A+ averages. But a different preoccupation was asserting itself: pencil you in, wannabe and Yuppie (young, upwardly mobile professional) signaled a retreat from anti-establishment values and a desire to create—and be part of—a new kind of establishment. However, since PCs were now totally mainstream, along came the Millennium version of turning on, tuning in and dropping out—the computer hacker, who ingeniously combines the clichéd values of both hippie and nerd.

Today we look back on these 40 years with a sense of nostalgia and disbelief. So much has changed, yet so much remains current. The revolution in electronic communication, still on-going, has evolved hand in hand with social revolution. What began as a movement for greater freedom of expression has resulted in an affordable convergence of every form of media, with 24/7 access, by means of devices so light they seem to float in your hand.

The members of that first cohort of eager students are now at or near the age of 60 — an astonishing fact, which Seneca students of today would probably choose to communicate by means of the latest form of linguistic expression, text messaging: YGBKM! (You’ve got to be kidding me!)

— Rob Colter is a Professor, English and Liberal Studies

“Today we look back on these 40 years with a sense of nostalgia and disbelief. So much has changed, yet so much remains current.”

The changing face of Seneca

BY HELENA MONCRIEFF



The year was 1967. The post-war immigrants from Eastern Europe had settled in, the babies of the “boom” were growing up and Toronto’s new suburbs were expanding at a furious pace. The first GO train left Union Station to respond to a new commuter society and 852 students signed up for full-time programs at the brand new Seneca College.

They were mostly young, mostly white with a few more males than females, each looking for something more than high school but an alternative to university. They were also pioneers, taking a chance on something new.

Another 1,067 of them, many already working, enrolled in diploma and certificate programs to upgrade or learn new skills in a time when jobs were aplenty.

In the mid-60s, about 10 per cent of high school graduates continued to college or university. That was about to change. By 1969, Seneca’s total enrolment had reached 8,667. Today, 40 per cent of secondary school grads move on to higher education.

Laying the groundwork for that sea change, rookie faculty members gathered a month before opening at a high school in North Toronto to learn all about the new college system. Then-26-year-old Wayne Norrison was among them. “Everything was new,” he remembers. “It wasn’t like you’d walk in and someone would hand you the curriculum.”

In fact, what he had to work with was a brief description of a course listed in the original 60-page calendar. The students, he acknowledges, had taken an even big-



Students from Jamaica in 1996



ger leap of faith. "They were signing up for something that didn't exist."

But they were motivated with an interest to learn a skill and become marketable in the workplace. There wasn't a lot of "finding one's self" going on.

"They were young, eager and serious about (their education). They had a pretty good idea of what they wanted to do," Wayne says.

Jim Cresswell signed up for the law enforcement program. At 5' 4", he knew that even the stretching exercises he'd been doing wouldn't likely get him on a police force through the usual route. He figured education and training was the key. The females in his class were there for the same reason. They were looking for an edge and had pinned their hopes on the new college system.

That motivation hasn't changed over the years. Neither has the gender split. What has evolved is the diversity of the student population.

Changes to Canada's Immigration Act in 1967 opened doors to immigrants of every race, faith and language. In the years following, new immigrants arrived and settled mostly in the country's largest cities. By 2005, 49 per cent of Toronto residents were born outside Canada from more than 200 countries and regions. The changing face of Toronto was reflected on campus.

The second impact on diversity came from Seneca's own efforts to actively recruit foreign students.

"It would internationalize the College," Wayne explains and make diversity not something you talk about but something you live.

Having students from other countries with other world experiences also gave a broader perspective to teaching. In addition, without Canadian government supports, their enrolment provides an enhancement to college income.

Where language training had been provided for immigrants, now it was boosted to ensure that visa students had the language skills needed to be successful in post secondary education.

In the classroom, local cultural references or experiences have gradually changed to accommodate students who may never have watched *Leave it to Beaver* or skated on a frozen pond. Attitudes to authority or speaking publicly had to be taken into account. And assumptions about other parts of the world were quickly corrected by those who had been there.

In 2006 there were 1,983 foreign students enrolled at Seneca, with just more than half of them from China.

"There were a lot of dreamers in 1967," says Wayne. "No one ever dreamed that we would be recruiting students from around the world and doing contract training in other countries."

Wayne retired from Seneca in 2006 and now works part time in the education field in China.

“They were young, eager and serious about (their education). They had a pretty good idea of what they wanted to do”

The re-invention of teaching

BY SANDY NAIMAN, ACM 1971



photo courtesy Sandy Naiman

After Sandy Naiman (left) won the 1971 Seneca Cup, she graduated from Queen's University, Ryerson University and for 30 years reported for the Toronto Sun. She now freelances and teaches part-time at Seneca

When 10th grade drop-out Rick Cluff walked into his first class in September 1968 at Seneca's brand new Finch campus — nicknamed "The Little Red School House" — he started falling in love with learning for the first time in his life.

In "totally-laid back" classes where many of his "hippyish" teachers were "free-thinkers, who loved debunking trends, like me, I thrived," Rick says, describing how Seneca's trailblazing experiment in post-secondary education inspired him and cultivated his natural curiosity. "It felt like we were making up the rules as we went along, there was so much freedom to try new things."

One reason, suggests a first-decade Seneca sociology teacher, is that senior administrators were so busy "carving out how these new colleges were going to work

with Queen's Park," they didn't even try to dictate curriculum, so teachers pretty well had free rein.

Those were heady years for teachers.

Many bright and creative students like Rick were dead-ended in traditional public school classrooms with teachers who couldn't engage them. Seneca's "gung-ho" teaching masters, as they were once known, focused on helping their students to be successful, rather than furthering their own scholarly ambitions.

"Seneca has always been a place where teachers really care about their students' progress," says Seneca veteran English professor Jim Streeter. "During the early years, you could identify with the students and they could identify with us because we were all part of the same experiment. Teaching at Seneca has been the highlight of my life."

The alchemy in Seneca's classrooms then, and in many ways now, seemed magical with teachers the master magicians.

They immersed their students in a blend of general arts and sciences seamlessly meshed with practical skills training. As the students' confidence was building by "doing things," their teachers were equipping them for specific careers and often fueling them with a passion for learning that carried many on to continuing educational pursuits — turning them into life-long learners.

