

RED

A Publication for the Seneca College Community

News.
Ideas.
People.

2015

Excelling in a second career

Alumna and former Olympian Perdita Felicien shares her secrets for success when embarking on a new career.

Mechatronics certification

Partnership with Siemens Canada leads to internationally-recognized electronics engineering credential.

Fostering healthy innovation

HELIX, a new on-campus incubator, is helping Seneca entrepreneurs build business ventures related to health and wellness.

Seneca



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“

I wanted to give back because I enjoyed my Seneca experience immensely.

”

Fazal Khan, alumnus
Registrar and CEO, College of
Opticians of Ontario, page 22

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On-air charisma in the morning

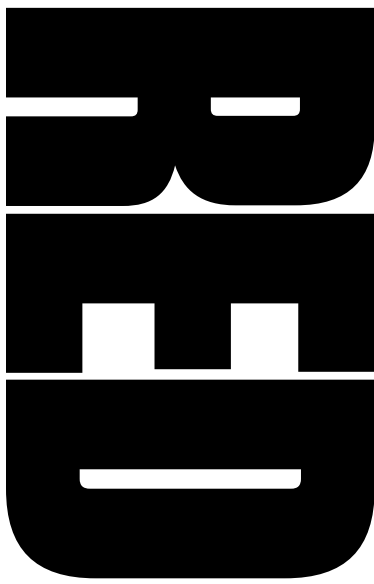
Alumna Pooja Handa is the face of CP24 Breakfast. Her combination of talent and dedication led to a dream job.

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Cover story

Introducing HELIX, Seneca's new business incubator, which is providing a home for innovative, aspiring entrepreneurs, with a focus on health and wellness.

COVER PHOTOGRAPHY:
LUIS ALBUQUERQUE



News. Ideas. People.

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King Campus fundraising cabinet

A group of volunteers, including alumnus Greg Twinney, is leading the community fundraising appeal for King Campus.



Retiring Felix's number six

Seneca basketball great Felix Adjei had his number raised to the rafters – a fitting tribute to a record-setting varsity career.



Honorary degree recipients

At convocation, Seneca celebrated the enduring legacy of student support established by Rita and Rudy Koehler.

President's message



David Agnew



The strength and health of our country rely on our active participation in the public realm.



In June I had the privilege to address more than 7,000 Seneca graduates, as they celebrated the successful completion of their programs. Our convocation ceremonies are the high point of the year for all of us at Seneca, and they are truly joyful occasions with family and friends.

I have no doubt these newest members of the robust Seneca alumni community will find success in their next endeavours, whether that is launching or resuming a career, or continuing their education. Like you who have come before, they are well-equipped with the academic and career foundations to excel.

One of the messages I emphasize to all new graduates is the difference between making a living and making a life. As important as it is to find fulfillment in your work and family, it is just as critical to become leaders in your communities.

The strength and health of our country rely on our active participation in the public realm, engaging as volunteers, advocates and supporters of our communities. I am delighted to see our students take on these roles each day, and I am confident they will continue to do so as proud Seneca alumni.

There is no shortage of role models within the Seneca community who inspire us. This year, the Board of Governors bestowed honorary degrees on Rita and Rudy Koehler, the College's most generous benefactors. Thanks to this extraordinary couple, hundreds of Seneca students have received vital and welcome financial support.

And there is recent graduate Fatema Somji, the recipient of the Seneca Cup, and the past student representative on the Board of Governors. She has set an example with her on-campus volunteer work and exceptional academic accomplishments—and she's already a donor to the College.

The cover story in this edition of *RED* focuses on HELIX, the newly established business incubator on campus, where talented, young, community-minded entrepreneurs are developing products and services to improve our health and wellness. HELIX provides them the mentorship and knowledge to build their concepts into marketable business ventures.

One of the key ingredients for any successful business or academic venture is partnership.

Seneca continues to forge ties with a wide range of partners from around the world. Recent collaborations with Siemens, York University and academic institutions in India and Central Asia are clear examples of this priority.

As well, our project to expand infrastructure and programming at the beautiful King Campus is gaining steam. This \$100+ million expansion includes a significant community fundraising appeal, to be led by a volunteer group of alumni, business leaders and government representatives, who we introduce in this edition.

As King's expansion moves closer to reality, it's appropriate to reflect on the imminent 50th anniversary at Seneca. The work that began in 1967 continues, with the same goal of ensuring every Seneca graduate has all the skills and knowledge to, as founding President Dr. Newnham put it, "make good lives" for themselves and those around them.

Our many outstanding alumni (some of whom you'll meet in these pages) are living proof that together, we are succeeding in meeting that lofty goal.

David Agnew
President



AGENDA

A full slate of success and innovation



26,500+

Number of full-time students represented by the Seneca Student Federation.

SSF PRESIDENT'S MESSAGE

Finding inspiration in our collective accomplishments



ON BEHALF OF THE Seneca Student Federation (SSF), welcome to the 2015 edition of *RED*. As a recent Seneca graduate, I am honoured to be entering my first term as the SSF President and am excited to share the many stories of our exceptional students and alumni in this year's magazine.

In many ways, college presents a rare opportunity to create lasting memories and connect with new people in an academic setting. It is an environment for individuals to grow together, become professionals and build networks for the future.

So much of our students' professional and personal growth comes from participation in the clubs, associations, mentorship programs and athletic activities Seneca offers. The Alumni Association also facilitates many opportunities for successful Seneca graduates to connect with current students, who are following in their footsteps.



The SSF supports many initiatives like the popular intra-campus shuttle service.

Our alumni serve as a bridge between students and industry. Networking events, job shadowing and mentorship offer tremendous insight into future career paths.

Alumni have also played a significant role in transferring institutional knowledge, particularly in the area of student leadership. This advice is not only valuable to the SSF, but proof that your connection to the College does not end after convocation. To all who give their time and expertise for our benefit, a heartfelt thank you.

This year, the SSF will focus our attention on communication with our members and provide more information about our operations, programming and achievements. We are also introducing SSF ambassadors, who will connect directly with students to hear what concerns or suggestions they have.

As well, we must continue to do everything we can so that no students abandon

their studies because of a lack of funds. Resources like the SSF Student Development Grant, SSF bursaries and awards can assist students when times are tough. We all need to do our part to help those in need build better futures for themselves and their families.

The diversity of Seneca's programs and of those who make up our student and alumni populations is remarkable. I feel fortunate to have met – and continue to work with – so many talented and innovative people from all walks of life.

Together, we can inspire our students to achieve success in the classroom and beyond. Keep in touch.

Aida Bakhtyieva
President
Seneca Student Federation

4,700

Number of international students who attend Seneca from 130 countries.

SENECA PROGRAMS GO GLOBAL

President Agnew signs MOUs in India and Central Asia



David Agnew and Shamsh Kassim-Lakha, Exec. Chair, University of Central Asia.

IN RECENT MONTHS, President David Agnew has been busy travelling to countries like India and the Kyrgyz Republic, building partnerships and developing programs with various academic institutions.

January saw President Agnew in New Delhi, at Entrepreneurship and Management Processes International (EMPI) Business School, where he signed a memorandum of understanding (MOU) to create a joint postgraduate program in social media and business. This will allow MBA and postgraduate students from EMPI to take Seneca's Social Media graduate certificate program during the second year of their program.

"Upon completing the program, students will have skills that will be valuable across industries, in Canada, India and throughout the world," said President Agnew during his visit. "Our courses help students develop intensive skills that can

be marketed to a prospective employer."

President Agnew also expanded Seneca's partnership with the College of Engineering Pune (COEP) and signed a letter of intent with Indian Institute of Technology Alumni Canada to establish entrepreneurship development activities.

In 2013, Seneca collaborated with COEP on student and faculty exchanges, as well as joint conferences, seminars and applied research. The College also has partnerships with the Mangalam Group of Educational Institutions, Kerala and Pandit Deendayal Petroleum University, Gujarat.

These partnerships are built on the shoulders of the strong connection between Seneca and India: More than 1,000 students from India are currently enrolled at Seneca, and make up more than half of all international students in the College's Faculty of Applied Science and Engineering Technology.

In June, President Agnew journeyed to the University of Central Asia (UCA) in Kyrgyz Republic to sign a MOU to develop a program for incoming UCA students. The University is a joint effort of the Kyrgyz Republic, Kazakhstan, Tajikistan and the Aga Khan Development. This program will be offered to first-year students, helping them attain competitive levels in English, math and science, and develop research skills necessary to succeed at university.

Seneca was chosen through an international search, and competed against 30 universities and colleges to design the preparatory program. The College's strong track record in international education, practice-based learning and developing customized curricula made it the ideal partner for UCA.

"These agreements embody Seneca's commitment to building bridges and networks throughout the world," said President Agnew.

A _____SPEROUS FUTURE AWAITS.

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B

BEYOND THE CLASSROOM

Connecting with industry



**On experience:
Second career**
Perdita Felicien
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Seneca Golf Tournament
Fundraising on the links for students and United Way
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THE CAMPAIGN FOR KING CAMPUS

A King's court of volunteers

THE \$100+ MILLION EXPANSION PROJECT, currently underway at King Campus is gaining support from many different sources. Funding has been received from the provincial government, the Seneca Student Federation, Athletics Association and Alumni Association.

Plans are also in place for a \$20 million community appeal, launching in 2016, that will support the build, as well as new programs and financial aid for King students. Infrastructure expansion will include classrooms, labs, a library, student study spaces and an athletic facility.

Leading this campaign is a committee of Seneca volunteers, who have demonstrated their commitment to the College's future prosperity as advocates in government, business and within the community.

"We are delighted that these exceptional community leaders are sharing their expertise for the benefit of King students," says President David Agnew. "Their insights will be invaluable to the success of this campaign."

