

RED

A Publication for the Seneca College Community

News.
Ideas.
People.

2016

National champions

Seneca Sting draws to the button with a gold medal performance in women's curling.

What do employers want?

A Seneca alumna shares her experience finding the right fit as a hiring executive.

The currency of creativity

Seneca's talented graduates are fueling the rapidly-growing creative economy with their ideas and skills.



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Pictured: Fashion, Newnham Campus.





We're all related and intertwined, like the spider web of a dreamcatcher. At some point, it all connects.



Monica Rutledge
(Police Foundations), Toronto Police Service's Aboriginal Peacekeeping Unit (pictured)

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A home away from home at Seneca
With the guidance from First Peoples@Seneca, Indigenous alumni have rediscovered their roots.

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Cover story

Across various programs, Seneca is producing graduates who are energizing Canada's growing creative economy. Their innovative ideas and finely tuned skills are increasingly in demand and delivering valuable results.

COVER ILLUSTRATION:
SHOUT



News. Ideas. People.

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The lady on Leafs Lunch

Broadcasting grad Andi Petrillo is breaking down barriers in the testosterone-filled world of sports broadcasting.



UP FRONT



David Agnew

“
In a world of uncertainty,
that cries out for positive and
inclusive leadership, a Seneca
attitude goes a long way.
”

This fall, colleges across Ontario will begin celebrating the 50th anniversary of the birth of our province's college system. Since the first Board of Governors gathered in 1966 to lay Seneca's foundations, the past five decades have been an extraordinary story of growth and evolution, focused on providing great education for hundreds of thousands of students.

Over the next year, Seneca will be hosting events and activities to commemorate our first 50 years. We will also be embarking on the next leg of our journey with new academic and strategic plans.

As we map the path forward, we are reminded of the vision Seneca's founding President Dr. William T. Newnham had for the kind of educational experience our institution would produce: “The Seneca graduate will make an informed and perceptive citizen, well-fitted to give much of himself to others and to derive much from life's experiences.”

Seneca graduates, whether from our earliest days, or from last spring's convocation, continue to amaze us all with their accomplishments, and their commitment to give back in support of current students.

Our alumni share a certain kind of work ethic and pragmatic outlook that sets them apart. In a world of uncertainty, that cries out for positive and inclusive leadership, a Seneca attitude goes a long way. We see that in the many ways our graduates are making meaningful contributions where they work, live and volunteer.

This year's *RED* cover story focuses on the ever-expanding creative economy. Our future prosperity relies on our ability to be creative, to leverage critical thinking, good communication, and teamwork, just as President Newnham predicted.

Seneca's Faculty of Communication, Art and Design is producing countless graduates contributing in flourishing sectors like

film, media and fashion. More broadly, creative problem solving skills are instilled in students in all our programs, and it shows in the kinds of careers they choose to pursue – in business, health sciences, community service and technology.

As demand for our programs continues to grow, so too must Seneca. Construction is well underway at King Campus, which will allow us to welcome an additional 1,500 students annually, beginning in September 2018.

Construction is also underway for the Centre for Innovation, Technology and Entrepreneurship at Newnham Campus. This exciting new innovation hub will include space dedicated to cross-disciplinary learning and training, business incubation and acceleration, a gallery for student work and Indigenous artifacts and laboratories for advanced manufacturing and design.

These exciting projects complement the great work being done across Seneca by our students, faculty and staff. They are also the direct result of the positive reputation we've established over the past 50 years, thanks to you—our alumni.

Keep up the great work.

David Agnew
President

Sylvia Jade

Seneca's YouTube star is proof that personality sells

BUSINESS ADMINISTRATION-MARKETING grad Sylvia Ta (known on social media as “Sylvia Jade”) quit her job as a marketer last year because it was taking time away from her more lucrative profession as a YouTuber. With 193,000 subscribers, who tune in for advice on fashion, lifestyle and beauty, the demand for new content is high. Sylvia produces all her own videos and also posts a steady stream of photos on Instagram, where 32,000 followers comment on her travel experiences, new outfits, hairstyles and the service she gets at restaurants—good and bad.

Sylvia began posting on YouTube when still in high school, talking about makeup products. Now, at 23, she is a social media brand ambassador for companies like Town Shoes, P&G, Unilever and Lancôme, whose products she discusses, applies or models in her videos. To maintain a genuine conversation with her viewers, Sylvia is selective with her brand partnerships, choosing only those she loves. It’s a fine line, considering these companies are employing her to make them look good in the wild west of social media marketing.

“If I feel like a brand doesn’t want things said in a natural way, then I don’t work with them,” says Sylvia. “If it’s not in my own words, my viewers are going to see that.”

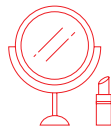
Sylvia is a savvy businessperson and knows that the world of social media is fickle. She half-jokingly laments that one day she may be “too old” to be a successful YouTuber. Her education has given her a strong foundation for life post-YouTube,

unlike many social media personalities who forego school. Sylvia continues to grow as a performer and hopes her viewers will grow along with her.

“Being on YouTube isn’t about being an expert. It’s about having personality and being able to connect,” says Sylvia. “My value comes from knowing that I am changing and affecting someone’s life that I don’t even know. A lot of them consider me the sister they never had.”

Sylvia has developed a niche following of young women, aged 19 to 25, who, like her, are building their identities and their lives during a time of drastic change in how we communicate and relate to each other.

“I have YouTube friends who have more subscribers than me,” says Sylvia. “But you have to remember that your content is different than everyone else’s, and so is your market.”



Subscribe to Sylvia's
YouTube channel: [youtube.com/
user/beautycakez](https://www.youtube.com/user/beautycakez)



Sylvia Jade applies the finishing touches as she preps for her next video.

\$9B

Revenue generated by YouTube in 2015, \$5 billion of which was re-paid to content creators.



Being on YouTube isn't about being an expert. It's about being able to connect.



SYLVIA JADE'S ONLINE PRESENCE

20M

video views on YouTube

193K

YouTube subscribers

9,616

Facebook page likes

8,361

Twitter followers

PRODUCT ASSOCIATIONS

Town Shoes, CoverGirl, Pantene, Olay, Dove, TRESemmé, Nexxus, Disney, Google, Microsoft, Lancôme, Unilever



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Worth repeating
Student design combines style and safety.
p. 8

A "CITE" to behold
Federal and provincial funding leads to new innovation centre at Newnham.
p. 10



ON CAMPUS



Varsity sports

National championships in curling and badminton

IT WAS A YEAR TO REMEMBER for the Seneca Sting, as national championships were won in two sports. The women's curling team captured Ontario Colleges Athletic Association (OCAA) gold for the first time since 1997-98, winning the annual OCAA Curling Championship with a 6-1 record. This foursome was chalked with stars, including skip Stephanie Van Huyse, who was named Seneca's Female Athlete of the Year and lead Kim Headley, an OCAA first team all-star, as well as vice Kendra Pierce and second Courtney Mabee.

The win earned the Sting a ticket to the Canadian Collegiate Athletic Association (CCAA) Championship in London, Ontario. Under the leadership of coach Peter Cadornin, the women capped off a historic season bringing home gold, with only one loss throughout the bonspiel. It was Seneca's first-ever CCAA Championship in curling and its 11th overall.

Meanwhile, in badminton, Wenchao Shi earned the Sting its 10th national title, winning men's singles at the CCAA Championship, hosted this year at Vancouver Island University in Nanaimo. Wenchao was up for the challenge, defeating the reigning national champ to secure his gold medal—a feat he accomplished three weeks after going undefeated at the OCAA Championships. For his outstanding season, Wenchao was named Male Athlete of the Year.



Seneca second (and Athletic Association President) Courtney Mabee delivers at the CCAA Championship.

Seneca's impressive badminton performances also included women's duo Rachel Nham and Yan Zhou, who went 4-1 in round robin play before advancing to the CCAA Championship match, eventually capturing the silver medal. The two also went undefeated to win gold in the OCAA Championship. For Yan, it was her second straight year taking OCAA doubles gold. The men's doubles team of Allan Tong and Peter Nie also took home bronze CCAA medals. Following a successful 2015-16 campaign, Seneca is now the proud owner of six CCAA badminton titles.

Catch the scores and highlights of all Seneca's varsity teams: [@SenecaSting](#)

CONGRATULATIONS LINDA



Linda Stapleton receives Art King Award

Linda Stapleton, Director of Sport and Recreation, was named the 2016 Canadian Collegiate Athletic Association (CCAA) Athletic Director of the Year.

Under Linda's leadership, the Sting have captured a number of CCAA and Ontario Collegiate Athletic Association championships. She has also been instrumental in creating pathways for students as they prepare for their careers.



Alum wins Premier's Award
Marc Caira (Business Administration - Marketing) was the 2015 winner of the Premier's Award in the Business category. Marc (middle) is Vice Chair of Restaurant Brands International and a new member of Seneca's Board of Governors.

WORTH REPEATING

**Winning design at
Toronto Fashion Week**

Fashion student Royanne Reid was recognized in the Visibility by Design competition for her outerwear piece (pictured). The competition has Ontario postsecondary students create stylish outerwear with enhanced visibility and safety features.



This year, Seneca celebrated a Premier's Award, saved endangered turtles and raised a tipi on campus. These, and other accomplishments, reflect on the great work of students, faculty and alumni.



CICan awards Seneca's excellence
Colleges and Institutes Canada (CICan) named Lab Technician Hadi Majzoub the recipient of its Staff Excellence Award. The Social Service Worker—Immigrants and Refugees program was also selected as the silver recipient of the CICan Program Excellence Award.

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

President addresses Canadian Club

David Agnew spoke at the Canadian Club of Toronto, representing Colleges Ontario as its Chair. His speech focused on the need to deliver a transformative student-centred postsecondary education system.



HELIX partners with Futurpreneur Canada

HELIX, Seneca's on-campus business incubator, signed an agreement with Futurpreneur Canada that will provide young entrepreneurs immediate funding for their business ventures. This is the first agreement of its kind for a postsecondary institution.



Welcoming federal politicians

Seneca hosted a number of political dignitaries, including the Honourable John McCallum, Minister of Immigration, Refugees and Citizenship (pictured, left); Geng Tan, MP, Don Valley North and Robert Oliphant, MP, Don Valley West.



Campaign for Students surpasses goal

The fifth annual Campaign for Students raised \$109,569. The Seneca Student Federation donated an additional \$100,000. An anonymous donor matched donations from first-time donors, and gifts for the King Campus expansion, raising an additional \$21,557.



Sacred space at Newnham Campus

A tipi can now be found at Newnham Campus, which has been designated a sacred space to provide teachings and perform traditional Indigenous ceremonies.

Province's first Mechatronics lab

With help from Siemens Canada and the provincial government, Ontario's first Mechatronics Simulation and Demonstration Centre opened at Newnham Campus. This facility houses state-of-the-art workstations within an industry-customized teaching space.