Rick graduated in 1971 with a Seneca Cup and a Municipal Administration diploma. He then earned a University of Western Ontario B.A. in political science and economics followed by a Carleton University Bachelor of Journalism. As host of CBC radio's *Morning Edition* since 1996, he is Vancouver's top-rated morning man. "And look what I do for a living," he says. "I ask people questions. Seneca rescued me."

Teaching and learning at Seneca is all about reinvention.

In the beginning, the teacher-student relationship was also a peer-relationship because often there was only a few years difference in age.

*Sandy Naiman with retired professor
Newman Wallis in 2007*



“These were peer-mentoring relationships and the kids needed that kind of training because this was a new educational concept,” recalls Seneca’s first coordinator of the Applied Communications Media (ACM) program Pat Kline (then Pinch). Pat left advertising to join Seneca’s fledgling teaching staff. “I was 24 and my students were 19. There was a lot of learning going on for all of us.”

Though she and most teachers had excellent academic credentials, they were based in the real world more than the Ivory Tower, bringing the atmosphere and experience of their professional lives right into the classroom.

When Stan Hyman left “the cold, artless, frustrating world” of peddling business machines to enroll in Seneca’s three-year Business Administration program in 1969, he recalls, “feeling intellectually and emotionally liberated.”

After graduating second in his class, Stan ran a successful chain of kitchen and men’s gadget shops, while teaching business part-time. Now, semi-retired, he teaches full-time, “encouraging my students to never give up, reach for the sky and think for themselves” — lessons he learned at Seneca.

First-year ACM student Elaine Loring wrote in her journal on September 17, 1974: “One of the most beautiful feelings

in the world is to know you are learning, especially when you understand what you are learning, and even greater, when you enjoy it.”

A self-proclaimed TV-addict, she founded in high school until finding her métier at Seneca. After graduating as class valedictorian — and a stellar 21-year-career as an entertainment broadcast reporter with CFRB, Global and *TV Guide* — she credits Seneca for her success.

Her journalism teacher, Carleton journalism grad George Scott, then-26, reported and made documentaries in Canada for CBC and in Vietnam, Thailand and Hong Kong for ABC News before coming to Seneca in 1968.

“The main thing about teaching then was this great spirit of adventure, creativity, energy and youth,” recalls George, now a Seneca International Student Academic Advisor.

“The place was a hotbed of activity, especially in the communications area. It was the McLuhan Age. You were always learning something new and the College was very supportive. Over the years, I saw some graduates with their names in lights working for the CBC, CTV, CITY-TV, Global, cable and radio stations and Toronto newspapers, which always gave me a sense of pride, knowing that in some small way, I helped launch their careers.”



*Pat (Pinch) Kline
in 1969*

“These were peer-mentoring relationships and the kids needed that kind of training because this was a new educational concept”

Fashion: A reflection of life at Seneca

BY DALE PEERS



Trudeau mania on a paper dress

Fashions of a period frequently reveal more than just our personal style. What we choose to wear is often a reflection of the social, political and technological influences of a period. During Seneca's four decades, the fashions worn on campus have provided a social commentary that has reflected some of these changes.

During Canada's Centennial year, women were experiencing an unprecedented degree of social freedom. The availability of the birth control pill ushered in the sexual revolution and women were more in control of their lives. Increased opportunities for post-secondary education as a result of the establishment of the community college system enhanced this sense of unlimited opportunity.

Fashion reflected this social freedom with the physical freedom of raised hemlines. 1965 marked the apex of the miniskirt and when the college opened two years later it was a popular look on campus. Regardless of age, the hemlines of the 1960s were short. Just how far above the knee would be determined by whether you were emulating the look of London model Twiggy or the other popular trend setter Jackie Kennedy. Her Oleg Cassini, trademark A-line dress with matching jacket or coat had a hemline that just brushed the kneecap, while followers of Twiggy were happy with miniskirts worn with go go boots. The fashionable length was determined by standing straight, hands at your sides. Where the

fingertip touched the thigh was where the hemline should end.

Through the 1970s, fashion reflected political and social trends. While the flower children of the U.S. continued to protest involvement in Vietnam, Canadians were involved in Trudeau's plan of multiculturalism. Women may have "burned their bras" to express feminist ideals but their quest for continuing social freedoms resulted in the acceptance of pantsuits. What goes up must come down and in the 70s it was hemlines. The issue became not how *short* but how *long*. Should it be midi? Maxi? Women had choice but the confusion over hemlines resulted in pantsuits becoming a sensible alternative.

A blurring of genders brought unisex styles and the unpretentiousness of blue jeans made them widely accepted, especially on campuses. "Disco" was not only a music style but a place with a fashion all its own. Hot pants and unconventional colors in suits (think John Travolta in *Saturday Night Fever*) were worn to dance to The Bee Gees. The leisure suit with distinctive colours and patch pockets was the alternative to the "establishment suit" for men. The "Peacock Revolution" resulted in more colourful men's suits with large checks and plaids showing up. Wide ties, longer hair, moustaches and sideburns finished the look.

Although Punk music had stomped out Disco by the end of the 70s, its impact was not felt in fashion until the 1980s. Doc Martens, black leather, ripped jeans, big hair and vibrant make-up were the translation for Punk. At the same time, John T. Molloy's theory of "dress for success" gained wide acceptance and "power dressing" produced more tailored looks for men and women. The wide-shouldered effect of a suit was duplicated

Doc Martens from the 80s



Hot pants at Seneca in 1970

using shoulder padding for women and not just in suits. Blouses and dresses were given the big-shoulder look but peplums on jackets provided a feminine touch. Jewel and intense colour were seen not only in the clothes but in makeup styles.

A sense of globalization was reflected in the internationalism of fashion in the 1990s. The demographics of the student body also changed. The wide mix of ages, ethnicities and interests was observed in the styles we adopted. We wore our “fashion hearts” on our sleeves by adopting our favourite logo. We became status and logo junkies and choice was wide. The Americanization of our retail market with The Gap, Talbot’s and Wal-Mart was balanced with Roots, Club Monaco and Zellers. Yuppie/Preppie looks were available from Ralph Lauren as well as Alfred Sung.