The cabinet's responsibilities will include advising on campaign preparations, meeting with prospective donors and recruiting community partners across sectors as the campaign gets underway.

"This is a very important expansion project because the King Campus is an important resource in York Region," says former Seneca Board Chair and campaign volunteer Bill Hogarth, who retired as the Director of Education for the York Region District School Board. "Expansion will only increase its tremendous significance."



King volunteers bring expertise in business, public service and education.

The cabinet also includes two Seneca graduates, former and current board members, the Mayor of King Township, a senior executive with one of the world's largest companies and a visionary entrepreneur—all of whom are well-versed with King Campus and its neighbouring communities in York Region.

"A big part of our job is to introduce the many unique features of the King Campus to potential donors and advocates," adds Bill. "The programs and amenities offered at King are vital for growing safe and healthy communities in York Region and across the province."

King Campaign Cabinet Members (From left to right)

1. **David Agnew**, Seneca President (ex officio)
2. **Bill Hogarth**, former Seneca Board Chair
3. **Marc Neeb**, Executive Vice President & Chief Human Resources Officer, Magna International, Inc., Seneca alumnus
4. **His Worship Steve Pellegrini**, Mayor, King Township
5. **Tina Tehranchian**, Senior Financial Planner and Branch Manager, Assante Capital Management Ltd., former Seneca Board member
6. **David Tsubouchi**, CEO, Ontario College of Trades, Seneca Board member
7. **Greg Twinney**, entrepreneur, Seneca alumnus, HELIX advisor

Perdita is a world champion in the 60m and 100m hurdles and a multiple medalist at the International Association of Athletics Federations world championships.



ON EXPERIENCE

Perdita Felicien
Freelance journalist

Perdita Felicien is a two-time Olympian, 10-time Canadian champion and world champion hurdler, who, upon retiring from international competition at age 33, has entered into a second career as a broadcaster, motivational speaker and writer. A graduate of Seneca's Broadcast Journalism Summer Institute, Perdita shares her insights on her mom, work ethic, reinventing yourself and whale watching.

When did you realize you had a passion for track and field? I stumbled into track, honestly. I was a reluctant athlete. I did it because my mom was raising my siblings and me by herself, working full-time, and it was nice to go to the track after school instead of home alone. Track became a passion when I was 19. I got an athletic scholarship to the University of Illinois, but I never thought of a future in it. My mom always talked about education, so that was all the focus.

You've had a full time career as an athlete for the first 24 years of your life, and now you've had to start fresh. Yes, you've got to reinvent yourself sometimes. Like in 2008, I fractured my foot and could not compete at the Beijing Olympics. I was devastated and feeling horrible. Then my agent called and said, "CBC wants you to come to Beijing and do commentary." I never thought of doing that, but went

because I knew what every athlete would be facing. Even though I had no experience, I told myself I'd work through it and kill it. I left Beijing obviously hurting and sad but also feeling, "I love the camera. I love interviewing. This is exhilarating."

It's a great feeling when you find something you could be really good at. Yes, exactly. I felt that when track was done, this really could be a thing. It was in the back of my head, and I just held on to it. I didn't say anything to anybody. When I knew I was going to retire in 2013, I thought, "Okay, now is the time, let's go for it." Then I entered Seneca.

What's the biggest change in you post-athletic life? Just a new freedom. There are no limits to where I can go or what I can do, how late I stay up or what I can eat, so I love that. I'm connecting with my family and friends a lot more. I'm doing a writing program through the University of Chicago, and I am working on a memoir, which is probably the most intimidating thing I've ever done. My whole life revolved around goals and that continues. I have a goal this year of doing something new every month. This month, I'm going whale watching, even though my friends think it's boring.

It takes a lot of courage to be a star athlete and start a new career. How did you develop your mental toughness? A lot of it is the way I was raised. My mom relied on us to be little adults, in a sense. You just did your share. My family was relying on me, and I was relying on them. So when I became an athlete, I already knew that you don't stop because you're tired. You only stop when you're done.

For other alumni trying to start a new or second career, what is the best piece of advice you would give them. You have to take a chance. It is so comfortable to play it safe and not go after something, because the goal seems too big. Think of the biggest dream that you can have, and then create small steps to get there. Every day check something off. The worst that could happen is someone says "no," then you just go bust down the next door.

30%

Increase in funds raised
from year-one to year-two
of the Tournament.



PHOTO: JOANNE RATAJCZAK

SENECA GOLF TOURNAMENT

Strengthening relations and fundraising on the links

IN 2013, Seneca's Chief Information Officer Roy Hart (*pictured above*) was immersed in the biggest technology implementation project in the College's history, called "i3" (short for Information, Integration and Innovation). Over the past two years, i3 has transformed how the College performs its business processes across departments, in areas like student services, accounting, data management and human resources.

The project required the tireless efforts of Seneca's Information Technology Services experts, working in collaboration with faculty and staff, external consultants and vendors. At the peak of this complicated project, Roy felt that it would benefit all involved to host an event that could help

everyone to get to know each other better, have some fun and support a good cause. The answer was clear: golf.

Just like that, the Seneca Golf Tournament was born. Now in its third year, it has become the College's signature fundraising event, having raised more than \$180,000 for Seneca's Campaign for Students and United Way, with 70 sponsors having taken part.

"Positive engagement among employees and our business partners is really important," says Roy. "Plus, it feels great to raise money for important causes like student financial aid and United Way."

Under Roy's guidance, the tournament has grown to include Seneca's vendors in facilities management, college services, human resources and security. The 2015 organizing committee includes representatives from across the College. As well, a great partnership has also been developed with the picturesque DiamondBack Golf Club, which has housed the event since its inception.

Quickly becoming a fall tradition at the College, the Seneca Golf Tournament's fundraising goal for 2015 was \$160,000, with

“

The Seneca Golf Tournament is now the College's most successful fundraising event.

”

144 golfers scheduled to hit the links. The 2014 Tournament raised \$129,500.

"Thanks to Roy's vision and hard work, the Seneca Golf Tournament is now the College's most successful fundraising event," says Tan-Ling Yeung, Director, Advancement and Alumni. "It also presents a wonderful opportunity to strengthen relations with our external stakeholders."

Note: At the time of printing, not all of the 2015 tournament sponsors had been finalized. All sponsors from the 2014 tournament can be found on the RED donor list (pp. 40 & 41).

2015 Seneca Golf Tournament Organizing Committee

Elaine Fenner, Academic Plan-Work
Integrated Learning Project Manager
Roy Hart, CIO (Chair)
Michelle Hutt, Manager,
Customer Relations Management
Cynthia Luey, Special Projects Officer,
Advancement and Alumni
Liz McCartney, Director,
College Services
Michelle Potter, ITS Assistant
Alona San Gabriel, Facilities Coordinator
Jason Stober-Baboushkin,
Senior Manager, Procurement



PHOTO: SENECA COLLEGE

THE ALUMNI SPONSORSHIP PROGRAM HR Connects brings industry leaders to campus

THE SENECA ALUMNI SPONSORSHIP PROGRAM supports one of the core functions of the Alumni Association: keeping graduates connected to the College. This program, sponsored by affinity partnerships with TD Insurance Meloche Monnex, MBNA and Manulife, is built on networking and reunions, professional and career development, giving back, and facilitating opportunities for graduates to mentor current students.

One initiative that embodies many of these priorities is “HR Connects,” an annual networking event that connects human resources (HR) alumni with more than 150 HR students from the College’s diploma,

degree and graduate certificate programs. Now in its twenty-fifth year, this event offers students insight and expertise from alumni in a formal, engaging setting.

“It was a great privilege to participate in roundtable discussions with aspiring HR professionals,” says alumnus and HR professional, Paul Cannis, who is also a member of the Seneca Alumni Council. “I’ve always felt very grateful for the learning experience Seneca provided me and am happy to share my knowledge so that others have a better chance to thrive.”

At this event, alumni also update students on industry trends and forecast some of the challenges they may face. Personal experiences are shared along with examples of how alumni found success. And by networking with these seasoned professionals, students practice the skill that will be fundamental in their careers.

“It is no secret that networking helps to build mutually beneficial relationships, which can be catalysts for success,” says Human Resources Management (HRM)

student Claudine Hawthorne-Lindo. “As an international student, this type of opportunity is invaluable – not only for its business purposes but to establish sustainable relationships in Canada.”

Alfonsina Chang, HRM Program Coordinator, has championed HR Connects for the last 10 years and believes it to be a win-win for everyone involved.

“Employers seek new hires just as much as students seek opportunities,” says Alfonsina. “HR Connects has proven to directly lead to paid positions for some of our students.”

Alumni events such as this foster a sense of pride and community within the College, while also helping to build positive relationships and potential career opportunities. The Alumni Sponsorship Program supports more than 50 events each year, like HR Connects, engaging 500 alumni with close to 2,000 students.

To propose an initiative for the Alumni Sponsorship program, contact alumni@senecacollege.ca



CAMPUS NEWS

The latest from Seneca



Worth repeating
Marc Caira is CP's "Business Newsmaker of the Year."
p. 13

Yes to York
Seneca partners with York University on a new campus in Markham.
p. 15



ALL AGES FOR NATIONAL CHAMPIONS

Bring the Sting! Another banner year, as badminton duo shines on the national stage, an all-star's jersey is retired and the OCAA Hall of Fame enshrines five more from Seneca

SENECA BADMINTON PLAYERS Suzy Yan and Yan Zhou capped off their dream varsity season as national champions.

In March, the women's doubles team captured gold at the 2015 Canadian Collegiate Athletic Association (CCAA) badminton championships in Halifax.

This dynamic duo went undefeated at the tournament, having advanced to the nationals after sweeping the competition at the Ontario Colleges Athletic Association (OCAA) championships. Their postseason record was an astonishing 19-0.