A visit from an acting legend

Stage, television and motion picture actor Ben Vereen led a special masterclass on campus for students in the Acting for Camera and Voice and Independent Songwriting and Performance programs.

Turtles released to their natural habitat

With the help of Ontario Turtle Conservation Centre, TELUS and World Wildlife Fund, 15 at-risk snapping turtle hatchlings were rescued and incubated under the direction of Seneca professor Dr. Sue Carstairs (pictured). Once old enough, they were released to their natural habitat at King Campus.



\$2B

Federal funding provided over the next three years for infrastructure projects at universities and colleges in Canada.



The CITE building at Newnham Campus is slated to open in September 2018 and will be a hub for innovation, entrepreneurship and creativity.

Infrastructure expansion at Newnham Campus

Funding announced to build Centre for Innovation, Technology and Entrepreneurship

THE FEDERAL AND PROVINCIAL governments have announced \$27.3 million in funding to build Seneca’s Centre for Innovation, Technology and Entrepreneurship (CITE) at Newnham Campus.

In early September, President David Agnew was joined by Greg Fergus, Parliamentary Secretary to the Minister of Innovation, Science and Economic Development and Deb Matthews, Ontario Minister of Advanced Education and Skills Development for the announcement.

“This is going to be very much a community-facing facility,” said President Agnew. “Our doors will be open to small

and medium-sized businesses. It’s a wonderful opportunity for us to reach out to our community.”

Scheduled to open in September 2018, CITE will be a hub for Seneca’s innovation and entrepreneurial activities as well as an expanded location for the mechatronics program and mechanical engineering technology programs currently at Jane Campus.

It will also be the new home for the Office of Applied Research and Innovation, which now includes Seneca’s on-campus entrepreneurship incubator HELIX.

The building will face Finch Avenue and includes an innovation gallery that

incorporates Indigenous design. The project is being funded by the federal and provincial governments and Seneca under the Post-Secondary Institutions Strategic Investment Fund.

It is also endorsed by Seneca’s Aboriginal Education Council and a number of partners, including the City of Toronto, Husky Injection Molding Systems, Siemens Canada, Southlake Regional Health Centre, Umbra and ventureLAB.

“Our goal is to make every Canadian innovation-ready, ready to spot the opportunities, to imagine possibilities and to discover new ideas,” said Parliamentary Secretary Fergus. “CITE is an innovation facility that will bring applied research and commercialization, specialized training and business incubation and acceleration activities under one roof.”

Learn more about applied research at Seneca: senecacollege.ca/research/

OBJECTIVES OF SENECA’S NEW CITE BUILDING

1. Provide capacity to develop businesses that advance Canada’s economic development and global competitiveness.
2. Help Seneca develop specialized, cross-disciplinary training aligned with industry needs.
3. Increase opportunities for local and regional businesses to benefit from Seneca’s applied research initiatives.

On experience:
What hiring executives
are looking for.
p. 12

International growth:
New academic agreements
in China and India.
p. 15



PRO FILES



Alumni Sponsorship Program

Industry relations take flight, connecting grads to future careers

IN JUNE, SENECA'S SCHOOL OF AVIATION opened the doors of its Peterborough Campus for the Aviation Career Expo, an event supported by the Alumni Sponsorship Program.

Flight students had the opportunity to showcase their talents, learn from peers and connect with Aviation Program Advisory Committee (PAC) members and industry affiliates from Air Georgian, Flight Safety International and Charter Air Transportation Services Inc.

Work during co-op placements was exhibited, demonstrating the value of experiences gained through time spent in industry settings. As well, a competition took place where fourth-year students had three minutes to present their thesis research to a panel of experts, including PAC members and alumni Steve Linthwaite (Jazz Aviation), Piyush Gandhi (Porter Airlines), Karen Deme (Bombardier) and Joe Zigrossi (Global Aerospace).

Thesis topics included expanding drug and alcohol policies for pilots and introducing scenario-based training earlier in the Flight training curriculum. The winning presentation, by Sailesh Varsani, focused on methods of noise abatement for Seneca's flight operations at Peterborough Airport.



Rite of passage: After one's first solo flight is a dip in the C-FTUB.

"As an alumnus, I know how important events like this are for students," says Joe Zigrossi. "It's their opportunity to meet potential employers and network with industry insiders. I also thought the thesis presentations were well-researched, concisely delivered and indicative of the high standards expected from Seneca's aviation students."

One of the day's highlights was the presentation of the Jazz Aviation Pathway Awards, which consist of a \$3,000 scholarship and an opportunity to participate as a cadet in the Jazz Aviation Pathway program. Third-year Bachelor of Aviation Technology students Philippe Gagne and

Claire Orban were the honoured recipients for their contributions to safety, leadership and professionalism within the program.

The Aviation Career Expo served as a great platform for future graduates to launch exciting careers and navigate the world of aviation, guided by leaders in the industry.

Take a 360-degree tour of Seneca's flight facilities in Peterborough: senecacollege.ca/fulltime/FPR.html

The Conference Board of Canada calculates the average cost to hire an executive is \$43,000, for managers, it's \$17,000 and technical experts \$13,000.



On experience

Anne-Marie Tseretopoulos
Vice President, Human Resources, Brookfield Asset Management

Anne-Marie Tseretopoulos has seen hiring trends change rapidly since graduating from Seneca's Human Resources Management program. Her experience with companies like TD, Citibank, FCB and Rogers has given her invaluable insight into acquiring and nurturing talent. She shares her thoughts on networking, transitioning and how candidates can stand out in a crowd.

How have hiring practices changed since you graduated? We are always hiring for skill and competencies to do the job, but there is a shift to hiring for potential. What's the person's potential? Not just for the job, but for advancement within the organization. Transferable skills are what everybody's looking for, as well as problem solvers who are accountable, resilient and adaptable. Having the ability to communicate effectively and work in teams helps too.

What role does networking play in hiring? Nearly every job I've gotten has been from networking. People are shy about networking because they feel like they are asking for something; but it's really about people helping each other. I never turn down an exploratory conversation, if it is introduced by someone I respect.

How can new graduates differentiate themselves? New graduates have to leverage their experiences. If you don't have the specific work experience, have you volunteered? Have you mentored someone? Your school experience is relevant as well. Take whatever you have in terms of technical or soft skills, look at the job description and convert that into experiences that are applicable.

How can candidates make a good first impression? You want to represent your own personal brand, but also be relevant to the industry to which you're applying. In my past role at an advertising agency, as well as in the marketing, and communication industries, the dress is more causal and creative. If you come in wearing a suit you may not make the right impression. It's all about being authentic and a good fit.

How do you advise people who are in between jobs? It's entirely a business reality. It happens to everyone, and there shouldn't be a stigma around it. Even if it is a result of a negative situation. Just take what you learned and adapt that to where you want to go. If you learned something about the kind of industry you shouldn't be in, retool and transfer to something else.

Is mentorship becoming more ingrained in corporate culture? Employees should seek out mentors. Larger organizations have more established formal mentoring programs, but I also see it happening organically. People generally like to share their experiences. The advice is there, people are just shy about soliciting it. You also need to know how you want to be mentored.

What is the biggest lesson you have learned in your career so far? Apply yourself and be open to everything. You might feel like you're working against the grain and it doesn't make sense, but trust the environment and trust the leaders. They know what they are doing. And remember to have fun.



After hearing John Abele, students said they wanted to be entrepreneurs to change the world for the better.



HELIX guest entrepreneur speaker series

A masterclass on leadership and innovation

JOHN ABELE is one of the world's most successful business leaders and a pioneer developer of medical devices and approaches to non-invasive surgery. The co-founder of Boston Scientific and owner of the Kingbridge Institute and Conference Centre, was at Newnham Campus in April, where he addressed more than 120 students and community partners about the value of creative leadership.

His hour-long discussion covered various issues associated with developing and sustaining authentic leadership across all sectors, and the responsibilities of business leaders to be community builders and ambassadors for development and environmental stewardship.

John's social-minded approach to business informed his career at Boston Scientific and was evident in his remarks, which resonated with the many young people who attended his presentation.

"Tonight when I asked my students, 'What is the purpose of being an entrepreneur?' they all said 'to make money,'" says Deneena Davis, a teacher for the York Region School Board. "After hearing John Abele, they said the purpose of being an entrepreneur was to 'change the world for the better.'"

Prior to his talk, John met with companies from HELIX, Seneca's on-campus incubator, to hear their business pitches and offer advice on their ventures.

"For our students and HELIX business leaders to have an audience with John Abele was an invaluable experience that they will never forget," says HELIX Director Chris Dudley. "It's not every day that fledgling entrepreneurs get to pick the brain of a globally renowned innovator and leader, who is so generous with his time and advice."

One of the highlights of the presentation was John's comprehensive list of recommended books on leadership. He also touched on topics ranging from Uber's ascent and business's role in the public sphere, to the value of passionate leadership and why he liked hiring people who grew up on a farm. (Answer: They know how to innovate.)

John's takeaway message? We only have one planet. Look after it.

"We're here alone on this little blue ball," he said during his lecture. "Particularly with things like climate concerns, if we make a mistake, we don't necessarily get a do-over."

Watch John Abele's lecture and interviews from the event at senecacollege.ca/helix. To learn more about the leadership programs available at Kingbridge, visit kingbridgecentre.com

At least 500,000 employed Canadians are unable to work due to mental health problems each week. The economic cost of mental illness is estimated at \$51 billion annually.



“Street Nurse” Cathy Crowe provided the afternoon keynote address at the inaugural RBC Mental Health Symposium at Seneca.

RBC Mental Health Symposium

Seneca and RBC host York Region’s first-ever mental health symposium

SENECA AND ROYAL BANK OF CANADA teamed up to present the inaugural RBC Mental Health Symposium, hosted at King Campus in May.

The unique gathering was the first of its kind in York Region. Nearly 300 participants met to discuss best practices and research on emerging trends in mental health care and the emotional well-being of children and adults.

The event, themed “trauma and practice across the life span,” included panel discussions, networking opportunities and art displays focusing on the issues of trauma resistance and resilience, as well as trauma-informed practice and compassion fatigue.

The symposium also featured an introductory keynote address from The Honourable Michael Wilson, a longtime mental health advocate and Chair of the Mental Health Commission of Canada. Michael has worked tirelessly in the political and advocacy arenas to help reduce the stigma that often prevents people with mental illness from seeking treatment.

Cathy Crowe, a respected author, filmmaker and professor, was the other keynote presenter. Cathy, who refers to herself as a “street nurse,” rose to public prominence through her work with Toronto street-involved individuals in the early 1990s and continues to advocate for homeless populations. She shared her insights on the linkages between mental health challenges and a lack of safe and affordable housing in centres across Canada.

Fizza Jaffari, a recent graduate of Seneca’s Mental Health Intervention (MHI) graduate certificate program, said the symposium presented an unprecedented learning and networking experience.