In the last decade, technology has become increasingly important and it too comes with a fashion. iPods, Palm Pilots

and cell phones are not just hand-held technology. Their “skins” can be multi-hued and patterned and may be chosen as much for their aesthetics as their functionality.

Although from an education perspective, fashion at Seneca may be found on the third and fourth floors of D building at Newnham, it travels the hallways and offices of all our campuses. Fashion is and has been a dynamic and visual presentation of the social, political and technological interests of Senecans for the past four decades.

— Dale Peers is a Professor (School of Fashion and Merchandising) and Costume Coordinator, Seneca Fashion Resource Centre

All images are from the Fashion Resource Centre at Newnham Campus. The Centre houses a unique collection of more than 10,000 pieces of fashion, forming a tangible record of Canadian style.

*Jackie Kennedy style of the 60s**“Power” cocktail suit from the 80s*

The day The Boss came to Seneca

BY WILLIAM HUMBER



Photo: Photo by Bob Riba Jr/WireImage

“It was better than the mud at Woodstock,” Bill Habkirk recalls, “and the concert was great.” Still, critics of the day, including Peter Goddard in the *Toronto Star*, couldn’t help putting down Seneca College’s gym as little more than the setting for a “perfect high school concert.”

The December 21, 1975 event, in what some fan web sites later called a field house environment, was distinguished by a plastic floor covering and large sheets of canvas covering the metal beams above. It marked Bruce Springsteen’s Canadian debut before a sellout crowd of 3,100.

“I remember one of our Sports Centre staff approaching me a few hours before the concert and providing tickets,” remembers long time Senecan Wayne Norrison. “We knew a little about Springsteen but he wasn’t yet the big star he became.”

A bootleg tape of the concert exists in which one nameless fan hollers, “Bring out the Hype!” just before “The Boss”, as he has become known, came on stage. Springsteen had recently appeared on the cover of both

Newsweek and *Time* in the same week, a publicity coup of enormous proportions, but one which led a *Globe* reviewer of his Seneca appearance to grumpily complain the next day that “Bruce Springsteen is not God.”

The period was a crucial one in the entertainer’s rise to pop stardom however as his first two albums had failed miserably in the record stores and by late 1974 Columbia was talking about dropping him in favour of a new sensation, Billy Joel.

Springsteen realized that his entire future rested on the success of the next album. Until its release he was still gaining converts seemingly one at a time at small venues in the northeastern United States. Though his fame was ensured by the release of the album *Born to Run* which he delivered to Columbia in the late summer of 1975, he continued to play in relatively small college settings like Seneca for some time thereafter.

The show was originally planned for Seneca’s 1,000-seat Minkler Auditorium, but ticket demand caused it to move first to

Convocation Hall at the University of Toronto, and then finally back to Seneca's gymnasium.

At this time in his career Springsteen was gathering the band members who have remained the core of the E Street Band including saxophonist Clarence Clemons, drummer Max Weinberg and a fellow New Jersey boy Steve Van Zandt, who has more recently parlayed his notoriety into a role in *The Sopranos*.

The Seneca set was electric and virtually duplicated his performance at London, England's Hammersmith Odeon a month before. Enthusiasts can find it in boxed DVD format and experience the Springsteen look and sound that characterized his Seneca appearance—a tight black t-shirt and baggy pants. Of course there's also that rumoured bootleg floating about made possible because one fan was allowed to set up his reel-to-reel on the floor of Seneca's gym and tape parts of the concert.

It apparently includes a stunning version of *Thunder Road* followed by 10th Avenue Freeze Out, and *Spirit in the Sky*. *Backstreets*, *Rosalita*, and *Jungleland* also made up the 17-song set list.

"What's surprising," says Bill Habkirk, a long time Seneca faculty member in the School of Civil Engineering Technology, and who heard the tape many years later, "Is that *Born to Run* isn't on it, though Springsteen definitely sang it."

At \$6.50 the concert was a bargain and Springsteen true to his later performances before much larger stadium-sized crowds during the Christmas period also sang, *Santa Claus is Coming to Town*.

The Boss wasn't the last big name to perform at Seneca. A few years later the immortal Grateful Dead led by Jerry Garcia appeared, as did Blondie, while another rock sensation supported Iggy Pop on keyboards – David Bowie.

"It was a different time," Wayne Norrison recalls, "and eventually not only did the bands become too big but the fans left stuff behind that it took days to clean up after – broken glass in gymnasium mats, that sort of stuff. We moved on to safer events, like jazz in the Minkler."

— William Humber is Chair of the Centre for the Built Environment and Civil Engineering Technology

Top 40 of 40 years

The top 40 songs over the past 40 years may surprise you. If you're looking for a Beatles tune, you won't find it. Popular in their day, some old favourites didn't last long on the charts. In the past 10 years, songs have been staying at No. 1 for a longer period of time explaining why records this decade dominate. The top song, "The Reason" by Hoobastank, spent 20 weeks at No. 1 in 2004, compared to six weeks at No. 1 for "Get Back/Don't Let Me Down" by The Beatles, the top song of the 1960's.