The pair's on-court performance earned them Co-Female Athlete of the Year honours. If that wasn't impressive enough, Suzy and Yan were also named CCAA Academic All-Canadians, recognizing their academic success and athletic achievement.

As well, Nouri Ghazi, coach of the men's and women's badminton teams, was named the CCAA Badminton Coach of the Year. In addition to helping Suzy and Yan win a national title, Nouri led the Sting to 11 first-place finishes this season, including three gold medals at the east regional championships, where the men's and women's teams captured team titles.



National badminton champions Yan Zhou (left) and Suzy Yan.

PHOTO: SENECA COLLEGE

Basketball star Felix Adjei was named Male Athlete of the Year. Once again, he led the men's basketball team in scoring and was named an OCAA first team all star. Felix was also inducted into the Seneca Sting Hall of Fame and will have his jersey officially retired – an honour reserved for the College's all-time great athletes.

Also in 2015, the Sting welcomed three distinguished coaches to the fold: Jeremy Cairnie will lead the women's rugby team, Ryan Stickle will take over the men's rugby team and Darrell Glenn will head the men's basketball team. These coaches bring a combined 50+ years of coaching experience to Seneca's varsity program.

Catch the scores and highlights of all Seneca's varsity teams: @SenecaSting

MORE STING IN THE HALL

The OCAA inducted five new members from Seneca College into the OCAA Hall of Fame this year:



Ashley Docking
soccer and basketball



Natasha Thombs
basketball



Teresa Tsang
badminton



Cliff Dunkeld
women's fastball coach



Gord Williamson
women's volleyball coach

Seneca is now home to 45 OCAA Hall of Famers, the most of any Ontario college.



Chronicling a Hall of Fame career
Hockey Hall of Famer and Seneca alumna Geraldine Heaney returned to the College for the launch of her biography *One Last Goal*, written by Seneca professor Tom Bartsiakas. The Recreation Facilities Management grad also led the Seneca Scouts to an OCAA championship.

WORTH REPEATIN

Deep sea diving •

A team from Seneca's Underwater Skills program trained the marine archeologists that dove into the icy waters of the Arctic Ocean to explore the HMS Erebus - the ill-fated ship that tried to chart the northwest passage in 1845.

By land, sea and air, Seneca students, faculty and alumni are continually being recognized for their contributions and accomplishments. At the heart of their work is unwavering commitment to excellence and service. Here are just a few of many milestones worth repeating.





Connecting students and donors
The first College-wide Seneca Awards celebration was held at Newnham Campus in April for students receiving scholarships and bursaries. The evening also recognized corporations, businesses, associations, alumni and individuals whose donations make these awards possible.

For more on this and other news from the College, download Seneca's mobile app, follow @SenecaCollege or "like" Seneca on Facebook.

Aviation grad on the rise

Alumna Erin Grant was named the 2015 Elsie MacGill Northern Lights Rising Star recipient. The national award is presented to young women who demonstrate exceptional leadership in aviation and aerospace.



Another successful United Way campaign

Seneca's United Way Campaign raised \$157,204, exceeding the 2015 goal. The money raised from events like the Enbridge CN Tower Climb benefit United Way Toronto and York Region.



Newsmaker of the year

Marketing Administration alumnus Marc Caira was CP's "Business Newsmaker of the Year" in 2014 for his role in negotiating the merger of Tim Hortons with Burger King to form Restaurant Brands International.



Inside Eaton Hall

Kelly Mathews, Manager of Community Recreation, Camps and the Outdoor Education Centre, has penned *Eaton Hall: Pride of King Township*. The book explores the history of this iconic Norman-style chateau found at King Campus, which was once the summer home of Lady Flora Eaton.



Campaign for Students surpasses goal

The 2015 Campaign for Students raised \$94,936 for financial aid. Sixty events were held at various campuses, including the popular Polar Bear Dip.



Groundbreaking research in student mobility

Seneca's Centre for Research in Student Mobility is the first Ontario research centre focused on how and why students transfer between postsecondary institutions – an important first step in building better pathways between universities and colleges.

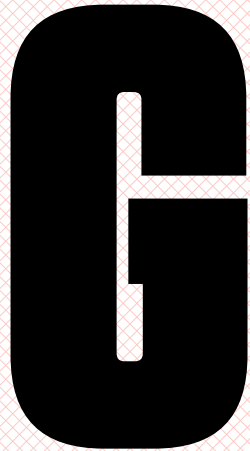


Teaching excellence

Valerie Lopes, Director of Teaching and Learning, was recognized with a College Sector Educator Award from the Society for Teaching and Learning in Higher Education. She was one of five educators from across Canada to be recognized.

National innovation award

David Humphrey (left, with Governor General David Johnston), a professor in the School of Information and Communications Technology, received the \$100,000 Natural Sciences and Engineering Research Council of Canada Synergy Award for Innovation for his team's innovative work with Mozilla.



MECHATRONICS CERTIFICATION

Partnerships with Siemens and government brings internationally recognized credential



INDUSTRIES IN VARIOUS SECTORS – including automotive design and manufacturing – are concerned about maintaining a sustainable pool of skilled, experienced employees, especially as the Canadian workforce continues to age.

Seneca is working with government and industry partners to develop tailored training solutions that fit current and future employer needs.

One example of this occurred in February, when Siemens Canada signed a memorandum of understanding with Seneca to incorporate its Mechatronics Systems Certification Program (SMSCP) into the College’s Electronics Engineering Technology and Electronics Engineering Technician programs, beginning in September.

“We are proud to be expanding Seneca’s relationship with Siemens, an industry leader around the globe,” said President David Agnew. “This agreement will allow our students to benefit from their expertise, receive highly-specialized training and have increased experiential learning opportunities.”

The SMSCP provides students internationally accredited comprehensive skills certification in mechatronics systems. Instructors are certified by Siemens to implement and teach the SMSCP, and final exams are conducted directly through Siemens Technik Akademie in Berlin.

As well, with the financial support of the Ontario government and Siemens Canada, Seneca is creating the first Mechatronics Simulation and Demonstration Centre in the province. With these contributions, and future fundraising efforts, the College will be able to purchase state-of-the-art equipment for the new Centre.

“By bringing faculty, students and partner industries together under one roof, the



PHOTO: SENECA COLLEGE

Mechatronics Simulation and Demonstration Centre will capture the enormous synergies of applied learning, research and demonstrations of mechatronics ‘at work,’” said Robert Hardt, President and CEO, Siemens Canada (pictured above, right, with President Agnew). “A defining feature of this initiative is showcasing Ontario’s most

promising examples of mechatronics excellence in an exhibition-style space that both informs and inspires innovation in companies of all sizes.”

Learn more about Seneca’s Electronics Engineering programs: senecacollege.ca/program/science-and-engineering-technology.html

CERTIFICATION LEVELS

1.

Siemens Certified Mechatronic Systems Assistant

Emphasis on efficiently operating complex mechatronic systems, troubleshooting and foreseeing problems

Competencies:

Electrical components; mechanical components; electric drives; (electro) pneumatic and hydraulic circuits; digital fundamentals and programmable logic controllers.

2.

Siemens Certified Mechatronic Systems Associate

Focus on systems management, investigation, repair and troubleshooting

Competencies:

Process control technologies; introduction to “Totally Integrated Automation;” automation systems; motor control; mechanics and machine elements; manufacturing processes.

3.

Siemens Certified Mechatronic Systems Professional

Concentration on professional systems engineering

Competencies:

Requirements engineering; project management – planning and tracking; engineering; quality assurance and management; practical applications; professional engineering projects.

\$37M

Estimated annual financial impact of the new York/Seneca Markham Campus.



IMAGE: YORK UNIVERSITY

York University and Seneca will bring a new, 21st century campus to Markham Centre, in collaboration with the Ontario government, the City of Markham and the Regional Municipality of York.

YORK UNIVERSITY/SENECA PRESENCE IN MARKHAM

Province “green lights” proposal for a new campus in Markham

THE YORK UNIVERSITY PROPOSAL for a new campus in Markham, with Seneca as its academic partner, has been selected by the Ontario government to proceed from among 19 proposals received province-wide.

“I’m pleased to announce, after careful consideration, York University’s proposal for a new campus in Markham – in collaboration with Seneca College, York Region and the City of Markham – has been selected,” said Reza Moridi, Ontario Minister of Training, Colleges and Universities, in May.

The new campus will be located north of Highway 407 between Kennedy Road and Warden Avenue in the new Markham Centre, which includes the Markham Pan Am Centre, the Unionville GO station and significant commercial and residential projects. It will accommodate 4,000 York and Seneca students in the initial phase.

“We are delighted to be York University’s academic partner in this exciting initiative,” said President David Agnew. “The new campus, thanks to the support of the Ontario government, York Region and the City of Markham, will serve today’s and tomorrow’s students with unique collaborative programs.”

This successful bid marks the next chapter of a longstanding partnership between Seneca and York, which includes joint programs and the Seneca@York Campus. The new campus in Markham will offer experiential learning opportunities for a broad range of programs, including business, arts, and social sciences.

“This has been a dream of ours for many years, to have a university within the city of Markham, and in particular here, in Markham Centre,” said Markham Mayor Frank Scarpitti. “The state-of-the-art

campus will have access to facilities, such as the Markham Pan Am Centre, and will be easily accessible by public transit.”

The genesis of this campus came in 2014, when the province invited postsecondary institutions to submit proposals for new or expanded campuses in underserved areas, as part of a plan to provide funding for 60,000 additional postsecondary education spaces across Ontario.