“This symposium has given Seneca students the opportunity to participate in

important mental health conversations,” says Fizza. “It’s been wonderful to meet some of this country’s most influential advocates and professionals in the mental health care community.”

This biannual symposium is the result of a \$150,000 commitment from RBC over the next five years. RBC has also donated \$150,000 for mental health community outreach, including a capstone research project for Seneca’s MHI students.

The event concluded with the presentation of the RBC Community Partners Award, which was given to Blue Door Shelters. Since 1982, Blue Door has provided safe, supportive shelter space and services, at no cost, for people in York Region who are homeless or at risk of becoming homeless.

Learn more about Seneca’s Mental Health Intervention graduate certificate program: senecacollege.ca/fulltime/MHI.html

In the first Seneca/CoEP project competition, HELIX entrepreneur Travis Clement placed first for his point-of-contact device that identifies allergens in food.



Brenda Tapp-Cosgrove, Professor, School of Health Sciences (left), works with nursing students at INSCOL in Chandigarh.

International growth

Seneca signs agreements in China and India

SENECA RECENTLY EXPANDED several of its educational activities with international partners in China and India. Thanks to a series of agreements President David Agnew signed during two Ontario trade missions, Seneca has teamed up with top industry leaders to train the next generation of engaged global citizens.

Last November, President Agnew was part of a delegation that accompanied Premier Kathleen Wynne to Nanjing, Shanghai, Hong Kong and Beijing. The mission focused on the science and technology, clean-tech and agriculture sectors, as well as partnerships in health care and education. President Agnew also visited Singapore during his trip.

Highlights from the Asia Pacific mission included a partnership with MindChamps to explore a Singapore-headquartered joint degree program in early childhood education. Another partnership with Jinling Institute of Technology will include various academic pathway agreements.

Seneca also formalized an agreement with Suzhou Industrial Park Institute of Vocational Technology to provide students with opportunities to work and learn in Suzhou. In collaboration with Suzhou Erjia Early Childhood Education Group, Seneca will enhance teacher training and provide opportunities for Seneca students to complete placements and co-ops at a daycare centre in Suzhou.

In early 2016, President Agnew and other postsecondary, business and political leaders travelled to New Delhi, Chandigarh, Hyderabad and Mumbai with Premier Wynne. The week-long mission strengthened Ontario's economic, political and cultural ties with new partnerships in the research, infrastructure, technology, science and health sectors.

President Agnew formalized seven agreements in India. As a result, Seneca is partnering with Max Institute of Health Education and Research to provide exchanges and contract training opportunities for students from both institutions. Seneca is also entering into an agreement with INSCOL to offer health and medical training for youth over the next 10 years.

Seneca also embarked on a tri-party agreement with College of Engineering Pune (CoEP) and the City of Markham to launch a project competition in health care through HELIX, Seneca's on-campus incubator. In May, three HELIX companies competed against two CoEP ventures.

Additional agreements were signed with Infrastructure Leasing & Financial Services Ltd., IILM Institute for Higher Education of Delhi and Thakur Institute of Management Studies. Following the trip, an agreement with the National Association of Software and Services Companies was signed to train Indian civil servants. This year, more than 70 of them visited Seneca for short-term training programs offered through Seneca Business.

How Seneca is fuelling
a growing creative economy

Text by **Corey Long** Illustration by **Shout**

THE
CULTURAL
ENERGY
OF
CREATIVITY





A CULTURAL AND ECONOMIC phenomenon hidden in plain view.

It's hard to see because it's everywhere: the clothes on your back, the app on your phone, the movie on your flat screen, the animated critter your kid loves: These products of creativity generate money—as it turns out, quite a bit.

According to the Ontario government, the creative industries in Ontario contribute \$12.2 billion in Gross Domestic Product (GDP) to the province's economy annually. That's more than the energy industry, 70 per cent of what auto manufacturing generates, and it surpasses the GDPs of Ontario's agriculture, forestry and mining sectors combined.

What is the creative economy? The term came into prominence in the late 1990s. A 2010 European Commission report about the entrepreneurial dimensions of cultural and creative industries cites an early definition of "creative industries" as those requiring "creativity and talent with potential for wealth and job creation through exploitation of intellectual property."

We see intellectual property being sold across countless culture-based industries like advertising; architecture; design; fashion; media; software; publishing and the performing and visual arts.

The supplementary economic impact on those whose livelihoods depend on the creativity of others can also be considered. Countless service-related professions in hospitality, printing, IT and tourism rely on television and film productions, art galleries, theatres and concerts to stay afloat.

A 2012 report from the University of Toronto's Martin Prosperity Institute makes the point that the creative economy goes beyond culture-based products and should include contributions of all creative workers in sectors like finance, health or mining, who are "paid to think" and find innovative solutions to daily business challenges.

While the economic contributions of these creative professionals are harder to pinpoint, the skills they possess are in growing demand as any recent grad can tell you.

Bottom line is that creativity sells. And Canada's future economic prosperity is dependent on it.

An academic ecosystem for creativity

At Seneca, creativity underscores the academic approach college-wide, but is certainly the foundational element of programs within the Faculty of Communication, Art and Design (FCAD). Housed

primarily at Seneca@York, FCAD offers program options in animation; art; event management; game art and animation; graphic design; visual effects; fashion arts; broadcasting; illustration; media design; independent songwriting and photography; acting; cosmetics; corporate communications and journalism.

The responsibility of creating an environment that prepares graduates to be creative for a living is that of FCAD's Dean Michael Maynard, whose goal is to have all his students value creativity and approach projects from a design perspective.

"When you look at multibillion dollar, multinational corporations, that have built their profits and their success through design," says Michael. "Every one of their products has a label on it indicating who the designer is. If our students think about their projects from a global perspective, it makes so much more sense and puts the creative economy on a grander scale."

The diversity of programs that make up FCAD speaks to the many career opportunities Seneca graduates can consider upon graduation—all of which are contributing in some way to the flourishing creative economy, internationally and locally.

To give you an idea of the magnitude of this economy, consider that in 2013, \$1.2 billion was spent on film and television productions in Toronto, including \$948 million on major productions and \$131 million on commercials. Television series production also grew by 17 per cent on average from 2008-2013.

"We have known for a long time that Toronto is one of the four centres for design and creativity in North America, along with New York, San Francisco and Chicago. We are way up there," says Michael. "We have a huge creative economy. It's only going to get bigger."

Seneca grads are certainly doing their part to contribute.

The rush of the daily creative hustle in the 6ix

Depending on the day, you might find Fashion grad Doreen To dressing actors on a movie set, designing a wedding dress for a client, advising students on sewing techniques or promoting her fashion line via social media.

She might be in sweats, or a one-of-a-kind creation of her own design. Wherever she is, in one way or another, she's doing something creative that is helping to pay the bills and further her career.

Her day job is Costume Supervisor for Sinking Ships Productions, and Doreen has also worked on Canadian Film Centre documentaries and episodes of *The Amazing Race Canada*.

During a crisis situation, on set one day, when an actor's costume ripped, panic set in until Doreen mentioned that she knew

“The faculty and students in our communication, art and design programs value the currency of ideas, and nurture them to spark progress. Our collaborative setting encourages individual and collective expression. Out of this comes expertise that is vital to a meaningful and successful career within the creative economy.”

—Mission statement,
Faculty of Communication, Art and Design

how to sew (a skill developed during long hours in the Seneca sewing lab). As she saved the day with needle and thread, a co-worker quipped, “Wow. You’re like gold around here.”

For a designer used to having fabrics in her hands and designs in her head, working on set has been a welcome departure for Doreen, allowing her to tap into a new strain of her imagination.

“It’s been very exciting. I’m not just sitting down and sewing things,” says Doreen. “I’m really using storytelling to pull pieces together, stylistically. I’m working with producers and directors who already have this image and feeding them ideas of what this character is going to look like in future episodes.”

Doreen’s foray into film production came from a curiosity she had about acting and the ambition to capitalize on the opportunities available in “Hollywood North.” A cold call to a costume designer she found on Facebook led to a weekend job that led to another and another. Doreen’s work spoke for itself, and the designer became a key reference.

“Through her, I was able to get other gigs,” says Doreen. “There are long hours but there are definitely a lot of perks. It’s exciting.”

Her day job hasn’t taken Doreen away from her design work. She has her own women’s wear line, which has been exhibited in Beijing and Toronto, and she also does custom work for individual clients.

“Recently I’ve made a prom gown for a friend’s little sister, who couldn’t find the dress that she wanted,” says Doreen. “I’ve done a few wedding dresses as well, and I’ll soon be taking on my first Indian wedding reception gown.”

She imagines the future as a hybrid of day jobs and side projects that allow her to create, while also expanding her skill sets and networks. Like the sewing example illustrates, the more she can do, the more valuable she will be in the creative economy. Personal branding plays a big role in communicating value too. And social media is king.

“If I don’t put myself out there, nobody will know I can design these beautiful garments,” she says. “I’m always on my Instagram, Facebook and LinkedIn profiles, and any work I have I throw it up there. It helps being a millennial; this is kind of in my blood. But you have to hustle, have to have thick skin, and also not be afraid of rejection.”

Big business on the big screen

Toronto’s multiculturalism also makes the city an ideal incubator and test market for the global demand of products. By some estimates, the creative economy workforce consists of more than 100,000 people. Employment and entrepreneurial opportunities

for FCAD graduates have never been greater.

A poster boy for Seneca’s international place in the creative economy is visual effects compositor Guillermo Ramos, even if he doesn’t know it.

“I never really thought about it,” says Guillermo, when asked about the impact of his work on international films like the Oscar-winning *The Revenant*. “But yes, it surprises me how much money is dedicated to the different stages of production, from shooting to post production. It’s a big chunk of the budget.”

Guillermo, a Mexican national, completed a degree in computer studies at the University of Texas (commuting across the border each day to get to school), before a school trip brought him to Toronto. He fell in love with the city, and when Guillermo found Seneca’s Visual Effects graduate certificate program, it gave him the perfect excuse to come back ... and stay.

He graduated six years ago and is now a digital compositor for Soho VFX, a feature film visual effects company in Liberty Village. Along with *The Revenant*, you will see Guillermo’s handiwork in films like *The Conjuring 2*, and *Avengers: Age of Ultron*.

“When I finished school, I got a job right away,” says Guillermo. “My first movie was *Jack the Giant Slayer*. They were giving me difficult stuff, so I had to go back and look at my notes from class. What we learned at Seneca is pretty much the real thing. It was easy to jump from school to work.”

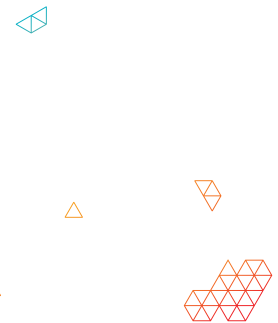
Over the past five years, Guillermo has seen more studios like Soho opening in Toronto, as well as those from cities like Montreal and Vancouver scouring for talented new graduates—all good signs that the creative boom is continuing.