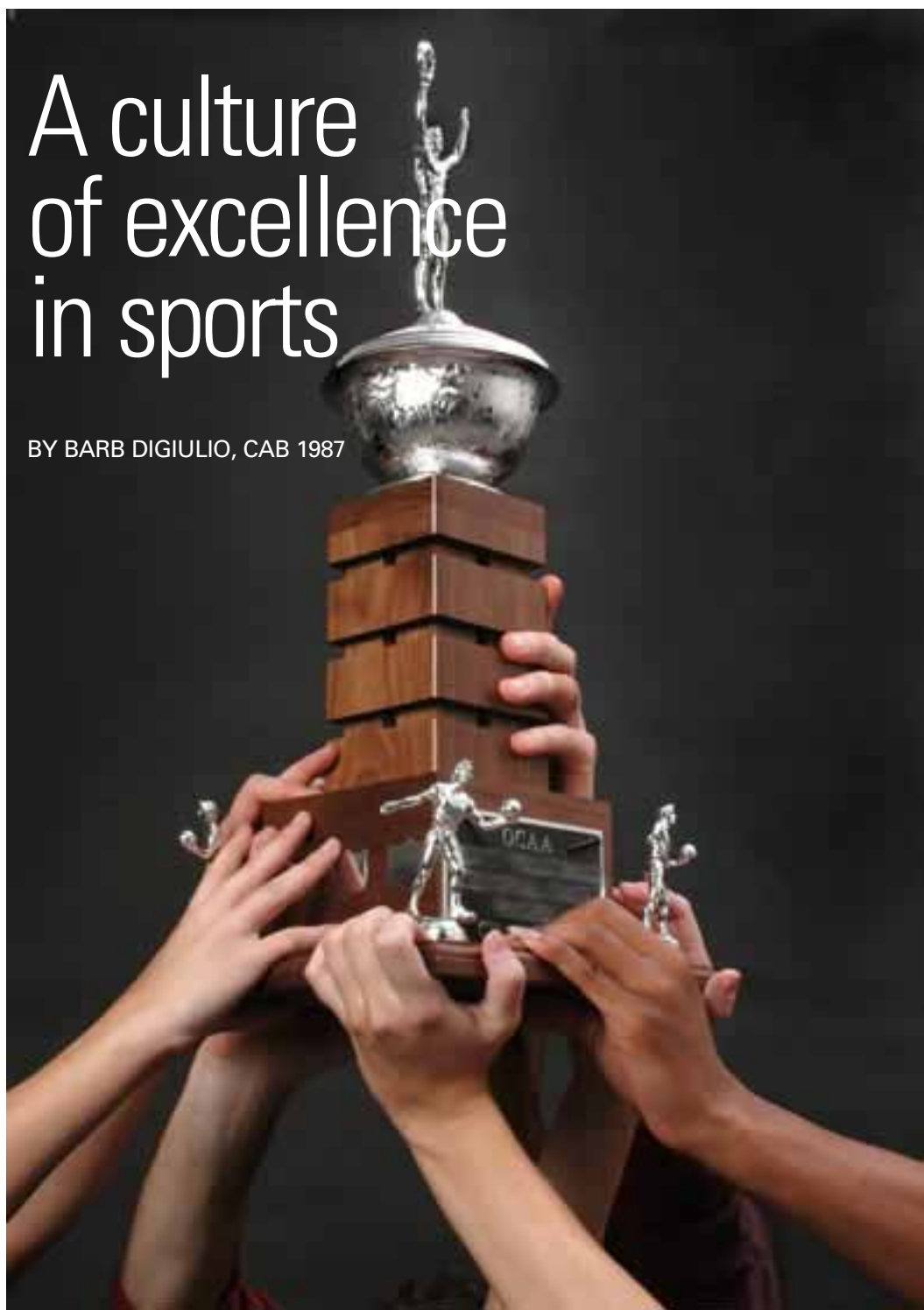
1. **The Reason** – Hoobastank (2004)
2. **Drops Of Jupiter** – Train (2001)
3. **Boulevard Of Broken Dreams** – Green Day (2005)
4. **Someday** – Nickelback (2003)
5. **I'm Gonna Getcha Good!** – Shania Twain (2002)
6. **Photograph** – Nickelback (2005)
7. **Said I Loved You...But I Lied** – Michael Bolton (1993)
8. **You Light Up My Life** – Debby Boone (1977)
9. **Bring Me To Life** – Evanescence (2003)
10. **Pop Muzik** – M (1979)
11. **(Everything I Do) I Do It For You** – Bryan Adams (1991)
12. **Faith** – George Michael (1987)
13. **I Just Called To Say I Love You** – Stevie Wonder (1984)
14. **End Of The Road** – Boyz II Men (1992)
15. **Here Without You** – 3 Doors Down (2003)
16. **Hero** – Chad Kroeger (2002)
17. **Music** – Madonna (2000)
18. **Stayin' Alive** – Bee Gees (1978)
19. **Dani California** – Red Hot Chili Peppers (2006)
20. **Speed Of Sound** – Coldplay (2005)
21. **Crush** – Jennifer Paige (1998)
22. **Livin' La Vida Loca** – Ricky Martin (1999)
23. **I Love You Always Forever** – Donna Lewis (1996)
24. **Never Surrender** – Corey Hart (1985)
25. **Islands In The Stream** – Kenny Rogers & Dolly Parton (1983)
26. **I Will Always Love You** – Whitney Houston (1992)
27. **Say It Right** – Nelly Furtado (2007)
28. **Hero** – Enrique Iglesias (2001)
29. **Vertigo** – U2 (2004)
30. **Mouth** – Merril Bainbridge (1996)
31. **Tubthumping** – Chumbawamba (1997)
32. **Torn** – Natalie Imbruglia (1998)
33. **The Lady In Red** – Chris DeBurgh (1986)
34. **Mambo No. 5** – Lou Bega (1999)
35. **Le Freak** – Chic (1978)
36. **Da Ya Think I'm Sexy** – Rod Stewart (1979)
37. **Rapper's Delight** – Sugarhill Gang (1980)
38. **Please Forgive Me** – Bryan Adams (1993)
39. **Can't Help Falling In Love** – UB40 (1993)
40. **Black Or White** – Michael Jackson (1991)

The top 40 tracks, according to national chart data – number of weeks at No. 1 and on the chart – from the upcoming book, *Top Hits: The Essential Chart Guide* by Nanda Lwin, a professor of civil engineering technology at Seneca College.



A culture of excellence in sports

BY BARB DIGIULIO, CAB 1987



“Leadership, I think you must have that, particularly when a team’s on the field, they look to you. In critical situations, they look into your eyes to see if you’re there. If you’re not there, they start quitting.”

—DAN MARINO, SR.

When we look back over 40 years at everything Seneca College represents, one of the main standouts is in the athletics field. There is a reason why Seneca is the winningest school in the Ontario College Athletic Association (OCAA). The school, from day one, has always had a solid commitment to excel-

lence in all of its sports. It’s a commitment that continues today.

The proof is in the numbers.

On the national level, Seneca College is ranked 7th in all of Canada. The school’s soccer program is 4th in Canadian College Athletic Association (CCAA) history. The volleyball program is 7th in CCAA history,

and the school's badminton program also ranks 7th in the history of CCAA.