“This new campus will not only meet the increasing demand for high-quality education and workplace-based learning opportunities through a wide range of degree programs, including joint programs with Seneca College, but will also spur economic growth in one of the fastest growing major urban areas in Ontario,” said Mamdouh Shoukri, President and Vice-Chancellor, York University. “We are delighted that Premier Kathleen Wynne and the Ontario government have recognized the strong merits of building a university campus in York Region.”

For more about this project, visit yestoyork.ca

SENECA PRO



Romeo De Gasperis
Continuing a family legacy
of building excellence
Page 18



Pooja Handa
A born storyteller's dedication
leads to a dream job
Page 19



Fazal Khan
Maintaining a tradition
of professional service
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Jameel Abdul-Baasit
A journey to the courtroom
that started at Seneca
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Chris Boddy
Toronto Police's
voice online
Page 26

Seneca grads understand the importance of innovation. Getting the credential and the job are just the beginning. You have to be able to pivot, evaluate and re-learn as you go. This group of alumni has put their education to the test in demanding fields and found success.

FECA UPD



Bernice Lo and Andrew McKenzie

Ad pros walk a parallel path in a tough industry
Page 20



Zack Teperman

Ambassador of international (public) relations
Page 21



Magda Rewkowski

Flight Services grad builds career as an instructor
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Jodi Garner

Solving research puzzles and giving back to her program
Page 24

THE COMMON TRAIT among these featured Senecans is their ability to turn their passions into professions. Some, like Romeo De Gasperis and Pooja Handa, realized their futures early in life, while Jameel Abdul-Baasit, Bernice Lo and Andrew McKenzie had to take a few roads before finding their places. All realized their strengths and have pursued the education and careers that leverage them.

The impact this group has on those around them is also notable. Chris Boddy has taken on a role outside of his daily assignments

that has come to affect thousands, while Fazal Khan and Magda Rewkowski are sharing their expertise with students, colleagues and industry regulators.

Doing their jobs well isn't enough. Whether it's building an international business like Zack Teperman, or performing life-saving medical research like Jodi Garner, it's about acting beyond themselves to achieve big things that make us all #Senecaproud.



Romeo De Gasperis

Vice President and CEO, ConDrain Group

ConDrain continues to hire Seneca grads, and Romeo has expressed interest in serving as a program adviser.



IN 1954, ROMEO DE GASPERIS'S father, Angelo, and uncle, Alfredo, founded a concrete and drain business called ConDrain. At the time, these recent immigrants had a truck and the resolute will to succeed. In 1960, their brother, Antonio, joined Alfredo and Angelo, and thanks to their perseverance, ConDrain Group is now one of Canada's largest land development, sewer and drainage companies. Romeo serves as its Vice President and CEO.

As ConDrain continues to grow under Romeo's and his cousin Jim's leadership, the biggest priority for them is to maintain the business traditions that began with their parents.

"We had a lot of faith in our fathers. They included us at a young age," says Romeo. "Our kids will carry on that legacy."

Romeo's apprenticeship started early. By age 12, he was in the field, mixing cement, driving packers and shadowing engineers. His experience came in handy for Seneca's Civil Engineering program.

"I wanted a practical education, and Seneca had one of the better engineering programs," says Romeo. "I truly loved it."

Along with his strong work ethic, Romeo has exhibited extraordinary resilience in confronting some serious health issues. At 28, he was diagnosed with Hodgkin's lymphoma. The news was life changing.

"I took a step back and had to do things differently," says Romeo.

One of the effects of Romeo's treatment was that he developed leukemia. Yet, he turned this challenge into an opportunity.

In 2012, Romeo organized a gala fundraising dinner for Lymphoma Foundation Canada, raising \$2.5 million for lymphoma research – surpassing the goal by \$1.5 million.



Pooja Handa

Co-host, CP24 Breakfast

Follow Pooja
@poojahandatv



IN 2014, JOURNALISM GRAD POOJA HANDA became the Co-host of CP24 Breakfast. At work, Pooja seems like a natural. She's funny, elegant and poised. But Pooja will be the first to tell you that coming across well on camera requires years of hard work.

"The people that make it look so easy are usually those who do the most work behind the scenes," she says.

Pooja has been working for 12 years, starting right after her graduation from Seneca and York University. She completed a Journalism diploma and Women's Studies degree in four years. (Most do it in five.)

"I loved being at Seneca. It didn't feel like work," says Pooja. "And we constantly had guest lecturers, telling us what it was like in the business."

Pooja knew early in life her career would be in front of a camera. Her first love was acting, which she studied at the American Academy of Dramatic Arts in New York. As a child, Pooja would deliver imaginary traffic reports to her dad. Storytelling was a big part of her family life, and it's instrumental to her career today.

"At a very young age, probably at the annoyance of everybody, I loved telling stories," says Pooja. "The best part of my job is that I get to be myself, have a ton of fun, and tell people in the city what's going on, maybe give them a chuckle to start off their day."

Connecting with CP24 viewers each morning isn't a responsibility Pooja takes lightly. It's also a tribute to those who came before.

"It was hard to find people who looked like me on TV," she says. "When I saw Monika Deol and Suhana Meharchand, I thought, 'If they can do it, I can do it.'"



Bernice Lo and Andrew McKenzie

Art directing and writing team, Cundari

Bernice and Andrew are building strong portfolios with Canada's most globally-awarded independent ad agency.



BERNICE LO AND ANDREW MCKENZIE make up an art directing and writing team at the Toronto advertising agency Cundari. They both chose Seneca's Creative Advertising program, but never crossed paths in the classroom.

Bernice chose Seneca after earning a degree in communication studies. She claims she was never an artist, but she was always intrigued by advertising. Thanks to her Seneca education, Bernice now has the ability to bring artistic concepts to life using various computer applications.

"While I found certain creative tools overwhelming at times, I learned that repetition is the key to success," says Bernice. "The same holds true in the industry itself."

Andrew came to Seneca after brief stints studying business administration and graphic design.

"At Seneca, I received the personal attention and guidance that allowed me to excel," he says. "I also gained confidence."

After leaving Seneca, Andrew landed an internship with ACLC Advertising, and another with BBDO Toronto, where he and Bernice collaborated for the first time. The team reconnected at Cossette two years later.

Andrew and Bernice have built their portfolios, producing print ads and television spots for clients like BMW and McDonald's.

"Each agency will have a different creative direction and present new challenges," says Andrew. "We've learned that a great concept means nothing if you can't execute it. You take what you can from every experience. For all the times your ideas are shot down, there is no better feeling than hearing a 'yes.'"



Zack Teperman

Owner, Zack Teperman Public Relations

Visit ZTPR at ztpor.net



ZACK TEPERMAN IS THE IDEAL public relations man. He's charismatic, well spoken and radiates energy like a mini super nova – especially when he's talking about his company, Zack Teperman Public Relations (ZTPR).

Headquartered in Los Angeles, ZTPR provides various PR services to performers, entrepreneurs and athletes looking to build their brands – on both sides of the border. As a transplanted Canadian, Zack has connections in Canadian and American markets that can be put to good use for his clients.

“I have staff in L.A., Nashville, Miami, Toronto, Vancouver and Montreal,” says Zack. “The biggest thing in PR is your contacts. With great contacts, you can do anything.”

A Broadcast – Radio and Television grad, Zack's first love was radio. After Seneca, he gained valuable experience in Toronto, Miami and Yellowknife. Up north, Zack also started a celebrity blog, called “Zack Taylor” (dubbed “the Canadian version of Perez Hilton”), a project that broadened his understanding of celebrity culture.

A three-month contract with Lexicon PR, turned into four years. When the owner wanted to sell, Zack bought him out, and ZTPR was born. It is his proudest accomplishment.

Zack's energy comes from an undeniable passion for communication and people. With a client list as diverse as Guns N' Roses, a floating beer pong company, and the designer of Katy Perry's Super Bowl shark, he knows how powerful the right PR can be.

“One email or well-placed article can change a company forever,” he says. “Or make someone a millionaire.”



Fazal Khan

Registrar and CEO, College of Opticians of Ontario

Fazal is a former Seneca professor and was a 2014 Premier's Award nominee.



FAZAL KHAN IS QUICK TO POINT OUT the many opportunities available to those pursuing a career as an optician. This enthusiasm is backed by his own experiences.

When Fazal started Seneca's Ophthalmic Dispenser (now Opticianry) program, attending night classes, he was also completing a bachelor's degree in management at the University of Toronto.

Today, he is the Registrar and CEO, College of Opticians of Ontario, which regulates the opticianry profession. He has spent nearly a decade with the College, also serving as President.

He came to this profession honestly. His father operated two optical stores and, like Fazal, was President of the College of Opticians of Ontario.

While at Seneca, Fazal operated his family's third store. His efforts were recognized with the Richmond Hill Chamber of Commerce Young Entrepreneur award. He says he was drawn to the program for its combination of science, health and business.

"Running a business by day and studying by night, I could apply practical knowledge to the course and similarly, my course work to the business," says Fazal. "It created good synergy."

Since graduation, Fazal's relationship with Seneca has remained strong. He has taught in the Opticianry program, and he was recognized as a Premier's Award nominee in 2014.

"I wanted to give back because I enjoyed my Seneca experience immensely," says Fazal. "I understand the course material and take pleasure in seeing the light come on for others."



Magda Rewkowski

Supervisor of Customer Service Training, Porter Airlines

Magda was chosen as one of the torch bearers for the 2015 Pan Am Games.



WHEN MAGDA REWKOWSKI JOINED the team at Porter Airlines, she was starting her last semester of Seneca's Tourism and Travel-Flight Services program. One of her professors told her that the new airline was hiring, so she decided to send in her resume.

Magda was hired as a customer service representative in January 2007, when Porter only flew to Ottawa and Montréal. Today, the airline serves more than 20 destinations.