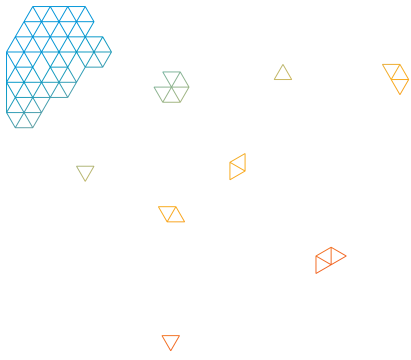
While he calls this his dream job, Guillermo is looking to the future, thinking about preparing himself to take on more supervisory roles and doing his own movies. It’s also a priority for him to continue honing both his technical skills and creativity.

“It always helps to do something arts related,” he says. “I liked drawing and painting as a kid. The boom happened with computers. Instead of drawing *Spider-Man*, you could make him on the computer. This is when my mind went to a different area.”

And even though Guillermo and his team at Soho didn’t get invited to *The Revenant* Oscar party, the satisfaction for him comes when all the elements come together and he sees that final shot on the big screen. Plus, his dad is a teacher, so we may see Guillermo at the head of a Seneca classroom sooner than later. Indeed, this would be welcome news to his former dean.

“We need to be bringing back more alumni to share what they are doing in the industry,” says Michael Maynard. “What I’d like





to do is to start a lecture series so our students can see first-hand the success of our alumni.”

Having veteran industry professors doesn't hurt either.

Producing creative professionals

“You can't throw a stick down the hall of Bell Media without hitting a Seneca grad,” says Michael Nunan, Bell's Senior Manager, Broadcast Audio and Post Productions.

Michael has been hiring Bell Media employees for 20 years and has taught audio production part-time at Seneca for 13. He custom-built the sound-editing suite at Seneca@York to mirror those found in the workplace.

This Canadian Screen Award winner (for his work on the opening ceremonies of the Vancouver Olympic Games) lives in Guelph and commutes more than 1,000 kilometres a week, but he isn't complaining. Michael wants to prepare Seneca graduates to be successful in the creative economy—not just as proficient engineers and editors, but as creators of content, with a professional mindset that distinguishes them.

Michael understands that everyone has access to the tools and technology and can take the time to master them. Professionals possess something else.

“It's not about the toys or tools,” says Michael. “It's about becoming a professional with a philosophical approach to the work, discipline and mindset that says, ‘failure is not an option.’”

Michael's domain is live television, where there isn't the luxury to fix mistakes after the fact and failure comes in real time before thousands of viewers. He tries to instill in his students the importance of having a backup plan for every moment and the awareness to self-correct on the fly. This approach is resonating with employers, like Bell, and has been part of Michael's plan from the beginning.

Through his work in the classroom he can “influence the workforce before it becomes the workforce,” producing grads who can play various roles in the creation of meaningful content for all kinds of media.

“I keep track of the employees from different schools,” says Michael. “Schools with similar programs should have equal impact, but they don't. There is a disproportionately high number of Seneca grads.”

Thanks to the professional guidance of professors like Michael, alumni like Doreen and Guillermo, and countless others, Seneca is contributing to industries that, according to the Ontario government, are growing at double the rate of those in other sectors.

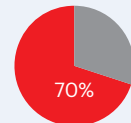
More than one million Canadians owe their jobs (directly or indirectly) to creative industries, which represents roughly seven per cent of Canada's total workforce.

Yet success takes more than technical proficiency. According to Michael Maynard, these grads are making a difference because they are creative thinkers, who are willing to diversify their talents, market themselves and embrace new challenges.

“In order to create something, you have to have a pretty good sense of yourself and of what you can bring to the table in any discipline,” says Michael. “It's part of the creative process to be a problem-solver and, hopefully, a creative one.” ✨

ONTARIO CREATIVE ECONOMY STATS

Entertainment and creative industries support more than 300,000 jobs.



Creative industry GDP is now larger than Ontario's energy industry, is approaching 70 per cent of the auto manufacturing sector and surpasses those of agriculture, forestry and mining sectors combined.

The province is home to approximately 1,000 interactive digital media companies, employing 16,000 people and generating almost \$1.2 billion in revenue.

Film and television production accounted for close to 30,000 direct and indirect jobs and contributes billions to Ontario's economy.

Many television series are sold in more than 100 international markets.



Ontario is among North America's top entertainment and media economies, ranking third in employment (behind California and New York).

The creative industries generate \$12.2 billion in GDP for Ontario's economy annually and are number one in Canada by GDP.

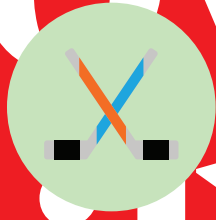
Celebrating 50 years of student success.

In 2017, Seneca is celebrating its 50th anniversary. Our growth and accomplishments are direct results of the outstanding work of alumni like you. Thank you for representing Seneca so well throughout the years.

To share your Seneca memories, learn more about our 50th anniversary activities or donate historic Seneca artifacts and memorabilia to Seneca's archives, visit senecacollege.ca/50

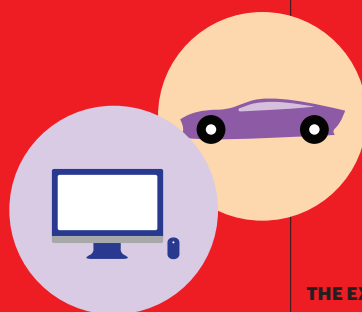
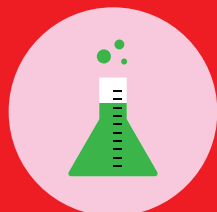


Innovative.
Trailblazing.
Generous.



Alumni.

g.



It takes self-awareness and courage to turn what you care about into a career. Those lucky enough to know what they want to do with their lives often weave their professions with their passions. When you do that, work doesn't *feel* like work. And the results are always positive. Many of our alumni are bringing their expertise and positivity to their workplaces and communities, which makes us #SenecaProud.

THE EXTRAORDINARY BREADTH of Seneca's programs is illustrated clearly through the varied career destinations of our alumni. Seneca is producing grads who embark on deep water dives at high altitudes (no, that's not an oxymoron), lead communications during crises like the Fort McMurray fires, counsel Indigenous children, brew craft beers and perform 3D scans using the latest technologies. Did we mention the first woman to host a national daily sports radio program? Or a coding superstar who's localizing the Internet for the world's remotest communities? All Seneca grads, all celebrated in these pages.

Their inspirations may come from different places—everything from Felix Baumgartner's "space bomb" to an immigrant grandfather's dedication to the Maple Leafs—yet their devotion is commonly shared. The results are incredible, and we're delighted to share them with you.

SENECA ALUMNI AT 50

How amazing are our alumni? We tell you every year in the pages of *RED* and this year is no different. As Seneca prepares to celebrate our 50th anniversary, here is a sample of numbers about our alumni, thanks to LinkedIn and Seneca's records. They're impressive.

190,000+

graduates on record

11,338

business owners, founders and co-founders

2,445

CEOs

11,037

presidents and vice presidents

9,460

professional artists and designers

One senator (Vivienne Poy), five Olympians (including two-time medalist Brian Price) and the first black Canadian to hold a cabinet position in Ontario (Alvin Curling)



Graduates from 140 countries



Largest current employer: TD Bank



Nine winners of the Premier's Award for College Graduates (since 1992)



Two of the first three women inducted into the Hockey Hall of Fame (Angela James and Geraldine Heaney)

Do you have an impressive Seneca stat to share? Let us know alumni@senecacollege.ca

Community builders (l to r) Monica Rutledge, Roxanne Kropf-Salami and Peggy Pitawanakwat.



Supporting your community and finding your place in it

Roxanne Kropf-Salami

Child/Youth Mental Health Addictions Worker, Enaahtig Healing Lodge and Learning Centre

Monica Rutledge

Constable, Aboriginal Peackeeping Unit, Toronto Police Service



I got the teaching. It took away my anger. I started to learn about myself and my belonging.



ROXANNE KROPF-SALAMI was two months old when she met her new mother. It was 1985 on the Tsay Keh Dene First Nation in the Northern Interior of British Columbia. The "Sixties Scoop" that removed Indigenous children from their families into the child welfare system was still in practice in Canada. In fear of losing her newborn, Roxanne's teenage mother asked Norma, a German-Mennonite teacher on the reserve, to adopt Roxanne.

A graduate of Seneca's Social Service Worker – Immigrants and Refugees program, Roxanne says that



while Norma kept her close to her Indigenous culture, “I went off my path for a while.” After both her birth mother and Norma died, she ran away on a school trip in the United States. Making her way to Toronto, Roxanne stayed in shelters until she got a factory job making baked goods.

“I was angry and depressed. I noticed I was different than other people,” she says. “I loved my adoptive mother, but I was missing something. I didn’t have my own identity, and I felt alone.”

Coming to Seneca as a mature student, Roxanne was introduced to First Peoples@Seneca, which provides academic services, such as tutoring and career counselling, as well as cultural and social activities like smudging, water blessings, drum circles and powwows. Roxanne connected with the campus Elder and participated in workshops where she made medicine bags, moccasins quill earrings and birch bark canoes.

“I got so many of my teachings back,” she says. “I started to learn about myself, where I came from, and I started to feel a sense of belonging.”

Today, as a Child/Youth Mental Health Addictions Worker with the Enaahtig Healing Lodge and Learning Centre, Roxanne has come full circle to provide holistic healing and learning, based on the principles of Indigenous culture and traditions.

“I’ve had a long journey,” she says. “I’ve been in

challenging situations on the job. But with the skills I learned at Seneca I’m able to work through them in a culturally safe and professional way. I’ve come home to my community, and I’ve reclaimed my identity.”

Roxanne’s story isn’t unique among the more than 700 Indigenous students who come to Seneca from across Canada and the U.S. For many, First Peoples@Seneca is a home away from home—a goal Mark Solomon, Director, Student Life, had when establishing it for Indigenous students with transitional issues.

“We’ve had students from remote territories who get overwhelmed by the number of people in the grocery store,” says Mark. “Most students who come to First Peoples are looking for empathy and shared experiences. What I see in that office is resilience. There’s laughter, eating and tears. The staff are like aunties. They help and guide, and they’re not afraid to scold.”

First Peoples@Seneca Coordinator Peggy Pitawanakwat and her colleagues often work with faculty to help Indigenous students, like Roxanne, reconnect with their roots.

“They come to get an understanding of their background,” she explains. “They’re able to embrace who they are. Better self-identity leads to confidence, which leads to success.”

Seneca is located on the Mississaugas of the New Credit First Nation traditional territory and has a deep connection to Canada’s Indigenous people. Last fall, President David Agnew signed the National Indigenous Education Protocol during a traditional ceremony to raise a tipi at Newnham Campus. The ceremony saw many members of the Indigenous community in attendance, including alumna Const. Monica Rutledge, who studied Law Enforcement (now Police Foundations) before First Peoples@Seneca was established.