These kinds of results are a combination of things: commitment from the school to its athletes; commitment of the athletes to their school; and unwavering strength of solid leadership.

The OCAA recently released a list of the Top 10 Most Influential People in the association. Included in that list of 10 were four Senecans: John Cruickshank, Bonnie Bacvar, Frank Sulatycki and Linda Stapleton.

John Cruickshank began a long association with the OCAA that began in 1969 when he became Athletic Director at Sheridan College. John moved to Seneca in 1979 and not only built a foundation for successful athletic programs, but was a visionary leader in the early development of the OCAA. John was President of the OCAA from 1975-1977 and turned his leadership skills to the national sports scene, where he became President of the Canadian Colleges Athletic Association in 1979. John brought an unprecedented five Canadian National Championships to the GTA Colleges in one amazing week of energetic hostings of 20 teams in men's and women's volleyball, basketball, and hockey. An incredible example to set!

Bonnie Bacvar has been a member of the OCAA Executive Committee on three occasions, from 1975-1977, 1979-1981, and 1995-1996, and helped build the foundation of a strong organization. Of note, Bonnie provided a vision that promised a future for women as leaders, athletes and coaches in the OCAA. In 1984, Bonnie chaired the Women's Sport Development Committee, a committee that successfully enhanced the women's programs offered in the OCAA. During a time when women's sport was developing in the OCAA, she pushed for women's teams in basketball, volleyball and hockey. She was also instrumental in the formation of the Ontario Coalition of Women in Education and Athletics (OCWEA) which raised the respect for the OCAA within the school sport sector. Bonnie's work was recognized and

honoured by the Canadian Association for the Advancement of Women and Sport and Physical Activity (CAAWS). A true leader!

Frank Sulatycki coached the Seneca volleyball team from 1975 – 1977 and again from 1989 to today. In those years, he led the team to three National Bronze medals, seven consecutive Provincial Championships, three OCAA Bronze medals and seven Coach of The Year awards. He is a true mentor to his athletes, combining the teaching of volleyball skills with life skills that have led to the success of many graduates. Included in his teachings: planning and organizing one's time; having pride in what you do; having a good work ethic; the importance of being a team player; and most importantly, how to envision success and go for it!

And last but not least, Linda Stapleton. Linda was instrumental in the development of the OCAA women's fastball league and served as its convenor for seven years. She continued to lead at the provincial level by serving on the OCAA Executive for another seven years, holding portfolios that continued the development of the college-wide Campus Recreation Programs, moving to the women's Sport Development Portfolio and served on the National Committee of the same name, to advance women's athletics through the CCAA. This past spring, this committee was recognized by CAAWS for its innovative programming that has attained support from Sport Canada to fund a female Coach Mentoring program for college athletes. Linda served as the OCAA President from 1999-2001, where she made significant inroads in increasing the OCAA grant from the provincial government. What an inspiring role model!

We're familiar with many of the top-name athletes who have jumped from Seneca to the world stage. The names we may not know as well are those of the quiet heroes who have helped the athletes realize their dreams. You've just met four of them.

— Barb DiGiulio, *CAB 87 is a Sports Broadcaster with FAN 590 / 680 News in Toronto.*

GOOD SPORTS

Steve Guyatt



Steve Guyatt is the OCAA's second all-time leading scorer in men's hockey with 200 points.

He earned three Championship titles and one All-Canadian Award. His Seneca sweater was retired and on April 30, 2003 he was inducted into the OCAA Hall of Fame.

Jayne Young



Jayne Young was selected as Seneca's Female Athlete of the Year in 1980-81. That same

year, Jayne and her teammates won the OCAA Women's Volleyball Championship and finished third at the nationals. She was inducted into the OCAA Hall of Fame on April 30, 2003.

Nancey Jarman



In two seasons of OCAA women's volleyball, Nancey Jarman won two Provincial

Championships and a bronze medal at the National Championships. She was also named the team's MVP in the 1981-82 season. She was inducted into the OCAA Hall of Fame on April 30, 2007.

The Seneca Cup

Considered the most prestigious award among graduates, The Seneca Cup acknowledges academic proficiency and contributions made toward improving the quality of student life at the College. During their time at Seneca, the recipients listed below demonstrated: ability and scholastic achievement; personal integrity/sound and good character; contribution to others and to the community; and involvement in student life (e.g., sports, recreation, student, government, peer tutoring, etc.)

We caught up with one recipient from each decade for an update on careers, life and memories of Seneca.