As the company continued to grow, Magda gained experience in customer service and became an expert in her field. In her current role as Supervisor of Customer Service Training, she develops company policy, trains customer service representatives and facilitates workshops for new employees.

"My favourite part about my job is the people. I have a lot of respect for those I work with," says Magda. "The customer service representatives work very hard."

Earlier this year, Porter announced seasonal service to Charleston, South Carolina. The airline sent Magda there to train the new customer service team.

"Charleston is my favourite destination for work. Southern hospitality is a real thing!" says Magda. "And it's always great seeing new employees successfully operating their first Porter flights."

Magda returned to Seneca last year for the Flight Services pinning ceremony, where she bestowed "Seneca wings" on new graduates. Being back at Markham Campus brought back many memories, like the countless group study sessions to prepare for exams, and presentations that she says helped her get where she is today.



Jodi Garner

Laboratory Manager, Researcher, SickKids

Along with her duties at SickKids, Jodi volunteers as a Seneca program adviser.



JODI GARNER IS A SELF-PROCLAIMED problem solver – a good trait to have if you are a researcher, project coordinator and laboratory manager at a hospital like SickKids.

Jodi is a graduate of the Biotechnology Technologist (Research) program and was drawn to Seneca by the diversity of the program's curriculum. She was able to explore biology, chemistry, and numerous lab experiments that prepared her for her career.

“One of the most important things I learned is that science doesn't always work the first time,” says Jodi. “Our professors allowed us to make mistakes and troubleshoot the problem.”

Jodi is enamored by the element of discovery behind science, viewing it as one giant puzzle. Her work at SickKids focuses on stem cells and early embryo development, specifically how the placenta is made in the early embryo.

Jodi is also the Lab Research Project Coordinator for the Chief of Research, and the Facility Manager for the Embryonic Stem Cell Core Facility. She has been instrumental to the growth of the core facility, having introduced new technologies to support researchers.

Along with advancements in the lab, Jodi has contributed to the development of Seneca's Biotechnology Technologist (Research) program as an adviser. Thanks in part to Jodi's efforts, SickKids has developed a strong history of hiring Seneca graduates.

“I was encouraged to give back because of my molecular genetics professor, Michael Gadsden, who was a great mentor to me,” says Jodi. “Keeping the program current ensures students have the necessary skill set to enter the field.”



Jameel Abdul-Baasit

Associate, Brauti Thorning Zibarras LLP

As an associate with Brauti Thorning Zibarras LLP, Jameel travels the province presenting cases in various civil legal matters.



JAMEEL ABDUL-BAASIT FIRST REALIZED he needed a career change when he was doing office installations at age 19. Instead of installing offices, he wanted to be working in one.

“I remember going into each office and asking ‘How do I get a job here?’” recalls Jameel. “Everybody kept telling me to get a degree.”

He researched college options and found Seneca’s General Arts and Science program. Before applying, Jameel visited Newnham Campus and sat down with a Seneca professor who gave him “straight up” expectations of the program.

“I was told it was going to be really difficult for me because I have kids and this program requires a strong commitment,” says Jameel. “It was one of the best experiences of my life. I owe a debt of gratitude to my wife, who was integral to my success.”

At Seneca, Jameel managed to juggle his family and school obligations, while playing rugby for the Seneca Sting, winning a gold medal with the ski team and tutoring students in the Learning Centre.

Jameel transferred to York University to become a teacher. Instead, he applied to law school on a whim. When he opened his acceptance letter from Osgoode Hall, Jameel was on the phone with a customer. He couldn’t contain his excitement, so he put the call on hold to shout the news.

He was called to the Bar of Ontario in 2015 and is now an Associate at the Toronto firm Brauti Thorning Zibarras LLP. Jameel credits Seneca for starting him on this path.

“Having kids at 20 and keeping it all together was hard,” says Jameel. “My education taught me that if you set out to do something, there are no limits to what you can do.”



Chris Boddy

Sergeant, Toronto Police

Currently, @TPSChrisBoddy has 23,400 followers.



SERGEANT CHRIS BODDY HAS MADE his share of arrests during a 25-year career as a Toronto Police Officer. His resume also includes 54,900 tweets, 23,400 followers and 4,400 photos.

Since joining the world of social media, this Seneca Law Enforcement (now Police Foundations) alumnus has become one of Toronto's most recognized police officers.

"I tweet about 20 times a day," says Chris. "And I put at least one or two photos on Facebook."

Chris was introduced to social media four years ago, when the Toronto Police Service offered a three-day course to officers. With what he learned, Chris began building relationships with Toronto's residents online, just like he did when he started as a 22-year-old beat cop.

"A lot of what I do on social media is tied to police safety," says Chris. "Even the fun posts still have underlying safety messages."

Chris discovered that a lot of people do not know who to call when they are having an issue. Having a strong presence online helps police remove that barrier.

"I would hate to live in a community where I felt like I couldn't reach out to the police," he says. "We're lucky in Toronto we have a good relationship with the community."

Chris grew up in a family of firefighters and felt destined for a career in public service. He heard stories of all the people his father and grandfather helped. For a while, Chris thought he would become a firefighter. But he decided policing was the path for him, and began at Seneca. His next task will be to launch the Toronto Police Service's new customer service strategy.

2015

PREMIER'S AWARD NOMINEES ❄️

Seneca has a wealth of experienced and accomplished alumni. Six have been nominated this year for the Premier's Award for College Graduates.



CANDICE BATISTA

(Broadcasting – Radio & TV Journalism)

Candice is the eco-expert and health & wellness producer for CTV's "the Marilyn Denis Show." Candice also launched Canada's first green TV series, "A Greener Toronto." An advocate for animal rights, Candice has been recognized by the Green Toronto Awards, *Toronto Life*, and the Canadian Meteorological and Oceanographic Society.



MARC GAIRA

(Marketing Administration)

Marc is Vice-Chair and a Director of Restaurant Brands International, the world's third-largest fast food provider. A senior executive with Tim Hortons Inc., Nestlé and Parmalat, Marc was named by the Canadian Press "Business Newsmaker of the Year" in 2014 for the \$11 billion (U.S.) deal pairing Tim Hortons and Burger King.



PERDITA FELICIEN

(Broadcast Journalism Summer Institute)

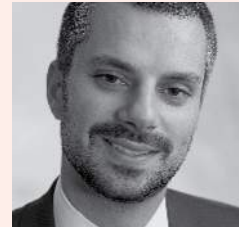
Perdita is a two-time Olympian, 10-time Canadian and world champion hurdler, Canada's and Ontario's female athlete of the year, a broadcaster, motivational speaker, and writer. In 2003, she received the Keys to the City of Pickering and in 2013 the Queen Elizabeth Diamond Jubilee Medal for her work with Right to Play.



BRETT KEMP

(Law Enforcement)

Brett is a Patrol Sergeant and Frontline Supervisor for York Regional Police. He is recognized for establishing an often-duplicated hate crime unit operating model, which involves strong communication, awareness, education, and community outreach components, while celebrating diversity.



TONY LOURAKIS

(Computer Programming and Operating)

Tony is the co-founder of Complete Innovations, a software that enables clients across North America to track vehicles and mobile workers from a single platform. It is the largest company of its kind in Canada. One of Greek America's "40 Under 40," Tony was a finalist for the Ernst & Young Entrepreneur of the Year award.



FABIO ROTONDO

(Biological Research Technology)

Fabio is the Laboratory Manager and a Research Associate in the Department of Laboratory Medicine, Division of Pathology at St. Michael's Hospital. He is also Laboratory Manager and Research Associate at St. Michael's Keenan Research Centre for Biomedical Science. He has contributed to publications, lectured, and participated in studies worldwide.



“Canada needs a larger and more dynamic equity and venture capital industry that is ready to invest in and provide guidance to Canadian seed, start-up, and early-stage companies.”

- THE CONFERENCE BOARD OF CANADA

Innovation. Entrepreneurialism. Knowledge economy. These words continue to work their way into every conversation and news item about

Canada’s future prosperity. And, yet, watchdogs like the Conference Board of Canada continue to lament the country’s poor international standing in areas like corporate research and development, income per capita, productivity and new patents.

In a recent report, the Board ranked Canada ninth among its 16 peer countries when it comes to innovation. The Board further assesses that:

Canada does not take the steps that other countries take to ensure research can be successfully commercialized and used as a source of advantage for innovative companies seeking global market share. Canadian companies are thus rarely at the leading edge of new technology and too often find themselves a generation or more behind the productivity growth achieved by global industry leaders.

Bringing innovation to campus

There is clearly work to be done to bring innovation in Canada to the levels exhibited by world leaders in the United States, Denmark and Switzerland. An approach that has helped to yield results in these countries, specifically the United States, has been embedding business incubators within postsecondary institutions, such as MIT, Georgia Tech and UCLA.

Within these spaces, entrepreneurially-minded students with great ideas can research and test their concepts. They can also lean on professors and entrepreneurs-in-residence for mentorship and guidance when developing business and feasibility plans to bring their visions to reality, and to market.

More and more, Canadian schools are seeing the importance of fostering innovation among young entrepreneurs in-house. Incubators have popped up at universities like Ryerson (Digital Media Zone) and the University of Waterloo (Velocity), while initiatives like the Next 36, MaRS and Accelerator Centre have brought together players in government, education and business to support fledgling entrepreneurs.

We can now add Seneca to this important list, with the establishment of the Health Entrepreneurship and Lifestyle Innovation Xchange, better known as “HELIX.”

A harbour for the entrepreneurial spirit

“HELIX is Seneca’s on-campus entrepreneurship incubator, specific to health and wellness,” says Director Chris Dudley. “It fosters cross-disciplinary innovation and entrepreneurship. HELIX also provides support to turn participants’ business ideas into successful start-ups.”