After 15 years in uniform, Monica now works with Toronto Police Service’s Aboriginal Peacekeeping Unit to help Indigenous people deal with issues in a large urban setting. An Ojibway from Red Lake, Ontario, her father died before she was born. No one knew what happened to her mother. Monica lived in two foster homes before the age of four—also during the Sixties Scoop—when she and her brothers were adopted and moved to Toronto.

Monica remembers being a “typical high school kid who was into the latest fashion, music and house parties” when her adoptive father, a now-retired Toronto police officer, took her to her first powwow at the then SkyDome (now Rogers Centre).

“My father never denied us our culture,” she says. “That’s when I started reading more about my culture and volunteering with the Aboriginal Peacekeeping Unit.”

Recently, through Facebook, Monica and her brothers reunited with their birth father’s family in Winnipeg. They learned their mother had died from breast cancer years ago. They were shown a photo of her for the first time.

“I can now look in the mirror and say, ‘I do look like my mom,’” says Monica. “What I’ve learned is that we’re all related and intertwined. It’s like a spider web of a dreamcatcher. At some point, it’ll all connect.”

“Better self-identity leads to confidence, which leads to success.”

Learn more about First Peoples@Seneca at www.senecacollege.ca/student/first-peoples

Leafs Lunch host Andi Petrillo can be heard weekdays at noon on TSN 1050 AM.



A pioneer in sports broadcasting

Andi Petrillo
Host, Leafs Lunch
TSN 1050

MEN USED TO DOMINATE “hockey talk” on TSN 1050’s Leafs Lunch—now there is a woman.

Earlier this year, Journalism grad Andi Petrillo took over hosting duties for the radio show made popular by Bryan Hayes, Jeff O’Neill and Jamie McLennan. While radio was relatively new for the veteran television broadcaster, hockey was not. After covering the Toronto Maple Leafs for a decade, Andi has stickhandled on-air insights and analysis alongside rotating co-hosts with ease.

“I’ll be honest, it took me a month and a half to be comfortable,” says Andi. “This is hardcore sports talk. You have to have an opinion. I feared expressing it at first.”

Andi isn’t the first female radio sports personality to have emerged from Seneca—alumna Barb DiGiulio was once the sole female sportscaster at The FAN 590—but she is the first woman in Canada to host a daily radio sports talk show. Andi’s other career firsts have included being the first female reporter to travel with

the Leafs, the first woman to serve full time with CBC’s Hockey Night in Canada studio team and the first woman to win a Canadian Screen Award for best sports host.

“The fact that people are talking about me means there aren’t enough women doing this,” says Andi. “Of course women can talk sports. The question is whether or not people are ready for it.”

An only child, Andi says her Italian-immigrant parents raised her to be well-rounded—to do laundry, cook, cut the grass, and change the oil and tires. The family watched hockey religiously; her grandfather was a Leafs loyalist. He died in 2011, a few months after Andi got her Hockey Night in Canada gig.

“He was proud of me,” she recalls. “Hockey made him feel Canadian, and there was his granddaughter embracing it.”

Andi’s love for sports flourished at Seneca, where her instructor noticed her voice would change to sound “happy and energetic” during sportscasts. Her first sports host and producer job was with Rogers Cable York Region, where she volunteered at age 19.

Andi has since worked for Leafs TV, ESPN and the NHL Network, covering international events, such as the Rio and Sochi Olympics, the Pan American Games and the FIFA World Cup for CBC.

“I love storytelling and the adrenaline rush in the field,” she says. “As a woman working in a male-dominated industry, I don’t listen to the word ‘no’ often. You become thick-skinned. You become a target sometimes. But I’ve learned not to let it bother me. I think I’ve proven I can talk hockey.”

“Of course women can talk sports. The question is whether or not people are ready for it.”



Building global brands and experiences

Paulo Leone
Vice President of Strategy,
Community Agency

EACH ACADEMIC YEAR, Seneca welcomes the world through its doors. With more than 5,500 international students from 140 countries, it is one of the most diverse postsecondary institutions in Canada. Ambitious, skilled, and often multilingual, international students represent a robust talent pool ready to invigorate the Canadian economy by bringing global perspectives and helping to open new markets.

One such student, Paulo Leone, chose to come to Canada from his native Brazil after completing a marketing degree at the Universidade Catolica de Salvador. Paulo's drive to continue his studies was inspired by the sacrifices made by his parents, who, despite modest means, made sure he had access to the best schools possible. And he knew that to distinguish himself in the highly competitive job market in Brazil, he would need to further his education and expand his horizons.

"In Brazil, employers really value experience from abroad," says Paulo.

International admission trends reflect this. Brazil was among the countries with the fastest-growing number of international students in Canada between 2013-2014, after Nigeria and Vietnam.

Paulo enrolled in Seneca's Marketing Management graduate certificate program, which offers specialized training that was not available in Brazil at the time. However, making the choice to study abroad comes with sacrifice; it means leaving the familiarity of home, dealing with extra stress and adapting to a new culture, and, often, a new language.

"Language was the hardest barrier to overcome," says Paulo. "If I did not focus my attention on following the lips of my professors as they spoke, I was not able to absorb what they were saying. My classmates thought I was the most un-social person in the program."

Seventeen years later, it is clear Paulo made the right decision. He loved Canada, and decided to stay. Now a Canadian citizen, he serves as Vice President of Strategy at Community Agency in Toronto, with clients like Perrier Global and Bacardi North America. Throughout his career, Paulo has worked with some of the world's most recognized brands, including McDonald's, Rogers, Chrysler, Labatt, Unilever and Unicef.

Along with Paulo's career success, his experience as an international student set off an enduring thirst for exploration. In 2014, he embarked on a year-long sabbatical through Southeast Asia to reflect and chart his future.

"They say, 'the longest journey is the journey inwards,'" says Paulo. "Having worked for years on others' brands, it was time to take a long break and work on my own."

As an international student, Paulo Leone found a home at Seneca. Today, more than 5,500 international students are welcomed on campus annually.



Having worked for years on others' brands, it was time to work on my own.



Leveraging skills, dedication and a Seneca education to build small businesses

A 3D road map for the future of industrial design

Fedon Orfanidis and Stephen Chan
Co-founders,
Pinnacle DDM Ltd.

FEDON ORFANIDIS loves motor bikes. He races them, fixes them and owns many, including one that's carbon electric. This love came honestly. His dad is a mechanic, and Fedon would push a broom around his shop, while learning about repairs and fabrication.

His fascination with machines and industrial design led him to Seneca's Jane Campus and the Mechanical Engineering Technologist/Industrial Design program.

Not surprisingly, Fedon uses cars to explain the kind of work he and his business partner, Stephen Chan (also a Jane Campus grad), do through their new venture, Pinnacle DDM Ltd.

"Let's say you have an old car with a broken water pump that they don't make anymore," says Fedon. "Even if it's in several pieces, we can create a 3D scan of that, digitally stitch it together, and have somebody make a brand new one."

Fedon and Stephen use what they call "the Cadillac" of portable 3D scanners to identify hundreds of thousands of points on an object and map them into solid 3D models and engineering drawings.

Mounted on a flexible, extendable arm, this scanner gives their customers an extremely accurate representation of the desired item for manufacturing purposes. The scanning possibilities are endless—everything from finger prints to chairs to a 1938 Duesenberg race car.

"It all depends on how accurately you can make that part," says Fedon. "If you need something and you can't accurately say what it is, you won't get it. It's like screaming without a voice."

Like with any new technology, there is a learning curve, and customers need to be educated on its benefits. Fedon and Stephen—whose background is in 3D robotics scanning and chemical engineering—are finding that a lot of their time is spent "selling" their service and its benefits.

"We aren't like a baker," says Stephen. "We aren't selling a loaf of bread. Everybody knows what a loaf of bread is. We are selling you on a technology that you didn't know existed. We have to tell you what it is and show you how it can help your company."

“If you need something and you can't say what it is, it's like screaming without a voice.”



Fedon Orfanidis (right) and Stephen Chan founded Pinnacle DDM Ltd. to provide clients with 3D models and engineering drawings for countless product designs.



Eric Dornan, co-founder of All or Nothing Brewhouse, has maintained a strong connection with Seneca. He recently addressed more than 100 HELIX students at a forum on entrepreneurship.

An “all or nothing” approach to craft brewing

Eric Dornan
Co-founder,
All or Nothing Brewhouse

ERIC DORNAN'S NICKNAME SHOULD BE “24-7.” That’s how dedicated he is to his latest venture, All or Nothing Brewhouse. This graduate of Seneca’s Entrepreneurship and Small Business Management program has venture capitalism in his blood and a relentless drive to succeed.

In two short years, Eric, along with his brother, Jeff, have established the All or Nothing brand as a unique, locally brewed Hopfenweisse wheat beer, which is now distributed across Ontario at 550 locations.

The two recently expanded All or Nothing with the purchase of Oakville-based Trafalgar Ales & Meads, Black Creek Historic Brewery and Trafalgar Artisanal Distillery. These acquisitions have grown the brew-house’s offerings to include ciders, meads and even craft distilled spirits. These unique products—especially the meads—help to differentiate All or Nothing in a very competitive craft beer market.

“We are one of the few who currently make commercially available meads in Canada,” says Eric. “It’s a

kind of honey wine that in medieval times was a luxury for royalty because honey was really hard to source. We feel it is an enormous opportunity for us and look forward to introducing more varieties to the public.”

Eric has brought an “all or nothing” mentality to this venture, as he has done to past projects, including a sales and marketing agency called 3D Business Solutions. Beer production appealed to him because, unlike most sales, the product is produced locally and regulated so that every business is on a level playing field.

While sales came naturally through Eric’s dad’s work as an entrepreneur, Eric had to learn the beer business from scratch. He obtained certification as a master beer sommelier, travelled to Germany and Belgium to observe the world’s best breweries and joined the Ontario Brewers Association to have a voice within the industry.

The next steps for All or Nothing include consolidating all of its properties under one roof (Oshawa and Oakville aren’t exactly within shouting distance), installing a canning line and getting inventory into Ontario grocery stores. The coming months will be critical, and Eric is up to the challenge.

“I don’t have time for anything else, not even a social life,” says Eric. “We don’t know what the future will hold. We do know the next few years will be quite an adventure.”

Learn more about these homegrown Seneca businesses at pinnacledm.ca and allornothing.beer



We are one of the few who currently make commercially-available meads in Canada.



Brad Ross, TTC's Executive Director, Corporate Communication, is responsible for informing nearly two million stakeholders and 14,000 employees.



Notes on crisis communications from grads in the field

Five communications professionals share their experiences conveying news when the stakes are highest

Robin Smith, Jordan Redshaw and Russell Baker

Press secretaries, Regional Municipality of Wood Buffalo

Brad Ross

Executive Director, Corporate Communications
Toronto Transit Commission

Harrison Ruess

Senior Strategic Communications Advisor
Leader of the Official Opposition

Four graduates of Seneca's Corporate Communication program and a Broadcasting-Radio & Television grad have found themselves responsible for crisis communications with organizations across different sectors.

