

# RED

A Publication for the Seneca College Community

News.  
Ideas.  
People.

2014

**King Campus transforms**

New opportunities coming with expansion and modernization plans

**Seneca Alumni**

Enriching on- and off-campus experiences through an association that lasts a lifetime

## Cross-Disciplinary Learning



Seneca



# Seneca

“It feels amazing to know that I am supported by Seneca alumni and to be recognized for all my hard work and dedication.”

**LIANA TOMÉ**

Therapeutic Recreation degree program, 2014  
Alumni award recipient

## SUPPORT THE NEXT GENERATION OF ALUMNI

As **Seneca alumni**, you know that a helping hand can go a long way for students who are changing their lives for the better through higher education.

The **Seneca Alumni Endowed Bursary** assists over 35 students annually with tuition costs or living expenses. You can help build the bursary and encourage students like Liana to achieve their educational goals and join the **growing alumni community**.

**Give to the Alumni Endowed Bursary today**  
[senecacollege.ca/donate](https://senecacollege.ca/donate)

If you are a first-time donor, an additional 25% tax credit is available for donations up to \$1,000 through the First Time Donor's Super Credit. Learn more at [cra-arc.gc.ca](https://cra-arc.gc.ca)



“

You will find your way by remaining persistent and focusing on what motivates you.

”

*Caroline Charter, alumna  
General Manager of Operations,  
Microsoft, page 25*

# 22

### **Our man at Tim's**

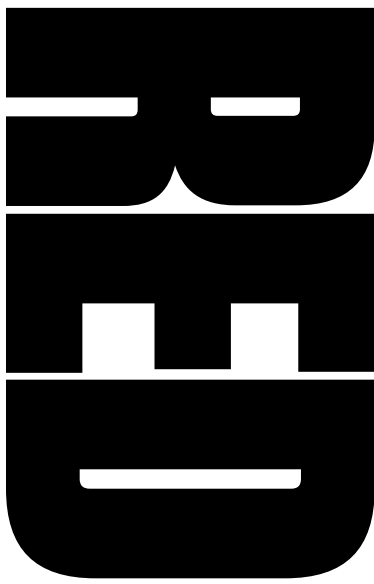
Marc Caira took his skills around the world in a 30+ year career. He's back as head at Tim Hortons.

# 16

### **Cover story**

Seneca's goal is to provide every student with an experiential learning opportunity and a cross-disciplinary learning experience.

COVER ILLUSTRATION:  
Raymond Biesinger



News. Ideas. People.

**Published by**

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### Student networking

Corporate Communications students stay connected as alumni-in-training.



### A culture of winning

Seneca Sting celebrated another year of successes.



### Dedicated supporter

Chris Ratnasingham inspires as an advocate for giving back to Seneca.

# President's Message



**David Agnew**



Overachieving for  
almost 50 years



When Bill Newnham was hired in December 1966 he wasn't just Seneca's first president, but also its first employee. No building, no staff, no programs, no curriculum and, most significantly, no students.

And so when we mourned the loss of our founding president recently, it was also a time to celebrate his enormous accomplishments getting Seneca off the ground so brilliantly. In eight months he had a fully functioning college up and running. For the next 18 years, he continued to blaze a trail that we follow today built on creativity, excellence and leadership.

Thanks to the foundations Bill Newnham built, we have achieved beyond expectations, even beyond what I imagine the architects of the system thought was possible.

As you'll read in our story on experiential and cross-disciplinary learning, we have taken the concept of applied learning to a new level. We're connecting students and faculty from different disciplines to work on real-life projects and initiatives. And we are ramping up our applied research capacity to make a difference to more communities, businesses and individuals while also creating a richer learning experience for students.

We've also learned about the many different paths our students follow in their academic journey. We're devoting a new Centre for Research in Student Mobility to understanding better how and why students transfer in the system, and how we can improve the experience. You'll read about that first-of-its-kind centre in our Campus News section.

There are more tangible transformations to watch for as well. Our King Campus expansion and revitalization is underway. Students will be enjoying new facilities and more space by 2017, the year of our 50th anniversary.

It's all more to celebrate. Add that to the accomplishments you'll read about in our Alumni Stories section, from entrepreneurs who don't give up, to graduates at the top of their game, still ready to share their experiences with the next generation of students, to our nominees for a Premier's Award for College Graduates.

We salute the extraordinary contribution of our founding president, Bill Newnham. And we honour his legacy by continuing to lead the system with innovation and excellence. We walk in good company.

*David Agnew*  
President



## AGENDA

A full slate of success and innovation



# 7,000+

alumni stay connected to the College through the Seneca Alumni social media channels.

### NEWS FOR ALUMNI AND FRIENDS

## Support on the journey



**THE TRANSITION** from student to alumni can seem abrupt. You've spent years immersed in learning new skills, understanding your field, studying hard and working to complete assignments that will lead to graduation. Then, with a handshake and scroll, you are no longer a student.

But you have become an alumni for life. Seneca Alumni is with you on the journey with opportunities for staying in touch, tapping into expertise and sharing experiences.