It was a natural fit for Chris, the Chair of Seneca’s School of Business Management and Centre for Human Resources, to lead

the development of HELIX. He is a long-time entrepreneur and business owner, as well as a steadfast advocate for Seneca’s innovative students across various disciplines.

“Entrepreneurship is in my blood,” says Chris. “I am very excited about how HELIX builds upon Startup Canada’s designation of Seneca as the most entrepreneurial college in Ontario. We launched in October 2014, with two intakes, and have had close to 400 youth attend HELIX events, with ten companies accelerating. We’re planning two more intakes this year.”

While HELIX is open to anyone between the ages of 18 and 29, the first intakes have consisted largely of Seneca students (“HELIXers” as they are known). Programming is divided into two strands. The first, “Innovation,” focuses on sector-specific learning activities in business and marketing, and the second, “Acceleration,” offers an incubator environment to work with peers and advisors to develop their concepts into viable businesses.

“HELIX is generating incredible momentum and excitement out of the gates,” says Jeremy O’Kafka, founder of MENTOR-network and HELIX contributor. “It’s clear that Seneca is serious about entrepreneurship.”

Entrance into strand two requires a successful “pitch” to a panel of seasoned entrepreneurs, including professors, alumni and investors. They assess the merits of each concept and whether it is ready for incubation. So far, 76 students have completed the Innovation strand, 33 of who successfully pitched their concepts and gained entry into the Acceleration strand.

Alumni providing crucial guidance

The HELIX incubator, located in the A Building of Newnham Campus, is equipped with the space and the people to inspire creativity. Bright white and red walls are littered with notes, ideas and sketches. And the place is teeming with mentors and advisers – 30 and growing – all focused on providing the invaluable experience and industry insights that HELIXers crave.

One of those mentors is Seneca alumnus Greg Twinney, who is also serving as a program advisor for HELIX. This Business Administration graduate is the former COO of the e-reader giant KOBO and has been a serial entrepreneur since high school. His first venture was a window cleaning business, which paid for his Seneca education. These days, in between advising HELIXers, he’s been exploring a venture that connects real estate with technology to create a simpler, more transparent home buying process.

“I’m an entrepreneur at heart,” says Greg. “I want to encourage those with the same passion not to be afraid of taking that first step.”

Along with providing programming, mentorship and the space to develop, HELIX offers a series of events featuring entrepreneurial speakers like Greg. Turnout has been in the hundreds for these events, and attendees have come from various Seneca programs and the community at large.

“Part of HELIX’s success will be measured by the cross-disciplinary participation we have,” says Chris.

Why a focus on health and wellness?

For Chris, the answer is twofold and quite practical: Differentiation from other incubators is critical to building HELIX’s brand and reputation, and a specific focus helps achieve this. Further,

“HELIX has been an invaluable experience. A no holds barred introduction into what it really takes to be an entrepreneur. The workshops and talks with the mentors are extremely useful. I have gained a comprehensive understanding of the current and most useful frameworks for starting up, running and scaling a new business.”

– **Zina Alobaydi**, International Business Management degree student and founding partner of the HELIX-incubated venture Freshly Boxed



there is an increasing societal focus on health and wellness-related businesses – especially as baby boomers continue to age and invest heavily in their well-being.

“Today, there is a strong emphasis on healthy lifestyles,” says Chris. “We are looking for new ideas and new businesses to address the needs of this growing sector.”

This focus also fits nicely with the multitude of health-related programming at Seneca – Nursing, Therapeutic Recreation, Infant Mental Health, Biotechnology, Chemical Engineering and Gerontology, to name a few. Attracting business minded students and graduates from these programs will be critical to guarantee HELIX’s sustainability.

Imagine a pen that tells you if you’re allergic to your food

In a short timeframe, the return on investment for HELIX-incubated companies has been strong, and Seneca alumni like Travis Clements-Khan are coming up with some extraordinary business concepts. Travis studied Bioinformatics, and through his company, NextGen Labs, he is developing a pen-like diagnostic tool called Aller (tec), which would allow individuals with life-threatening allergies to test their food for allergens in as little as five minutes. Currently, these kinds of tests take much longer and require large, complex laboratory equipment.

“Individuals with severe food allergies run the daily risk of experiencing a potentially fatal reaction or serious illness by consuming contaminated foods,” says Travis. “We are working on a preventative measure to protect people from experiencing such reaction in the first place.”

Travis’s work is garnering a lot of attention. He spent July in Nice, France at the European Innovation Academy (EIA) along with 700 other student entrepreneurs from schools like Stanford and Harvard. This three-week entrepreneurship education program connected Travis with mentors and venture capitalists from 65 countries. He was selected as Seneca’s representative for the EIA after winning a competition among six HELIX-based

companies. This was also the first time that a student from a Canadian college participated at this conference – another testament to HELIX’s growing impact. At the conference, Travis pitched an idea complimentary to Aller (tec): a social platform for food allergy sufferers to connect. His idea was selected as one of 80 concepts to be developed during the academy and placed in the top 15.

Sustainability is critical. So are partnerships

Chris Dudley contends that “it takes an ecosphere to raise an entrepreneur,” and at HELIX’s foundation is a collection of partnerships designed to open development and networking avenues for HELIXers. Supporters currently include the Ontario Centres of Excellence (a member of the Ontario Network of Entrepreneurs), the McConnell Foundation (RECODE), York Region and the City of Toronto. These partners provide funding, as well as opportunities for HELIXers to showcase their work to investors and industry experts.

The next phase of HELIX’s development will include broader marketing appeals to entice entrepreneurs from outside the College and bring more advisory and funding partners into the fold. Speaking engagements across the GTA with mentors like Greg Twinney will help attract attention and inspire those with innovative ideas waiting to be hatched. The end game for HELIX – and Chris’s goal – is that more HELIXers can receive the expertise and seed funding to launch successfully and build sustainable enterprises: each one bringing badly needed home-grown innovation into the Canadian marketplace.

“Who knows?” says Chris. “It might just be a HELIXer who comes up with the next big thing in the healthcare or healthy living sectors.” ✨

Are you a Seneca alumnus or alumna with a great business concept? Consider exploring your idea at HELIX. Contact Chris Dudley (chris.dudley@senecacollege.ca) to get started.



Seneca

ESTABLISH A LEGACY OF GENEROSITY AT SENECA

“Seneca has given me a great life. I want to give back.”

MAUREEN DEY, SENECA RETIREE

Maureen Dey retired from Seneca as the Dean of Business in 2008 after a distinguished 29-year career. Her strong, ongoing connection to Seneca led Maureen to include a legacy gift to the College in her will, dedicated to student financial aid.

When making plans for your estate, consider the benefits of including Seneca in your will. Your gift provides tax relief for your loved ones and can be made through funds, insurance policies, securities or real estate.

Establishing a legacy gift also creates an everlasting connection between you, Seneca and the students we serve. Their future successes are forever linked to your generosity.

To learn more about establishing a legacy gift at Seneca, or if you have already done so, please contact:

Tan-Ling Yeung
Director, Advancement and Alumni
Tan-Ling.Yeung@senecacollege.ca
416.491.5050 ext. 77191

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HONOURING SENECA'S MOST STEADFAST DONORS

An extraordinary "degree" of generosity

AT THE SPRING 2015 Convocation, Rudy and Rita Koehler joined a distinguished list of honorary degree recipients at Seneca.

For more than 12 years, the Koehlers have shown an unwavering dedication to student success and have become the most generous benefactors in Seneca's history. Bursaries from the Koehler Grandchildren Endowment, named after the couple's two granddaughters, who graduated from Seneca, have made education possible for hundreds of students, providing them with vital financial support and recognition for their academic success.

This extraordinary couple's legacy of generosity has continued with their most recent gift to Seneca, which will grow the Koehler Grandchildren Endowment and establish the *Koehler Award for Academic Upgrading Graduates* and the *Koehler Family Student Success Scholarship*. These awards are for at-risk students entering Seneca through the Academic Upgrading program, and those excelling within the Faculty of Applied Arts and Health Sciences.

The Koehlers' generosity is as wide as it is deep. They support several charities in education, the arts and social services across Canada. And caring about, and for, others became a priority early in life.

As a boy, Mr. Koehler would sneak out into the cold German night to cut down trees for firewood. It was forbidden to do so, but his family needed heat. He was an



Rita and Rudy Koehler's awards will help more than 80 students this academic year.

orphan, often going to bed hungry, and he also lost two brothers to war. Mr. Koehler recalls playing soccer barefoot, as shoes were considered a luxury.

Mr. and Mrs. Koehler left Germany in 1956 with a 14-month-old son and a five-year plan to succeed in a country full of opportunity. Mr. Koehler was a dedicated student of mechanical engineering who challenged conventional thinking, with the goals to improve business practices and develop quality products.

"I was always looking to find a better way, and that still exists within me," says Mr. Koehler. "Rita and I hope our actions will inspire others."

The Koehlers' business acumen allowed them to acquire and develop some of Canada's most successful companies. They are thankful they took the opportunity to live in Canada and are humbled by being awarded an honorary degree from Seneca.

"We came from nothing, and because of that, Rita and I believe in giving," says Mr. Koehler. "There is no better feeling. Our actions are founded on three simple values: love, share and give."

Number of programs currently offered at King Campus.



TINA DI SIMONE

Dean thanks those around her with generous gift

SENECA'S DEAN of Applied Arts and Health Sciences Tina Di Simone grew up just three kilometres from King Campus, where she now also serves as Principal. Yet it took her 20 years living, studying and working in Windsor before she found her way home.

"I grew up here," says Tina. "But I had to leave to find my place."

After graduating from the University of Windsor and building a successful

administrative career at St. Clair College, Tina saw a posting for the dean position at King. She felt like it was written for her. And it turns out she was right. While Tina had no intention of leaving Windsor, the opportunity to join Seneca was too good to pass up.