1969

DR. WILLIAM T. NEWNHAM, B.A., M.Ed., L.L.D., Founding President

MARVIN C. SOUTHCOTT, Electronic Engineering Technician

1970

ROBERT R. GREER

1971

SANDY NAIMAN, Applied Communications

RICK CLUFF, College Preparatory Program, Municipal Administration

1972

ALVIN CURLING, Municipal Administration

1973

BARBARA OLLERENSHAW

1974

DAVID BAIN, Aviation and Flight Technology

1976

RICHARD F.D. CORLEY, Mechanical Engineering Technician

1977

KAREN RAHN, Recreation Facility Management

1978

MORREY NAIHAUS, Fire Protection Technology

1979

KAREN WILLIAMS, Marketing Administration

1980

MARC NEEB, Recreation Facility Management

ERNIE THORNE, Fire Protection Technology

1981

CAROL ANN CLARKE, Biological Research Technology

1983**RUTH JEFFREY**, Nursing**LORRAINE QUIGG**, Bilingual Secretary**1984****DAVID SHIER**, Computer Programming and Analysis and General Business**1985****JENNIFER HAMID**, Tourism Administration**1986****LEE-ANNE QUINN**, Nursing**1987****JON BRETT**, Business Administration**1989****VICTORIA TRIM**, Tourism Administration**1990****SANDRA STANWAY**, Broadcasting – Radio and Television**LAURA WILSON**, Nursing**1992****DESMOND DUKE**, Mechanical Engineering Technology**1993****JENNIFER SUSAN ANDREWS**, Nursing**DAVID B. SOMERVILLE**, Business Administration**1994****RICARDO A. TOMLINSON**, Business Administration**1995****PAUL A. HAMILTON**, Broadcasting – Radio and Television**1996****JOE DE JESUS**, Tourist Industry Administration**1997****CHRISTOPHER BASSETT** – Business Administration – Management**1998****LORRAINE BELL**, Office Administration – Legal**1999****SAMANTHA DI VIRGILIO** – Computer Programming and Operations**2000****RYAN E. MITCHELL**, Human Resources Management**KAREN M. WALTER** Recreation Facility Management**2001****CHRISTOPHER RYAN SHABAN**, Business Administration – Entrepreneurial & Small Business Management**2002****ROB LINDEN**, Creative Advertising – York**ELIZABETH GONSALVES**, Bioinformatics**2003****LORI COLUCCI**, Computer Networking & Technical Support Co-operative**2004****ORTENZA LORI DE LUCA**, Nursing**2005****ANDREW MCDONALD**, Business Administration – Operations Management**2006****BRIAN PAUL MORRIS**, Court and Tribunal Agent**2007****HEATHER NICOLLE STEPHENS**, 911 & Emergency Service Communications

student body as the College's first council president, draft its first constitution and help the administration face the many challenges these times presented.

"We had problems that we had to deal with," he remembers. "I set out to make sure what we did promoted the student body and the college as an organization. We did well because we had excellent communication with the administration and faculty."

In dealing with some of these problems, Marv's life experience came in handy. One example was the presence of the militant arm of SDS, called "the Weathermen."

"There were a few anxious moments with them," Marv recalls. "They liked to run a covert operation. As far as we were concerned, that was not going to happen, so we just invited them to campus. They never came"

Having the maturity to diffuse tense social situations and communicate well with the administration helped Marv establish relationships that would benefit his career. His original idea was to return to law enforcement and specialize in forensics. But Marv was asked by Dr. George Wooton, who was the chair of the Engineering Technology department at Seneca, to join him at Douglas College in Vancouver and serve as campus administrator. The law enforcement career went on hold.

After three years in Vancouver, Marv returned to Ontario to care for his ailing parents and went into the electronics business. His focus was designing and building FM receivers.

In 1992, Marv started Fanfare, which specializes in FM receivers for the broadcast industry. Today, Fanfare is widely considered the premier manufacturer of industry-standard receivers. It has taken him time, patience and perseverance to realize his

vision of providing optimal performance from an analog receiver, while many others have switched to digital.

"I have been struggling for years to get this concept of mine together," says Marv. "It has been a long, uphill battle."

Fanfare is based out of Buffalo and Toronto and has a world-wide consumer base.

While establishing his company, Marv thought often about Seneca and the connections he made while studying. He is proud of what he and his peers have accomplished since graduating.

"Everyone I know from [Seneca] has accomplished something," he says. "They all reflect back on the experience they had. Many say it was the education, but also it was the socialisation; we refer to it nowadays as 'fellowship.' A lot of that made the whole process more bearable."

As the College's first Seneca Cup winner, Marv was rewarded for his service to a school looking to find itself in a time when a society was trying to do the same. Seneca also provided him with something that has stayed with him as he struggled to realize his business dreams.

"The most important thing I took from Seneca was confidence. I got a good education, met lots of people and learned how to function as a part of a group, not as an outsider," he remembers. "At Seneca, I felt free as a bird."



“Everyone I know from [Seneca] has accomplished something. They all reflect back on the experience they had. Many say it was the education, but also it was the socialisation; we refer to it nowadays as ‘fellowship.’”

Dreams led to career in the sky

BY DAVID COCHRANE, TECC 2006

David Bain
1974

Like many of his Aviation and Flight Technology colleagues, 1974 Seneca Cup recipient Dave Bain's life-long dream was to become an airline pilot. Dave credits his father with his early interest in aviation. Growing up in Niagara Falls, Ontario, he and his dad would race outside to marvel at the airplanes circling overhead

on their way to the airports in Niagara Falls and Buffalo, New York. "I'd tell myself that someday that would be me up there."

At the time, the usual path for those who wanted to become airline pilots was through the Air Force. Even though the Air Force was not his ultimate goal, Dave had been making plans to attend Royal Military College. This all changed when he read about the Aviation and Flight Technology Course offered by Seneca College. "A comprehensive review of the course curriculum convinced me that Seneca was the way to go."

"Our first year academic classes were held at the Finch Avenue facility and I recall feeling quite insignificant during those first few weeks; there were so many students! There was a definite sense of competition too, as only 50 of the initial 200 students would enter the AFT course the following summer."

When asked about his favourite recollections of his time at Seneca, Dave smiles, "By far, the instructors and teaching staff! Whether it was Mr. Rock's frequent visits to the classroom to conduct hair-length checks, Mr. Bentley and Mr. Darrah's Avro Arrow stories, Mr. Pinder and Mr. Miller's military adventures, or Mr. Froebel playing hockey with us...the instructors were all great!"

"The staff at Seneca had high standards and they expected us to reflect those standards in our appearance, deportment, our academics and flying."

Being named the recipient of the Seneca Cup was a "complete shock and surprise" for Dave. It was a surreal moment, he confides, "Just before they announced the name of the recipient, I remember thinking it quite a coincidence the recipient and I had so many things in common."

Being able to note the Seneca Cup Award on his resume is important to Dave. He states that the disciplines and skills learned at Seneca that helped him win the award have had a very positive impact on



photo by Elaine Brodie



photo by Elaine Brodie

“You’re always a Senecan, even 33 years after graduation.”

his career, especially at Air Canada in his role as an A340 and A330 Captain and as the Director of Flight Standards and Training.

“The importance of setting priorities, being methodical and disciplined in my flying habits, and striving for excellence are qualities that were reinforced in the daily routine at Seneca. I think that these are the things that have helped me the most.”

There are other concepts Dave learned at Seneca that have helped him in life: Big projects are easier to finish once you’ve started; never stop learning; and engage people, as many have very interesting stories and experiences to learn from.

Dave is still an enthusiastic supporter of Seneca’s Aviation program. With different opportunities to speak to teenagers, he encourages those interested in an airline

career to consider the many advantages Seneca offers.