We start by reaching out through social media and a network of thousands on LinkedIn, Facebook and Twitter. An e-newsletter keeps alumni up-to-date on college news and information about fellow graduates. And we support current students by connecting them with alumni working in their fields of study.

A new Alumni Council advises on alumni programs and provides leadership to the next generation. The Leadership Lunch

Update your contact information at [senecacollege.ca/alumni](http://senecacollege.ca/alumni)



Series connects current students with leading industry professionals. Alumni Sponsorship Program events work with specific fields of study to reunite for professional support or just a few laughs. NetworkRED is a mentorship program connecting students or new graduates with experienced alumni ready to share their industry expertise.

I've barely touched the surface with this impressive list of programs. We connect thousands of people every year with support and networks that truly do last a lifetime. And your membership never expires. I don't know where else we would find that kind of commitment to the future.

We also take time to celebrate each other. The Senecans of Distinction Awards have honoured our best since 2000. They remind us of how much you can achieve in your career or community. We also honour Seneca's nominees for the annual Premier's

Awards for College Graduates. Since 1992, eight Seneca graduates have received the award. They make us all proud by association.

Our alumni community is involved and connected. We hope to see you soon.

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

57

Number of students who have been supported through Seneca Student Federation awards and bursaries in 2013/14

SSF PRESIDENT'S MESSAGE

Join us to build on student success



Support from the SSF helps students from orientation to graduation.

**WELCOME TO THIS EDITION OF RED.** As returning President of the Seneca Student Federation (SSF), I would first like to congratulate the newest members of our Alumni. You may no longer be students, but you are still part of the family.

Our focus at the SSF over the years has been serving students. It is our purpose and the driving force of all that we do, to better your overall experience at Seneca. We take your feedback year over year, rolling out service and program improvements, while creating new opportunities to serve you better.

As we move ahead this academic year, rest assured that the hard-working young men and women who form the elected council, as well as our operations staff at King, Markham, Newnham and Seneca@York campuses, will be working hard to serve you.

We will continue to actively participate within the community to ensure that the needs of our students are addressed. There are numerous financial awards that are funded through the SSF to cater to students experiencing financial hardship. In addition, the Student Development Grant will continue to support learning opportunities outside of the classroom, adding to the richness of the overall student experience.

Most important, is your participation. I invite you to join us as we continue to build on a foundation of student success. Visit any of our offices, meet with council, come find out how you can get involved in building a better community and experience for your fellow students. No matter where we call home or how far we've travelled to get here, as we study, learn and develop our skills, we are making a new community. The foundation was made by the students who came before us but now it is ours to shape.

To our community partners, I look forward to working with you all in this new year to build a better Seneca for our students.

*Maxfield Louis*  
President  
Seneca Student Federation

# JOIN THE PROS.

If you're preparing for a career in the world of business or finance, you want the professional credential that will advance your knowledge, broaden your prospects and enhance your reputation, now and into the future. Chartered Professional Accountants are in high demand in every business sector. Globally recognized and respected, the prestigious CPA credential is your key to a rewarding career at the top echelons of business.

[goCPAontario.ca](http://goCPAontario.ca)

CPA: Unifying CAs, CGAs and CMAs under one accounting designation.



**CPA**

CHARTERED  
PROFESSIONAL  
ACCOUNTANTS  
ONTARIO



# B

## BEYOND THE CLASSROOM

Career resources



**Elite view**  
Morgan Ruskin takes us inside headhunting  
**p. 8**

**Opportunities abound**  
Alumni sponsorship enriches experience  
**p. 10**



### CORPORATE COMMUNICATIONS

## Student networks in action

**WHAT HAPPENS WHEN 30 ENERGETIC**, driven, and intelligent individuals study together for eight months? A new network takes root that will help foster the start of a career, and help future careers grow.

The 2013/2014 Corporate Communications students arrived with a common goal – to be successful. Everyone immediately began introducing each other, spoke about their professional aspirations, and committed to a high level of integrity.

“Networking is an integral part of what we do as corporate communicators,” says Spencer Emmerson, a program graduate. “In the past, the thought of forming long-lasting, mutually-beneficial relationships rarely crossed my mind. I realize now how important networking and mentorships are.”

For students, networking begins in the classroom. These students were fortunate to have alumni from previous years drop by to lend a hand, talk about their on-the-job experiences, and offer sound advice that will help careers flourish.

With guidance from alumni, professors, and staff, the students formed the Corporate Communications Club (funded by the Seneca Student Federation) and VOICES Speech Competition. Selected students also volunteered at the annual Arthur W. Page Spring Seminar in Lower Manhattan, giving them great networking opportunities.

“Having class together helped establish our friendship,” says Meaghan Halloran, a 2014 graduate. “But it was the more professional side of managing the extracurricular activities together that cemented our life-long network.”



**Octavian Barbu keeps networks going with Spencer Emmerson and Meaghan Halloran**

PHOTO: JOANNE RATAJCZAK

Seneca Alumni:  
instant network



**Seneca Alumni is the ultimate network, connecting more than 40 years of graduates to the College and each other.**

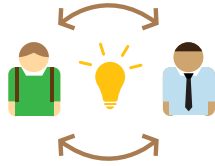
More than 160,000 people around the world count themselves as Seneca alumni.