As Harrison Ruess, Senior Strategic Communications Advisor for the Leader of the Official Opposition points out, in this digital age, everyone is a communicator. Providing newsworthy content is no longer the exclusive domain of journalists. Citizens with cell-phones and a social media channel now share the playing field. Someone is always listening, and within 140 characters or a five-second video, you could find yourself facing a crisis.

Public relations and communications are often associated with organizational reputation and managing relationships with a strategic mindset. But these everyday priorities are superseded when crises arise.

This was the reality faced by three Seneca graduates, Robin Smith, Jordan Redshaw and Russell Baker. All three were Press secretaries at the Regional Municipality of Wood Buffalo, when Fort McMurray was sieged with wildfire.

Fortunately, they had experienced a mock crisis drill a month before the fires started and were as well prepared as they could be to fulfill their obligations. Yet how do you truly prepare for the evacuation of 88,000 people?

"It's the school of hard knocks at this point," says Robin. "This wasn't a crisis of image or reputation. It was a crisis of life."



This wasn't a crisis of image or reputation. It was a crisis of life.



ASK ANY COMMUNICATIONS PROFESSIONAL about the importance of crisis communications and they will tell you it is vital to maintaining an organization's brand and reputation when problems arise.

“
What could
I do in underwater
diving that would
be uncharted?
”

Within a few hours, traditional communication avenues were lost. The Twitter handle @RMWoodBuffalo quickly became the most reliable, centralized information source.

Members of the communications team were forced to adapt on the fly as they, too, were being evacuated. There was no time to panic or to perfect a course of action. Their duty was ensuring the safety of others. Trust, and the ability to feed off each other's positive energy, enabled them to manage the stress of a natural disaster.

“It was a fight-versus-flight mentality,” says Russell. “We had to put our heads down and get the job done.”

Brad Ross, Executive Director, Corporate Communications at the Toronto Transit Commission (TTC) can empathize with plowing through to get a job done. Every day, he is responsible for communicating information (good and bad) to a workforce of 14,000 and 1.8 million stakeholders. Brad counts on his experience in communications and journalism when crises occur.

“A day that can be seemingly routine can be punctuated with delays to the system and service interruptions,” says Brad. “Crashes, collisions, personal injury or theft are just some of the issues that could present themselves at any given time. We have to be prepared.”

Brad notes that a crisis doesn't always have to be an emergency.

“The TTC is a public entity,” he says. “There is a responsibility and accountability to make sure public funds are managed effectively. Failure to do so can lead to a crisis of confidence in the organization and its leadership.”

In April 2008, three weeks into his role at the TTC, Brad was faced with a labour strike that resulted in 36 hours without public transportation. In the midst of this crisis, Brad's principles remained the same: Be open, honest and transparent. The messaging was simple: “There is no service.”

People want information. That's why Brad has 22,000 followers on Twitter, not to mention more than 250,000 followers on the TTC's customer service and notices handles. It's his responsibility to provide answers. A simple, “We're working on it,” followed by regular updates go a long way.

As Brad points out, the right attitude, coupled with empathy and integrity, can mitigate almost any crisis.

Zac Bowland's company Vanguard is conducting dives in the Himalayas to help local communities detect and prepare for floods caused by melting glaciers.

Innovative alumni with big ideas acting on a global stage

Many Seneca alumni are finding that their technological skills are taking them to unexpected places to do extraordinary things

Zac Bowland
Founder,
Vanguard

Bradly Hoover
Professor,
Seneca

Ali Al Dallal
Developer,
Mozilla Foundation

“I'VE BEEN ALL OVER THE WORLD trying to chase this profession,” says Zac Bowland. He isn't kidding.

A commercial diver, and graduate of Seneca's Underwater Skills program, Zac goes where the work is. Recently, that meant Long Beach California. In the past, it's meant Alaska, Taiwan and Japan, doing underwater repairs on damaged ships.

Originally from Montana, Zac joined the U.S. Navy out of high school, obtained a degree in geophysics, then fell in love with a Canadian woman (also a diver). That brought him to Seneca and a life-changing moment of inspiration.

“I was working as an instructor at a skydiving school,” says Zac. “I saw Felix Baumgartner do the ‘space bomb,’ where he dove from space. They built



their own space program for his idea. I thought, ‘What could I do in underwater diving that would be uncharted?’ I started looking at high-altitude diving.”

By high-altitude diving, Zac means deep water dives into bodies at high altitudes, like in the Himalayas.

A passionate environmentalist, he had been learning about the effects of global warming on glaciers—melting them into deep, unstable water bodies that can wash away communities below them.

Conducting dives in these waters, Zac, and colleagues at his company, Vanguard, can gain a better understanding of the dangers of melting glaciers and share the information locally to help detect and prevent disasters.

“I understand the magnitude of what we are facing as a species,” say Zac. “If a commercial diver can figure out how to do something about climate change on top of the world, I would hope that might serve as inspiration for others to see what they can do in their backyards.”

Bradly Hoover, a Computer Programming and Analysis graduate, now Software Development degree student, is also having a global impact, thanks to his interest in video gaming processors.

His work with a program called Travel, has helped to speed up calculations being done at CERN, the European Organization for Nuclear Research, in Switzerland. These calculations are used in CERN’s linear accelerators to smash atoms into elementary particles.

“The accelerators take beams of particles of lead or gold and spins them around at 99.99 per cent the speed of light,” explains Bradly. “It then smashes them together, and, from the results, scientists can simulate conditions around the time of the Big Bang.”

This project developed when Bradly expressed a desire to try writing programming for high performance graphics processing units. Professor Chris Szalwinski reached out to a contact at CERN, and Bradly was in. The result was performance that was 72 times faster in certain instances; what used to take months could now be accomplished in days.

During his studies, Bradly has been teaching as well. He wants to provide his students the kinds of opportunities Chris made possible for him.



Left: Bradly Hoover’s groundbreaking work at CERN began with a professor’s connection.

Right: Ali Al Dallal came to Seneca via Iraq and Thailand and began his career at Mozilla with a co-op placement.

“If a student comes to me and says, ‘I’m really interested in this,’ then I am going to find all the information I possibly can, and guide them to where they want to go,” says Bradly.

Another Seneca grad interested in using computers for good was inspired by his fascination with Apple products, much to the chagrin of Silicon Valley.

Ali Al Dallal, who was born in Iraq, grew up in Thailand and found his way to Seneca’s Computer Sciences program, because he was, a self-proclaimed “Apple fan-boy.” He was always developing new software to hack his phone, and he’d blog about Apple’s new initiatives in Thai. Apple wasn’t impressed.

“I had 30,000 followers on Facebook at the time,” says Ali. “People followed me because they didn’t understand English, and they loved Apple stuff. But Apple shut me down. They thought that I was stealing their business.”

Ali has since turned his attention to bringing the Internet to people in remote regions, through his work with the Mozilla Foundation and now with Scotiabank. His experience with Mozilla started with a Seneca co-op placement. Now Ali works on developing infrastructure for people around the world to access the Internet in their own languages, and within appropriate cultural context—a process known as “localization.” It’s not just Ali’s computer skills that make him a perfect fit for this kind of work.

“My multicultural background allows me to understand how things work within different communities,” says Ali. “Localization isn’t just translating words. You still have to understand the culture.”

So whether it’s a commercial diver tackling climate change in the Himalayas, a computer programmer who applies gaming theory to improve understanding about the universe, or a hacker working to localize the Internet, Seneca graduates are lending their talents and passions—and technology—to evoke positive change.



“
My multicultural background allows me to understand how things work within different communities.”

2016

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.



Joelene Huber
(Recent Graduate)

Dr. Joelene Huber is one of Canada's leading media health experts, providing knowledge translation of health information to the public through television, web, and print media. A graduate of Seneca's Broadcast Journalism Summer Institute, Dr. Huber has made more than 50 television appearances on CBC, CTV and Global, while providing columns for *The Globe and Mail*, *CBC.ca*, *Today's Parent* magazine and *Inside Soccer* magazine. She also founded *uberhealthykids.com*, to promote healthy living for children, and is part of the St. Michael's Hospital Inner City Health Program and the Pediatric Outreach Team.



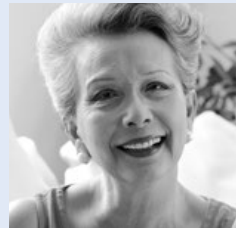
Mia Spiegelman
(Health Sciences)

Mia Spiegelman is the National Director, Regulatory Affairs and Quality Assurance for Cardinal Health Canada. Her responsibilities include a 17-person department and overseeing due diligence, quality assurance and licensing of 100,000 medical devices, drugs and natural health products from 700 suppliers. A graduate of Seneca's Pharmaceutical Regulatory Affairs and Quality Operations program, Mia is also a faculty member with the Academy of Applied Pharmaceutical Sciences, where she teaches Medical Device Regulatory Affairs and Medical Device Quality and Regulatory Requirements for Importer/Distributor and Manufacturers.



Kevin Junor
(Community Services)

Kevin Junor is the Deputy Superintendent, Compliance, Ministry of Community Safety and Correctional Services. As an army reservist, Kevin has reached the rank of Chief Warrant Officer, and Regimental Sergeant Major (RSM) with the Toronto Scottish Regiment (the first black Canadian to achieve this distinction). He has 30 years' experience in the Ontario Public Service and has chaired boards for Police Advisory Council of Caledon and Rapport Credit Union. A graduate of Seneca's Civil Engineering Technician program, Kevin was awarded the Order of Military Merit and was deployed to war-torn Sierra Leone in 2007 as a senior military adviser.



Vivienne Poy
(Creative Arts & Design)

The Hon. Dr. Vivienne Poy is a designer, scholar and former Chancellor of the University of Toronto. A Seneca Fashion Arts graduate, she founded Vivienne Poy Mode, designing unique knitwear for clients in North America and Asia. Vivienne was the first Canadian of Asian descent appointed to the Senate of Canada, where she put forth the Motion to have May recognized as Asian Heritage Month. A prolific author, her books include *Heroes & Gamblers: Tales of Survival and Good Fortune of the Poy Family*, and *Passage to Promise Land*, which chronicles experiences of Chinese immigrant women in Canada.



Andrew Bowins
(Business)

Andrew Bowins is Vice President, Corporate Relations at Samsung, where he is building the company's first corporate reputation group that integrates digital, corporate communications, employee engagement and corporate social responsibility. Working with leading companies like Amazon, Dell, Nokia, Samsung, Sony and MasterCard, this graduate of Seneca's Corporate Communications program has built world-class communications teams for companies in periods of transition, rapid growth or in times of crisis. Andrew is a sought after industry expert on modern communications and content pollution. In 2013, he was inducted to the PR News Hall of Fame.