During his 29-year career, Dave has witnessed Air Canada overcome many challenges such as SARS, bankruptcy protection, management changes, an attempted takeover/purchase and of course 9/11. “There is an ever-present air of suspicion in today’s flying environment. I miss the opportunity to interact with the passengers and share the cockpit experience with interested passengers.”

Despite the challenges, one constant bright note has been his colleagues...the Air Canada pilots. “They are an incredible group of dedicated professionals that I am proud to be associated with, and many of them are Seneca College alumni.”

“You’re always a Senecan, even 33 years after graduation.”

A world away, Seneca Cup still shines for Major Quinn

BY HELENA MONCRIEFF

Lee-Anne Quinn
1986



For some people, the bestowing of an award marks the end of a job well done, for others it's a portent of things to come. For nursing graduate Lee-Anne Quinn, receiving the Seneca Cup in 1986 was definitely the latter.

Lee-Anne went on to graduate from three universities, joined the military, had tours in the former Yugoslavia, Somalia and Rwanda and is now looking after soldiers in Afghanistan.

In 2003, she won the Nightingale Award as an outstanding nurse in Ontario and received Seneca's Distinguished Alumni Award.

At the end of May, Her Excellency the Right Honourable Michaëlle Jean, Governor General and Commander-in-Chief of Canada awarded Major Lee-

Anne Quinn the Order of Military Medal (OMM). Just 0.2 per cent of Canadian military personnel are chosen for the award. It's a very prestigious honour.

Still, Lee-Anne puts winning the Seneca Cup at the top of her list of achievements—just as important as the OMM. “It was the biggest award I've ever gotten. If you think of the number of students who attend [the College] and to be chosen, it was big.”

“I was so flippin' honoured.”

The Award had an effect on how she governed herself after graduating. “It set my standards higher. Episodically, I'd think of it and say, ‘I'd best be making a difference in the community.’ You can't just show up to work. You have to make a difference.”

She has certainly done that.

In 2001 she headed to Deer Lake in Northwestern Ontario under a contract the Canadian Forces has with Health Canada to fill nursing positions in isolated northern outposts. There was no shortage of medical issues to deal with from heart attacks to gunshot wounds to chainsaw and snowmobile injuries. But Lee-Anne went beyond healing bodies.

As a nurse practitioner, she saw entire families accompanying a patient to the clinic. They stayed until the treatment was complete so she got to know them all. Outside of school, there wasn't much for the children. As an avid athlete, Lee-Anne saw the frozen lake before them as a tremendous opportunity for fun. She put together a hockey league, shovelling off a rink, stringing together garden hoses

to flood the surface and contacting the NHL Players' Association for pucks, sticks and whatever else they could send.

It made a difference.

Lee-Anne is also a big proponent of the value of nurse practitioners (NP). Through extensive training, NPs can diagnose and manage many disorders, prescribe medication, refer to specialists and perform some minor surgeries.

Nurses in the military had been limited to clinical positions until Lee-Anne put forward an initiative to implement a military nurse practitioner program. It is for that effort that she received the OMM and it's as a nurse practitioner that she serves in Afghanistan now.

She spent January to May in pre-deployment training, upgrading specific

weapons and trauma treatment skills.

Some things in war don't change, she says. The injuries are the same, mostly close fire wounds. "What has changed is how quickly we can get a soldier to tertiary care," she explains. There is more technology in the field and the capacity to fly the injured to care facilities. "It means we can manage multiple injuries in the field."

As a result, the survival rate is very good compared to the historical experience of the World Wars or the Korean War, for instance.

If there is any trepidation about entering a war zone, Major Quinn doesn't show it. Before she left, Lee-Anne told us, "I'm excited to go over and help. I should be over there now."

“It set my standards higher. Episodically, I'd think of it and say, 'I'd best be making a difference in the community.' You can't just show up to work. You have to make a difference.”



photo courtesy Lee-Anne Quinn

Advice from RTV grad: Pack light

BY HELENA MONCRIEFF

Sandra Stanway
1990



Journalist Sandra Stanway has packed her bags many times since graduating. She's written her way through the Northwest Territories and Alberta with stops in Hay River, Lac La Biche, Cold Lake and Brooks. Along with a steno pad and pencil, her constant traveling companion is a now very tarnished Seneca Cup. Sandra received the Cup as a graduate of the Radio Television Broadcasting (RTV) program in 1990.

"It was an absolute honour and to this day I don't believe I deserved it. There were a lot of people more worthy. But it

showed me and my family what I could achieve. I found confidence in the Seneca Cup."

She also found *her* way.

Most broadcasting graduates have the big markets in mind when they start sending out resumes--Toronto, Montreal, Vancouver-- with radio and television stations that count their listener hours in the millions. So when Sandra landed a job as night wire editor with Standard Broadcast News (the service behind CFRB, the MIX FM and others), she had in sight what most would consider to be

the brass ring. But Sandra always wanted to go north. Not Barrie, not Huntsville. The real north.

“Being born and raised in Toronto, I was ready to leave the city,” Sandra says. She asked Professor Ron Lowe to let her know if he heard of anything in the Territories. When his call finally came a year later she didn’t hesitate. Landing a job at a radio station in Hay River, she ditched the big city and drove the long route west and north. With a population of 3,680, Hay River is more than 1,000 kilometres north of Edmonton.

A year later, the station closed and Sandra jumped to *The Hub*, a newspaper in the same community. It was out of broadcasting and not what she thought she’d be doing but Sandra loved it immediately. “I have ink in my blood.”

She toured her way south through different print jobs before landing this year at the *Brooks and County Chronicle* in Alberta.

She likes the small town life and is driven by a quest for knowledge. “It’s research and reporting. You just can’t sit down in front of a microphone and read what someone has given you. I cannot.”

The skills she learned at Seneca have stayed with her—doing research, asking questions, getting the back story and getting it right. Seneca also provided a life focus. “The School for Communication Arts was a brand new campus,” Sandra remembers. “The walls were still being painted.” She remembers the significance. “They had a lot to do in a new college and it was a brand new direction I could take my life.”

She had a degree from York University but says the degree, “doesn’t have as much meaning as my Seneca diploma does. At Seneca you are a name, at university you are a number.” Sandra was active on student council and was a student representative on the Board of Governors, activi-

ties that were influential in her career development.