"For me, Seneca was at the top of the college system," says Tina. "When you come here, you know you've made it.

Tina has initiated countless fundraising activities within the King Campus community.

Now, my plan is to be at King forever."

Since joining the King community in 2007, Tina has become the Campus's most dedicated advocate and relationship builder in York Region. While leading the development of a new stream of programs focusing on health and wellness, Tina has also been at the forefront soliciting support from government and corporate partners for the Campus's much-needed infrastructure expansion.

She has also ingrained a strong culture of philanthropy within the King Campus community, where students, faculty and staff are always first in line to support initiatives like the Campaign for Students and United Way.

"King started as a small campus, where you knew everyone's names," says Tina. "And while we've grown, that community feeling remains the same. It's embedded in the culture."

Tina's commitment to the Campus has recently become even stronger, thanks to her five-year pledge to the Campaign for King. For her, this gift is a tribute to the dedicated faculty and staff, who work everyday to help students become leaders in our hospitals, shelters, schools, police stations and childcare centres.

"This is something I can do to thank those around me," says Tina. "We have good programs, and great community partners, with amazing faculty, who know their fields and prepare our students for their careers. Our students choose to study here because they want to build better communities across Ontario. There is nothing more inspiring than that."

DONORS

Seneca's Mental Health Intervention program launched in May 2015, with 20 students enrolled. As part of the curriculum, students will complete a capstone graduation project, which will result in an RBC-supported workshop to be delivered to community partners.



(L to r): RBC representatives Rina Pillitteri and Raffaele Innocente, with Seneca Mental Health Intervention students Caroline Sura and Nicole Frost.

RBC ROYAL BANK

Championing mental health collaboration

THROUGHOUT CANADA, RBC Royal Bank has made a clear, ongoing commitment to supporting initiatives focusing on mental health services for young people and their families.

The bank has funded various programs that address families' access to mental health services and those that prioritize collaboration among service providers – within the mental healthcare and general healthcare systems.

When Seneca became aware of RBC's priorities, conversations began about a project that could leverage the new mental health programming at King Campus, as well as the strong community partnerships the College has built with service providers in healthcare and counselling in Toronto and York Region.

Seneca proposed a bi-annual symposium that would serve as an opportunity for

community and social agencies across York Region to congregate at King Campus and discuss best practices, research and emerging trends in mental healthcare and emotional well-being for children and adults. RBC liked this concept and has generously agreed to fund this symposium over the next five years, as its contribution to the Campaign for King Campus.

"With RBC's contribution, this symposium will become a signature event at King Campus," says Tina Di Simone, Dean, Faculty of Applied Arts and Health Sciences. "It will offer students the opportunity to build relations with future employers and a forum to strategize about holistic approaches to promoting and facilitating mental health initiatives."

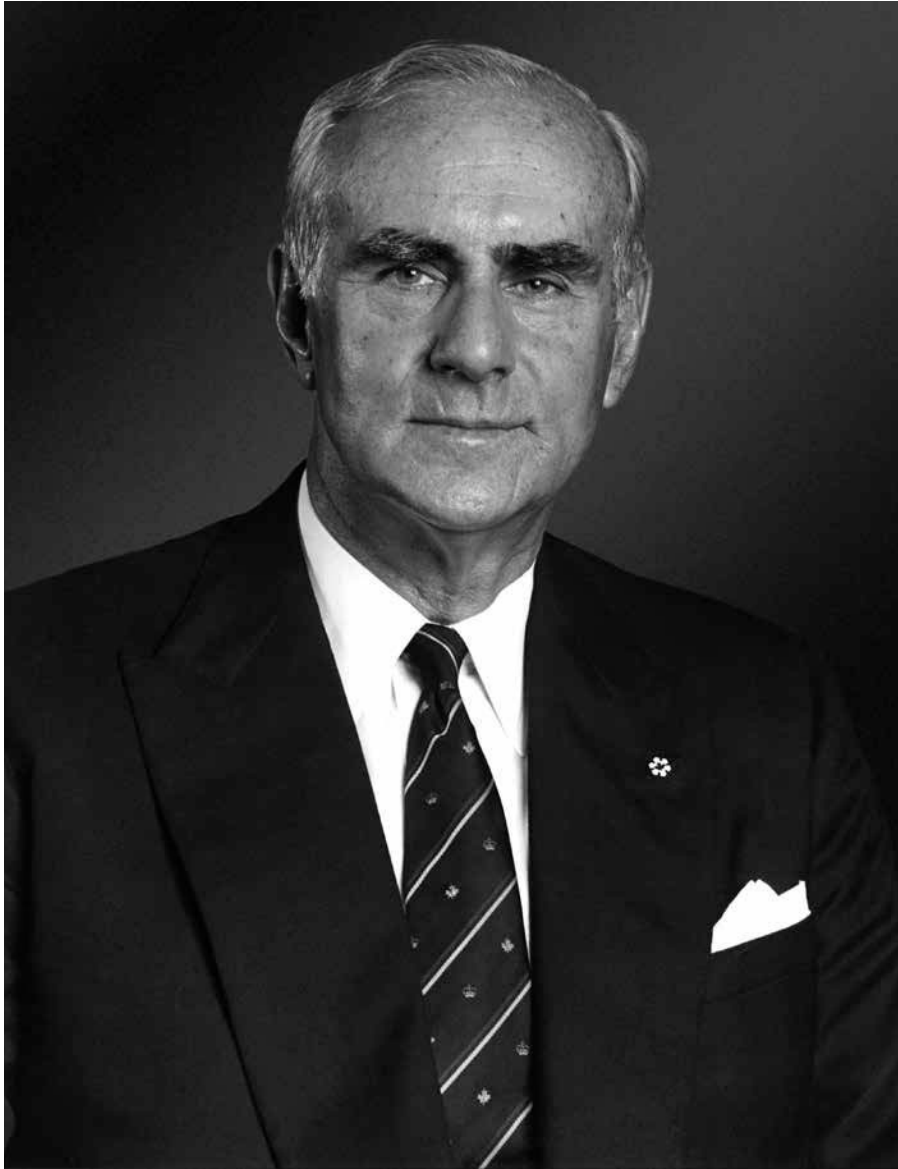
The RBC Royal Bank Mental Health Symposium at Seneca will be held every other summer starting in 2016, and guests will include community agencies, government, medical professionals, and RBC representatives. It will also offer a platform to celebrate the achievements of mental health advocates in the classroom and in the community, with an award sponsored by RBC.

"We are so thrilled to be part of much-needed mental health initiatives like these," said Rina Pillitteri, Regional Vice President, RBC. "We understand that there are many people affected by mental health issues across Canada. To be able to provide services to help youth and their families is a very important step in the right direction."

As well, RBC's gift will establish the *RBC Mental Health Community Outreach Program*. This provides an opportunity for students in the new Mental Health Intervention graduate certificate program to visit partner organizations and facilitate workshops on best practices in mental health and wellness. This first-of-its-kind program launched in May 2015.

#1

Seneca's rank among Ontario colleges in developing university transfer partnerships worldwide.



THE HAL JACKMAN FOUNDATION

Fostering new pathways in higher education

THE HAL JACKMAN FOUNDATION is one of Toronto's most steadfast supporters of culture, higher education and the arts. It is well known that philanthropy has been an overarching priority for the Jackman family over generations. Seneca students enrolled in the Arts & Science - University Transfer program (ASUT) are now among their many beneficiaries.

Beginning in 2016, the *Hal Jackman*

Arts & Science Award will provide much needed financial aid for the College's liberal arts and science graduates, who are looking to transfer to university and complete their degrees after four years of study.

"We are pleased to support Seneca's unique liberal arts and science university pathway program," says Foundation Chair the Hon. Hal Jackman. "A strong

The Honourable Hal Jackman, OC, OOnt, CD, is Chair of the Hal Jackman Foundation and served as Ontario's 25th Lieutenant Governor. Learn more about the Hal Jackman Foundation: haljackmanfoundation.org

background in arts and science prepares students for a wide range of careers and encourages their engagement in civic and cultural activities."

The ASUT program is designed to provide college students with a comprehensive, liberal arts and science-based education, and the academic foundations to pursue a university degree. It also includes a range of academic counselling and support services, and, thanks to the Hal Jackman Foundation, new scholarship opportunities as well.

With the ASUT program as a cornerstone, Seneca has become a provincial leader in university transfer opportunities. Partners now include the University of Toronto (St. George and Scarborough campuses) and Trent University. ASUT enrolment has grown from 100 students in year-one to more than 600 for the 2014/15 academic year.

The College's unique "university through college" model provides students with more than training – it offers them the benefits of an education that emphasize the skills of written and verbal articulation, critical thinking and analysis, along with a broad cultural understanding.

"The grade point averages of the Seneca students indicate that the vast majority are in the upper 50 per cent of the graduating class," says Cheryl Shook, Registrar, University of Toronto-Woodsworth College. "These students do well here."

8,588

Kilometres Mike Shaver travels to attend Seneca Board meetings.



Barbara De Graaf,
the first recipient of
the *Mike Shaver Award*.

MIKE SHAVER

An “open source” of generosity and commitment

WHEN SENECA HONORARY DEGREE recipient Mike Shaver agreed to join Facebook as an engineering director, he faced a dilemma. Mike had just joined Seneca’s Board of Governors, and the new job meant he’d have to relocate to California. Yet his dedication to Seneca was such that Mike requested the flexibility to return to Canada to attend Board meetings and functions. Facebook agreed.

“I guess they really wanted a Senecan,” says Mike.