Chris Tyler
(Technology)

Chris Tyler is a founder of the Centre for Development of Open Technology at Seneca and was named one of the first Natural Science and Engineering Research Council Industrial Research Chairs for Colleges. An established leader in open source technology, Chris leads applied research into software for low-energy, high-performance computers. His collaboration with Red Hat on the Fedora Project contributed to the ground-breaking success of Raspberry Pi. The \$35 credit card-sized computer encourages experimentation and education and makes programming accessible to all. Chris also helped launch the Free Source Software and Open Source Symposium at Seneca.

Because caring for our communities matters.

For more than 40 years, Seneca's King Campus has been home to academic programs that make our communities safer and healthier. The need for King graduates continues to grow and so too must the King Campus.

That's why we're launching a campaign to expand this unique learning environment, so that we can graduate more nurses, police officers, early child care educators, social workers, elder care providers and other critically important contributors to our society.

You can help. Learn more at senecacollege.ca/king



Seneca
Because it matters.

Daymond Ling
Offering students expertise
and a helping hand.
p. 39

Roger Conzelmann
A family tradition
of supporting the
skilled trades.
p. 41



GIVING BACK



Kelly Mathews

Blazing a new trail with a record-setting hike

SEVEN MARATHONS. Seven straight days. Alone. Three hundred kilometres of uneven forest terrain. An exercise in torture? It's just a walk in the park for Kelly Mathews.

Kelly, Seneca's Manager, Community Recreation, Camps & Director of the Outdoor Education Centre, has the outdoors in her blood. Farley Mowat is her great uncle after all. Growing up in British Columbia and Ontario, family trips weren't to Disneyland, but to camp sites.

Over seven straight days this summer, Kelly hiked the entire 300 kilometres of the Oak Ridges Moraine (the equivalence of walking a marathon a day). Her odyssey began in Caledon, Ontario and concluded in Trent Hills, just east of Peterborough. Her 42 kilometre-per-day pace, made Kelly's trek the fastest crossing of the Oak Ridges Moraine Trail ever.

In the process she raised money for the Oak Ridges Moraine Trail Association and the campaign for Seneca's King Campus expansion. Even before taking her first step, Kelly blew past her \$5,000 goal and ended up receiving more than \$9,000



Kelly Mathews' hike took her across the Oak Ridges Moraine.

in pledges from friends and colleagues—some of whom jokingly said they paid to see her suffer through this grueling task. For Kelly, the idea came naturally.

"I've always wanted to do an end-to-end hike of the Oak Ridges Moraine Trail," she says. "I have been blessed to have this trail run through my work and my home. And it gave me the opportunity to generate awareness for King Campus and the trail, both of which I love."

Such an undertaking required intricate planning, and no detail was overlooked. Kelly's route, menu, sleeping

accommodations and Twitter strategy were mapped. She trained for almost a year, and the trip was recorded with a GoPro camera. A donor provided a satellite phone for emergencies, and many others offered their backyards and their couches for Kelly to crash on mid-route. But for her, it had to be an organic experience. No music even.

"Everyone was so nice," says Kelly. "But I wanted to do this on my own, and I am glad I was able to see it through."

An author (she penned a comprehensive retrospective

on the building of Eaton Hall), Kelly chronicled her journey each night and sent photos and video from the trail. While documenting and donating to great causes were big parts of this experience, there was much more to it for Kelly. The preparation, and the walk itself, have been monumental tests of her resolve, which she welcomed.

"This was the hardest thing I've ever done," she says. "I've learned I am mentally tougher than I give myself credit."

Follow Kelly and see the results of her hike
[@allthingsregal #ORMT300](#)

Times the salary earned by those with a postsecondary credential than those with a high school diploma.

Youth to Postsecondary

“Legal” aid for those who need it most

HAMMED BABATUNDE arrived in Canada last September as a refugee from Nigeria. With no family or connections, his first stop was a mosque, followed by a shelter. At the shelter, he learned about a new academic upgrading program being offered for free by Seneca and the Toronto District School Board, called Youth to Postsecondary, or “Y2P.”

Hammed finished high school back home, but needed more math and English training to enter college and pursue a career in health care. He is one of many young people, new to Canada, or coming from disadvantaged situations, without a high school diploma, who need an affordable way to upgrade their skills and attend college. Y2P provides this opportunity.

“Y2P really strengthened my foundation in math and English,” says Hammed. “It’s the beginning if you want to go to college or university.”

This program was a passion project for the retired Chair of Seneca’s Faculty of Workforce Skills Development, Leolyn Hendricks. Her tireless work providing academic upgrading services at Yorkgate Campus led her to develop this unique initiative for those without the basic skills to consider college.

Y2P now consists of a 30-week academic and life skills program for youth, aged 18 to 25. Supports also include a meal program, transportation subsidies, child care and counselling. Since May 2015, 35 young people have completed the Y2P program. Now there is a waiting list, and the first group of Y2P alumni started a college program this fall.

Graduates possess the skill-sets to enter a college bridging program, become apprentices or seek meaningful employment.

While many students like Hammed need Y2P to succeed, funding for the program is limited. Seneca has approached donors to help expand its impact, and partners like TELUS and the Catherine and Maxwell Meighen Foundation have been generous with their support.

The most recent contributors to Y2P are a brother and sister who have experienced adversity first-hand and understand the importance of helping young people overcome obstacles to education.

Daniel and Emma Michael—both lawyers—grew up in a single-parent household and saw people around them make bad choices, abandon their studies and sacrifice their futures.



Today, Daniel, a criminal lawyer, works with marginalized youth who find themselves in bad situations that could be prevented with the kind of support Y2P offers.

“Once kids reach 17 and don’t have the credits they need, it’s very difficult to take that leap to get a general education diploma,” says Daniel, whose

practice is just down the street from Yorkgate. “It’s important that we offer them a helping hand.”

Emma—whose practice includes corporate law, real estate, wills and estates—was inspired by the dedication of her older brother to turn the adversity he faced as a young man into a successful academic

51.9%

Of those aged 26 to 65 living in Toronto's Black Creek neighbourhood don't have a postsecondary credential.



Y2P students and supporters (left to right) Kazima Raza, Emma Michael, Daniel Michael and Hammed Babatunde.



Y2P is the beginning if you want to go to college or university.



THE COSTS OF DROPPING OUT



1. 40,000 students in Canada become high school dropouts each year.
2. High school dropouts make up 80 per cent of Canada's prison population.
3. Nearly 83,000 youth in the Greater Toronto and Hamilton Area are not in education, employment or training. This accounts for about 10 per cent of the young people in these regions.
4. The collective lifetime revenue loss for each person without a postsecondary education over a 35-year period is \$307 billion.

and professional career. She has done the same and now wants to help others.

"To help people from all walks of life achieve a postsecondary education is valuable to Canadian society," says Emma. "I got support from my family and teachers. I feel it's my obligation to help people in the same circumstances as me but

do not have the same support."

Thanks to the ongoing contributions of donors like Daniel and Emma, Y2P will continue to grow and serve more at-risk youth looking to build brighter futures for themselves and their families. They will also receive the support needed to cover living costs and develop a game plan for the future.

"It's inspiring to see people who have the courage to get up every day and aspire to be better," says Emma. "It also helps the community as a whole. For me, that's the ultimate motivation."

To support the students taking part in the Youth To Postsecondary program, contact Senior Development Officer Joy Gooding: joy.gooding@senecacollege.ca

During the Second World War, Lady Eaton provided Eaton Hall to the Royal Canadian Navy as a Convalescent Hospital to treat wounded veterans.



Financial aid for nursing students

A fitting tribute to Lady Flora Eaton

SENECA'S SCHOOL OF NURSING is housed at King Campus—on the grounds of the former Eaton Estate that Lady Flora Eaton generously provided as a military hospital during the Second World War. Lady Eaton was a nurse by training. She served at Rotherham House, where she met a patient named John Craig Eaton, who would become her husband.

To honour Lady Eaton (pictured above), three Eaton family foundations have established the *Lady Eaton Endowed Scholarship for Nurses*. This scholarship will be awarded to Seneca's top nursing students, who are excelling in their studies and making a positive difference in the community.

"The Eaton foundations' support of Seneca's nursing students is greatly appreciated and comes at a critical time for the profession," says Maria May, Dean, Faculty of Applied Arts and Health Sciences. "There is a shortage of nurses in Ontario and nationally, and we need to do all we can to support those devoted to pursuing careers in patient care."

The Lady Eaton Endowed Scholarship for Nurses will offset tuition costs for those with exceptional grades and who contribute through volunteerism and as mentors.

Right: Founding President Dr. William T. Newnham (right) with stylish Seneca students in 1967.

Paying It Forward giving initiative

Inspiring alumni to help students in need

"**PAY IT FORWARD**" is an expression used to describe the beneficiary of a good deed repaying it to others. An altruistic concept, it helped to inspire the Seneca Alumni Pay-It-Forward Challenge. In April, Seneca set out with the goal of challenging 250 alumni to make a gift to benefit the next generation of graduates.

By the end of June, the Pay-It-Forward Challenge closed with 285 donors, surpassing the original goal by 35, and raising more than \$10,000. Better still, a gift of \$25,000 from an anonymous donor was unlocked, helping the Challenge reach \$35,000. As a result, 70 new \$500 bursaries will be distributed in the current academic year.

One of these donors was Hong Chen, who graduated from the Human Resources Strategy & Technology Degree program. She was motivated to give because of her own strug-

gles to make ends meet as a student and by how much receiving a scholarship helped her.

"I was in their shoes not too long ago," Hong remembers. "[My scholarship] offered such relief. There is no greater inhibitor than financial stress. It gives me great pleasure knowing that I can do the same for others."

The Pay it Forward concept is well-timed in the current postsecondary landscape. Students today face more challenges than any generation before them. For many, economic hardship poses a barrier to persistence and graduation. The connection between financial aid and student retention is undeniable.

"Each year, we lose too many students," says Tan-Ling Yeung, Director, Advancement and Alumni. "Not because they are ill-suited to their chosen field of study, but because they simply cannot afford to pay for school. These are the students our alumni can help the most."

.....
If you did not have a chance to participate in the Pay-It-Forward Challenge, there are still plenty of opportunities to give back to Seneca throughout the year. Visit senecacollege.ca/donate to learn how.



Daymond Ling

A big help with big data and student assistance

DAYMOND LING analyzes data very, very well.

While working with American Express’s fraud investigation team, his work to identify patterns of credit card theft led to a \$50-million reduction in loss for Amex in just six months.

When he got tired of chasing criminals, Daymond joined CIBC, helping its customer relationship management team target communications to key clientele, bringing in an additional \$10 billion in deposit business—a 33 per cent increase.

After nearly 40 years in the field, Daymond is sharing his exceptional skills and experience with Seneca.

As a professor in the new Strategic Marketing Analytics graduate certificate programs, he helps students navigate the world of big data, with a focus on solving real-world problems.