Being on the Board was, “an awesome experience. It opened up a lot inside me, dealing with people that were much, much more important than me.” As a result, she says, “I can schmooze on a different level. Talking to people and getting to know people is a great lead-in to asking questions.”

That schmoozing skill allowed her to talk her way in to an exclusive interview with a champion musher at the 1996 Arctic Winter Games and didn’t hurt in her election to Hay River’s Town Council. Many would see the councillor/reporter roles as conflicting but Sandra doesn’t. It was another, “awesome experience.”

She has advice to journalists just starting out: pack very light for the first few years. And she’s seeking advice from other Seneca Cup recipients: how do you bring the sheen back to the blackened trophy?

“...it showed me and my family what I could achieve. I found confidence in the Seneca Cup.”

Sandra Stanway interviews Minister of Human Resources and Social Development Monte Solberg



The Definitive Brand Manager

Rob Linden
2002

BY JAMES RUSSELL, TECC 2003



Brand Manager¹

(braend mæ'nédzer) n. ① Robert Linden, Seneca grad

Yes. Rob Linden, Brand Manager for Pantene Pro-V® Hair Care Products at Procter and Gamble Canada both defines the phrase and raises the bar of excellence for everyone else in the field.

Rob has been working full time at P&G since 2002 when he graduated with the Seneca Cup and a Creative Advertising diploma from Seneca's School of Communication Arts.

Why Procter and Gamble?

"Working at P&G checked off all the boxes that I had on my list of 'must haves'. Big Projects, Big Responsibilities, Big Teams and Big Results."

'Big' is certainly a quality that you would associate with Procter and Gamble, a company with over 135,000 employees

in more than 80 countries. A company that began by making soap and candles in 1837. A company that began with the partnership of two immigrants, William Procter and James Gamble. A company that, with products in 180 countries, is now a global success story.

When Rob interned with P&G as part of his advertising program at Seneca, "P&G offered me instant responsibility," he says, then goes on to explain that the typical internship all too often consists of nothing more than marathon photocopying sessions, Starbucks safaris and other mundane tasks.

"At P&G you are actually given responsibility for marketing a brand." For Rob, that brand was Pantene.

What were they thinking? A mar-queen brand in the hands of a student? Admittedly a brilliant student whose marketing savvy reached far beyond anyone in his age group, but still, it was a gutsy move for a spectacularly successful company with 2006 revenues topping 68 billion dollars in world sales. A company that currently holds the number 25 spot on *Fortune* magazine's list of the top 500.

Although it was the big projects, responsibilities, teams and results that got Rob's attention, what he loved about the P&G environment from day one was working with the high level of interdependencies.

"That ability to have local work scope as well as global work scope is very exciting."

Locally, Rob works one-on-one with suppliers, advertisers, ad agencies and manufacturers, all of whom he considers

photo by Elaine Brodie

to be part of the team.

Additionally, “Pantene is a global brand. We spend time sharing results across the globe, learning from our counterparts in Europe and Russia and Sub-Saharan Africa, trying to find out what’s working in their markets.”

At Seneca, Rob was in an intense joint program that put the students through two separate courses of study – one leading to a degree and the other, a diploma. Usually, the programs combined would take six years but because they ran concurrently instead of consecutively, he finished in five. With courses split between the Newham campus and York University, the program allowed Rob to put in class time at York learning the theory of his profession, “and then I could head over to Seneca and actu-

ally put some of that theory into practice and make something come alive.”

After interning for two summers, P&G offered him a job that Rob describes as, “the most fantastic opportunity – both short term and long term.”

Rob credits Seneca for a large share of his success, particularly the workload and pace of the program. “It was tremendous. Managing the sheer number of projects and the due dates simultaneously helped me in my current role.”

“Our goal (at P&G) is to increase the value of our brands in the hearts and minds of our consumers,” he adds with an intense determination born of experience and business savvy, but then again what would you expect from the... Definitive Brand Manager.

“Working at P&G checked off all the boxes that I had on my list of ‘must haves’. Big Projects, Big Responsibilities, Big Teams and Big Results.”





Congratulations, Seneca on 40

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The next forty years

BY DR. RICK MINER

I believe that predicting a future that is 40 years away is daunting since most of us have difficulty predicting what will happen next month. After all, how can one predict the future of an institution that is as dynamic and changing as Seneca?

Every Seneca president has had certain goals and objectives to reach, but due to the size and diversity of this place, there will always be new initiatives and directions that are surprising and take us to unexpected areas.

As we are marking the 40th Anniversary of the College, I have been asked to predict the future and talk about the next 40 years at Seneca.

Instead, I think it might be more relevant to identify the things that will shape our future and let the future take care of itself.

Changing demographics will play a

major part in Seneca's future. Statistics Canada is projecting that Canada's population will reach 39 million by 2031 (up from the 32 million we have now). Immigration will account for the majority of this growth, and the GTA is expected to be the fastest growing region with 2.3 million additional people living here by 2031. This could provide many opportunities for Seneca to provide English as Second Language training, build on programs such as our Re-Employment Services for International Professionals program, to teach the children who've come to the country with their parents and offer more physical access to all stakeholders.

The very near future may see the College branching out into new areas of business. The launch of Seneca Corporation will allow us to explore new ventures without placing the College at financial risk, and this could greatly influence future directions. It will allow us to capitalize on distinct competencies, based on our 40 years of experience, and enter into endeavors that were not previously open to us. The success of Seneca Corporation will not only provide

additional revenue, it will also be a source of valuable new experience that can be directly applied to the classroom and our students.

Without a doubt, the greatest influence on the future of the College will come from its people and its programs. There is, of course, great precedent in this area. Our people, their vision and dedication served to establish Seneca and allow it to grow. As much of the baby boom generation retires, it will be incumbent on those remaining at Seneca to hire the next generation of Senecans, and they will have to continue the creativity we have shown in the past and continue to offer relevant and responsive degree, diploma and certificate programs.

With the solid foundation that has been created (our people, campuses and programs), the future for growth is truly without limit. I look forward to seeing what the next 40 years brings to the College and will watch with great interest as that next generation of Senecans defines leadership and innovation well into the 21st century.



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of Seneca through the past
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