Mike’s connection to Seneca dates back to the early 2000s, during his time working with Mozilla. He advised the faculty in the School of Information and Communications Technology on incorporating open source technology into the curriculum and student projects. Mike’s expertise helped Seneca to become a global leader in teaching open

source software and led to him being recognized with an honorary degree.

Recently, he established an award to support women pursuing their education in technology – a subject that is near to his heart and one of his top priorities at Facebook.

“My hope is that more women are successful and feel comfortable in our industry,” says Mike. “It is important to me that students see that their work is being recognized and supported.”

The *Mike Shaver Award* is awarded annually to a female student in the School of Information and Communications Technology, who has high academic standing and demonstrates financial need. The first recipient of the award was Barbara De Graaf, a second year student in the Computer Programming and Analysis program. Barbara had the opportunity to thank Mike in person at the 2015 Seneca Awards in April.

“It’s so nice to have something to recognize your achievement,” says Barbara. “Technology is still a male-dominated field, but it is definitely getting better at including females.”

Barbara’s love for programming first brought her to Seneca after earning a degree at Trent University. When she completes this program, Barbara hopes to start her programming career in a field that helps people, perhaps healthcare.

“When I get that dream job, I hope to help others the same way Mike has helped me,” says Barbara.

25

Estimated percentage of the Canadian population that will consist of seniors by 2063.



Lesly Tayles, TD Bank Group's Vice President, Branch Banking, is one of the many TD employees dedicated to building stronger communities by contributing to social and economic development in sustainable ways.

TD BANK GROUP

Addressing a growing need for an aging population

AT AN INCREASING RATE, baby boomers and their parents are looking for advisory practices that incorporate both financial planning and eldercare expertise.

Canadians are living longer too, and will require a more comprehensive and preemptive approach to their financial planning to account for longer retirement periods, illness, long-term care and end-of-life expenses.

Seneca is well positioned to prepare financial services students to meet the future planning needs of Canada's aging population. Currently, the College offers four financial service-planning credentials, which welcome 870 full-time students annually.

And thanks to the generous support of TD Bank Group, the College will develop a suite of resources for financial services

students that focus on elder financial planning. The *TD Bank Group Elder Financial Planning program* will include an online training module, a speaker series and student awards.

"Elder financial planning will be a central component of financial service practices in the years to come," says Karen Murkar, Chair, School of Accounting and Financial Services. "TD's support will help us provide Seneca graduates the skills to serve this growing demographic, giving them a competitive advantage as they begin their careers in a very competitive field."

TD's gift also includes capital funding for the King Campus expansion, which will be designated for additional academic and recreational infrastructure. As well, with this support of the Financial Services degree, diploma and graduate certificate programs, there will be opportunities for TD representatives to engage students as mentors, guest lecturers and program advisers.

TD's recent contribution to Seneca marks the latest in a long series of collaborations between the bank and the College. More than 600 Seneca graduates have found employment with TD, and TD Insurance Meloche Monnex is Seneca Alumni's primary affinity partner for home and auto insurance. As well, TD Canada Trust has become the destination financial institution for the College's international student population.

"We look forward to strengthening our relationship with Seneca by supporting this creative and timely elder financial planning initiative," says Lesly Tayles, Vice President, Branch Banking. "Graduates with expertise specific to advising seniors are in growing demand, and we are pleased to help them get a step closer to their career goals."

Percentage of gifts received in 2014/15 from Seneca alumni and volunteers.



Fatema Somji, a Seneca community builder, alumna and donor.

FATEMA SOMJI

New alumna continues to give back

GROWING UP IN AN ENTREPRENEURIAL family, Fatema Somji learned how to make the most of an opportunity. Back home in Kenya, Fatema and her siblings started the first ink cartridge recycling business in the country, combining innovation with care for the environment.

As a student heavily engaged in life at Seneca, and recent graduate of the Business Administration – Entrepreneurship and

Small Business program, Fatema kept social awareness and community betterment at the forefront of her activities.

Fatema always saw Seneca as a place to learn, apply new skills, and also make a difference. Last year, Fatema founded the Seneca chapter of Enactus, which encourages positive change through entrepreneurial action. This 50-member chapter sold used clothes to generate money for a

family in Cambodia, helping them to open their own restaurant. Members called this program “Threads of Empowerment.”

But Fatema’s extracurricular activities didn’t stop there. She also served as an on-campus ambassador, SMILE mentor, photographer and Seneca Green Citizen. In an effort to improve student life at the College, in 2014/15 she ran successfully as the student representative on the Board of Governors.

In recognition of her mentoring, tutoring, and outstanding service to the College, Fatema won two leadership awards and the Seneca Cup – the highest student honour at Seneca.

Fatema chose to donate part of her financial awards to help peers experiencing financial difficulty, despite that she is working various jobs to support her education.

“There are students who need the money more than me,” says Fatema. “These awards gave me an opportunity to help them. Seneca embraced me from the day I got here, and it was time to give back.”

In her role as a student adviser, Fatema saw student financial need first hand. Occasionally, she would meet students who were considering dropping out because they could not afford tuition fees. She even met students who would go a day or two without eating. Fatema understood their challenges and could relate.

The desire to help people and support her community runs deep for Fatema. She feels that she made the most of her time at Seneca and she wants other students to do the same.

“Even though it’s a struggle at times,” she says, “I consider myself to be very fortunate, and I am compelled to give back.”

3,398

Gifts received at Seneca in 2014/15.

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STRENGTHENING THE SENECA COMMUNITY

Ana White
Vice President, External

In May, Ana White joined Seneca as Vice President, External. She brings an extensive background in advancement, marketing, major fundraising campaigns and organizational branding. As Ana reflects on her first months at Seneca, she shares her thoughts on Seneca's culture, fundraising for King Campus and connecting with alumni and industry partners.

Since joining Seneca, what are your first impressions? I have been struck by the strong sense of commitment, passion and pride I have encountered. Providing the best education and student experience is at the top of every meeting agenda and informs all of our thinking and planning. There are so many wonderful stories of students of all ages and backgrounds who have been able to reinvent themselves and transform their lives, thanks to their experiences at Seneca.

Another thing that has impressed me is how attuned our faculty is to working with industry to support mutual priorities. We are forging innovative partnerships with companies to tackle industry challenges, create invaluable learning opportunities, and conduct ground-breaking research, locally and globally.

We are also pioneering an exciting new model for postsecondary institutions in Canada and around the world. And we offer the nimbleness and foresight to work with industry to tailor our curriculum to produce job-ready graduates in areas of high demand.

What project will you be tackling first?

One of the most exciting initiatives I am working on is the campaign to raise funds to expand King Campus. The Campus was designed for 1,500 students, and is now home to more than double that. Needless to say we are bursting at the seams. The vision for King's future provides for much-needed classrooms and new athletic and student space that will really enhance the student experience at this beautiful and unique campus.

Our students have already pledged more than \$20 million towards this project, and we are turning to the community to help match this incredible commitment with \$20 million of support. I look forward to connecting with our alumni to discuss how they can help us meet this target.

How can the College's robust alumni community help build Seneca for the future? Alumni are a big part of the Seneca family, and they play a critical role in our success. A big priority will be to invite them to engage with us in various ways.

As role models, I would encourage alumni to share their stories: Tell us about that great teacher that changed your life. How did it feel to win a championship with the Sting? If you were an international student, how did you acclimatize to life in Canada?

Alumni can also help students by being a mentor, volunteering for the alumni association, hiring grads or co-op students, partnering on applied research and by offering financial support to those in need.

Finally, I would encourage alumni to tell us what information and services can help them the most. We want to make sure that every communication is meaningful and that we celebrate their many accomplishments.

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ALUMNI. RESEARCHER.

Find out how Fabio went from a classroom at Seneca to running a laboratory at a leading GTA hospital.

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Seneca
Because it matters.



Fashion Resource Centre celebrates silver anniversary



STUDYING FASHION HAS BEEN a part of Seneca since the College opened its doors in 1967.

And in 2015, the College's unique Fashion Resource Centre celebrated its twenty-fifth anniversary. The Centre boasts one of the largest vintage clothing and apparel collections available for study, with garments and accessories dating back to the mid-1800s.

"Everything old is new again" is an adage frequently used to explain the cyclic nature of fashion. And it is true. A strong background in the history of fashion is an important foundation for anyone considering entering the industry. Fashion is based on the understanding of what constitutes good design. Designers often look to the past for inspiration and filter it through the present to create future fashion.

Today, our nationally renowned Fashion Resource Centre houses approximately 15,000 fashion items that can provide the inspiration student designers need to fuse past and present. The opportunity to examine the actual garments worn by men, women and children makes the past far more relevant. We can actually *touch* what people wore during a given era and talk about why they wore it, what was happening (socially, politically and technologically) that would have affected their fashion choices. An item at the Centre can be examined from a variety of perspectives: how it was

made, what type of fabric allowed for its design to be realized and, most importantly, what makes it stand the test of time.

There is an impressive historical range of garments available for Seneca students to explore, such as an 1800s Civil War widow's attire; a beaded 1920s flapper dress; an exotic 1930s monkey fur stole; psychedelic 1960s mini dresses; and minimalist styles from the 2000s.

Canadian and International designers on display include Marilyn Brooks; Claire Haddad; Seneca alumna Senator Vivienne Poy; Wayne Clark; Chanel; Dior; Givenchy; McQueen and Yves St. Laurent, to mention just a few.

The Fashion Resource Centre was created because Seneca faculty members were, and continue to be, dedicated to making the study of fashion come alive for our students. Our collection continues to grow with new donations each year. Over the next 25 years, and beyond, the Centre will continue to open its doors – and the imaginations of students – through displays, exhibitions and seminars that help them design the future by bringing the past to life.

Dale Peers, Costume Coordinator, Fashion Resource Centre and Fashion Arts Program Coordinator, Professor and Seneca alumna

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