“Our program is very different from universities, where they teach statistical methodologies,” says Daymond. “Every topic we teach is wrapped in a business story.”

Throughout Daymond’s career, he has seen the rapid evolution of data analytics software provided by companies like Statistics Analysis Systems,

now known as SAS. He started using SAS in 1980, and sees it as the most dominant player in the analytics software solution space and the product of choice for leaders in insurance, telecommunications, banking and government. While students must be familiar with as much analytics software as possible, a working knowledge of SAS is critical to their success.

“When I came to Seneca, we didn’t have SAS running in the classroom,” says Daymond. “So I reached out to SAS and they were more than happy to give us the entire suite of SAS software, as part of their academics program. Our students will leave Seneca having SAS skills that can land them a job and allow them to be productive very fast.”

The first cohort of Strategic Marketing Analytics students graduated in August, and, according to Daymond, they will be in hot demand. For that, they can thank Daymond for the expertise he offers and for providing them with access to the global standard in data analytics software.

If that weren’t enough, Daymond also decided to establish an award to help students



in his program. In one short year, he has found a home at Seneca and wants to give back.

“I started thinking about making a significant contribution when I got to know my students,” he says. “I really admire their ambition and their desire to better themselves. If I can put them in a slightly better position so they can focus more on studying, rather than putting food on the table, then that’s something I want to do.”



Getting to know my students got me thinking about making a significant contribution.



Professor Daymond Ling brings 40 years of data analytics experience to Seneca classrooms.

Number of hours of work that a \$1,000 bursary could save a Seneca student earning minimum wage.

Advice on insurance-based giving

How to give on a grand scale... while living on a pension

THERE IS NO GREATER FEELING than supporting the causes we hold dearest (especially when that cause is educating the next generation of Seneca students).

But most of us don't have the means to make five- or six figure-gifts to our favourite college. Yet there is another way to make a big philanthropic splash, even if you're living on a fixed income and have family members you'd like to support during your lifetime, and through your will.

By purchasing a life insurance policy, and naming Seneca as the owner and beneficiary, you can make a larger gift. All of your premiums are tax deductible, and you can turn those reasonable monthly payments into a major contribution for a fraction of what you've paid.

This is the approach retired Seneca Dean of Business Maureen Dey has taken to support future students. Her donation of life insurance occurs separately from her estate. This means Maureen's gift will not be impacted by estate taxes or professional fees, and it will go directly to Seneca after she passes.

"Seneca has given me a great life, and I want to give back," says Maureen. "This gift will not affect the inheritances of my loved ones. And I can use the tax credit during my lifetime."

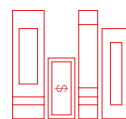
How does a gift like Maureen's work? Imagine a 65-year-old, healthy donor living in Ontario purchases a new life



insurance policy with the intention of gifting it to Seneca. He or she names Seneca as the owner and beneficiary of this "Term 100" life insurance policy, which has a fixed monthly premium of just \$64 and provides a guaranteed death benefit of \$25,000. (Refer to the chart on the right for more details.)

Please note: The premiums a donor pays are based on age, health and type of insurance policy. Always talk with a professional insurance advisor to determine the best options for you to meet your charitable goals.

To learn more about establishing a gift to Seneca through a life insurance policy, contact Seneca Senior Development Officer Debbie Kesheshian: debbie.kesheshian@senecacollege.ca



Your donation to Seneca can be designated to financial aid, programs or capital campaigns.

DOING THE MATH ON INSURANCE-BASED GIVING



Annual cost of insurance premiums **\$769.08 (\$64.09/month)**

Tax credit received annually against the cost of the premium **\$268.64**

Actual annual cost of the premium after tax credit **\$500.44**

Total cost of the policy after tax credit (assuming death at age 81—the current Canadian average life expectancy) **\$8,007.04**

Donation to Seneca when policy is claimed **\$25,000**

Of the thickness of a piece of paper can be measured by the Coordinate Measuring Machine at Jane Campus.



Program advisory committee volunteer

Roger Conzelmann
President, B.C. Instruments

Bruno Conzelmann immigrated to Canada in 1957 and found work in a machine shop. In 1971, he turned down an ownership offer, opting to start his own company, B.C. Instruments, with just one milling machine in his garage. It was the right decision. Today, B.C. Instruments supplies precision machined components to clients globally and has opened a sister plant in India.

Bruno's son Roger has recently lent the company's expertise to the program advisory committee for Jane Campus.

He talks about his dad's connection to Seneca, preparing students for the workforce and taking on the family business.

How old were you when you first started working with your dad? I was nine when the shop started in our garage. My brother, Bruce, was 12. We would come home after school and see what he was doing and, at first, just sweep the shop on the weekends and in the summer. Then I started working on a saw, cutting material and so on. Both Bruce and I were mechanically inclined. We just kind of grew into the industry.

You have clients in aerospace, plastic injection molding, medicine, and nuclear power. How do you become knowledgeable about all those sectors? That comes from the development of long-term relationships. You also have to know what is unique about each product and elevate your understanding of the industry. When we call on new customers to get to know them, we typically talk to multiple areas of their organizations—design, engineering, quality control. Once you start to work with the engineers and the designers, then the real relationships happen. For us, some have lasted for 40+ years. We can then say, "This is what you have done in the past. Are you sure this is what you want?"

You are Seneca's neighbour in King Township. How did your dad get involved with the Jane Campus? In the late 70s, he was part of the Canadian Innovations & Technology Corporation, which worked to train young people in high tech-trades at specialized facilities like the Jane Campus. He was always interested in looking at how we would find and develop skilled people.

You recently visited Jane Campus yourself and B.C. Instruments will be advising curriculum there. What are you looking for in potential employees? I think it's the same things that make us successful: commitment. If you are going after a type of career, stick with it and do what it takes to develop your ability. Take responsibility for your thoughts, decisions, actions and results. Commitment, plus the technical skills students are getting at Seneca, will allow them to be successful—100 per cent.

\$20.7M

Current value of Seneca's endowment fund.

Donor List 2015/2016

Thank you to the generous donors and sponsors who support Seneca students. This list recognizes contributions of \$100 and above made from April 1, 2015 to March 31, 2016.

\$100,000+

Hal Jackman Foundation
Rita & Rudy Koehler
PowerStream
RBC Foundation
Scotiabank
Seneca College
Alumni Association
Seneca Student Federation
TD Bank Financial Group
The W. Garfield Weston Foundation
Anonymous (1)

\$25,000 - \$99,999

The Catherine and Fredrik Eaton Charitable Foundation
Chartered Professional Accountants of Ontario
Deloitte
Global Aerospace Underwriting Managers (Canada) Ltd.
The John C. and Sally Horsfall Eaton Foundation
Knowledge First Foundation
The Thor E. and Nicole Eaton Family Charitable Foundation
Tony Scherman
Wawanesa Mutual Insurance
Anonymous (1)

\$10,000 - \$24,999

Aramark Canada Ltd.
Terry Costantino
Victoria Costantino
Economic Insurance
Estate of James Streefer
Fairfax Financial Holdings Limited

HATCH Ltd.
The Heavy Construction Association of Toronto
John Honderich
Marianne Marando†
Karen & Ross Mason**
Suzanne Price**
R. A. Properties Inc.
Scherman-Priest Arts
Nancy Shanoff-Weis
Society of Cosmetic Chemists, Ontario Chapter
TD Insurance Meloche Monnex
Anonymous (1)

\$5,000 - \$9,999

The Advertising Club of Toronto
David Agnew†
BMK Benchmark Inc.
Canadian Society of Association Executives, Trillium Chapter
Cogeco Data Services Inc.
EllisDon Corporation
Follett Higher Education Group
Gene Haas Foundation
Hemwattie George†
Hewlett-Packard (Canada) Co.
Honeywell Limited
Le Chateau
Mike Leon*
NCO Grenville Management & Printing
Precise ParkLink Inc.
Realtax Recovery Specialists
Michael Shaver
Stantec Consulting Ltd.
Winston Stewart*

TeraMach Technologies Inc.
Triumph Express Service Canada Inc.
Walker Wood Foundation
Xerox Canada Ltd.
Anonymous (1)

\$1,000 - \$4,999

A & L Computer Software Ltd.
ACL & Associates Ltd.
Adobe Systems Inc.
AECOM
Alliance Creative Marketing
Altus Group Limited
Fariba Anderson
Association of Canadian Compliance Professionals
Janet Beed
Christine Blake-Duriet
Brookfield Office Properties
Brown Daniels Associates Inc.
Canadian Federation of University Women (Aurora-Newmarket)
Cartel Inc., "Legal Staffing"
Castello Landscape Construction Ltd.
Coca-Cola Bottling Company
The Co-operators
CoreNet Global Canadian Chapter
Andrew Cripps
Henry & Olga Decock†
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LFS Financial Centre Inc.
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DIALOG
Renata Dinnocenzo**
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The accuracy of this list is important to us. If you notice any omissions or errors, please contact Katie Colvin, Annual Fund and Stewardship Officer: 416.491.5050 ext. 77285 or katie.colvin@senecacollege.ca.

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Honoring Seneca's volleyball ace



"CRAZY." THAT WAS THE WORD on Avery Brevett's mind when her number was retired by the Seneca Scouts (now the Sting), after a career that saw her win four provincial gold and two national bronze medals in women's volleyball.

"I was shocked," the accounting grad says. "I was honoured, but I didn't think I'd done anything to deserve it."

That couldn't be further from the truth. From 1991 to 1995, Avery led Seneca to four Ontario Colleges Athletic Association (OCAA) titles, along with four bronze-medal games at the Canadian Collegiate Athletic Association (CCAA) National Championship. Avery was named a CCAA All-Canadian, and, in her final two seasons, earned CCAA All-Star nods. She was twice Seneca's Female Athlete of the Year. Not bad for a basketball player who walked into a volleyball tryout in high school and made the regional team.

"The running joke is that I was a walk-in," Avery says. "By the time I came to Seneca, volleyball was my passion. I was ridiculously focused on going to the nationals."

Earlier this year, Avery was inducted into the CCAA Hall of Fame alongside Frank and Rose Sulatycki, who coached her at

Seneca. In 2003, Avery was inducted into the OCAA Hall of Fame, and she was named to the OCAA Women's Volleyball All-Millennium Team in 2000.

"The coaches at Seneca were bar none the best in the country," she says. "They developed players and taught us to understand the game, to succeed both on and off the court with conditioning, mental preparation and breathing techniques."

Avery recalls the great perseverance her team showed when they lost a marathon game to Sherbrooke in the 1995 CCAA semifinal. "We battled and played the best we could," she remembers. "That game took three hours and five minutes. It was hard to regroup after that, but we came back to win bronze."

Avery returned to Seneca as an assistant coach from 1995 to 2004, and she was head coach of the Guelph Gryphons from 2004 to 2005. While not as heavily involved in the game now, her time on the court may not be over just yet.

"I love developing players," she says. "I still have an itch to coach."



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