Seneca alumna and executive search professional Morgan Ruskin would applaud the effort. The Vice President at Yacoub Elite says, “Developing relationships is extremely crucial,” for new grads. (See our interview with Morgan on page 8.)

“With our alumni and professors’ guidance, we were able start building our skills and confidence,” says Meaghan. “Their mentorship was important to us because it taught us how to navigate through the professional world, and start building a career.”

Octavian Barbu, a graduate of the Corporate Communications program, wrote this story while completing his co-op placement with Seneca Alumni.

Seneca prepares students for co-op work terms by matching skilled students with employers who can expand their knowledge and benefit from their expertise.



**ON EXPERIENCE**

**Morgan Ruskin**  
Vice President,  
*Yacoub Elite*

When Morgan Ruskin finished her Human Resources Management graduate certificate in 2005, she sent out what felt like a thousand resumes. The job she landed at executive recruiting firm Yacoub Elite, was a springboard to her own executive post.

**What are we taking you from right now?**

I would be speaking to top calibre candidates in the marketplace, consulting with clients on their hiring needs for today and tomorrow, and nourishing relationships with professionals.

**How can we prepare for a head-hunter's call?**

Be prepared to develop a relationship with the executive search firm. Be prepared to tell them about your background, skill set, the various career moves you've made, what you are really passionate about, what you'd be looking for if you were to make a move, what your wish list would be.

Most people tend to network internally in their companies which is wonderful but the most successful professionals network externally as well, including with search firms.

**How do new grads start without access to a search firm?**

Developing relationships is extremely crucial. It's very important for them to navigate and try to network as much as possible, target organizations and industries that are really of interest, and try to connect and speak to as many professionals as possible to really help them get that foot in the door.

**How difficult is that today?** It requires effort. The most successful are individuals who are using traditional tools and also going into their networks, their networks'

networks, communicating over social media, LinkedIn, monitoring the job boards and are really aggressively trying to find out what companies are really of interest and what roles they think would be a great complement to their skill set. It can take a lot of persistence.

**What's your experience with co-op programs?** The majority of my team were Seneca co-ops that we hired full time so I've had a wonderful experience. They already know your business. They've already proven themselves. It's not as much of a leap of faith to hire this professional.

The student also has an advantage knowing how the company works, having a foundation in the business and having a sense of comfort because they already have relationships.

**Do you remember your first job interview?**

The person who interviewed me said, "Stop sounding like a text book and just tell me honestly why you want to work here." I was nervous and, at that time, I thought the most important approach was to sound extremely educated and to use all those key buzz words that I had learned. I was the most successful when I was able to be authentic and just take it down a notch and articulate what I knew, what I didn't know, and what I was committed to doing to be successful.

**You got the job and now you are Vice President.**

I've just been lucky. I came here and grew as the business grew and every time I was looking for more opportunities there were more opportunities available, so it's been an excellent fit for me in the short and long term.

**Is there a classic interview error?**

Don't assume you need to have all the answers. When someone is hiring a new graduate, they are looking to hire based on their attitude, curiosity, their hunger, their willingness to learn. They aren't going to assume they have all the answers right away. And it's OK to be honest and say this is what I know and this is what I'm excited to learn.

For information on hiring a co-op student, visit [senecacollege.ca/employers](http://senecacollege.ca/employers)



PHOTO: SENECA COLLEGE

“

The students leave with a real-world experience and a priceless introduction to the industry.

”

**REDEFINING DESIGN**

**The ultimate career launch party**

**MORE THAN 200 VERY CREATIVE STUDENTS** devote an entire school year pouring their hearts into fabric, flowers and foam core. The stress is palpable as they focus on the count-down to an event that is over, for some, in just 90 seconds. Still, it is the best night of their learning experience.

Redefining Design is the annual production of Seneca's School of Fashion. In a competitive show environment, it features work by graduating students from Fashion Arts, Floral Design and Visual Merchandising Arts.

They see their clothing designs brought to life on runway models, their floral arrangements scrutinized by industry judges and their store window displays examined by experts.

Professor Brian Wickens calls it, “the biggest and best student event in Canada.” As many as 1,500 guests, including industry insiders, come to watch one of three presentations mounted at the Japanese Cultural Centre.

Nothing is left to chance. Cosmetic techniques students have created the make-up and hair concepts. Fashion Business students have sourced professional lighting and sound services to pump up the crowd and set the mood. An army of student volunteers rally to help behind the scenes and to get a glimpse of what's in store for their graduating year.

“Some of the best learning experiences are events that went wrong,” says Brian, quickly adding, “but not our events. We learn from others' mistakes.”

The spring event promotes not only the School of Fashion but the entire College. Even as an industry veteran, Brian says he has moments when he thinks “never again.” They pass quickly, he insists. “I'm so passionate about it, I'm already thinking about the set design for next year on the ride home.”

**There's more to fashion than you might think. Seneca's School of Fashion includes programs in:**



Cosmetic Techniques and Management

Fashion Business

Esthetician

Fashion Business Management

Esthetics and Spa Therapies

Fashion Studies

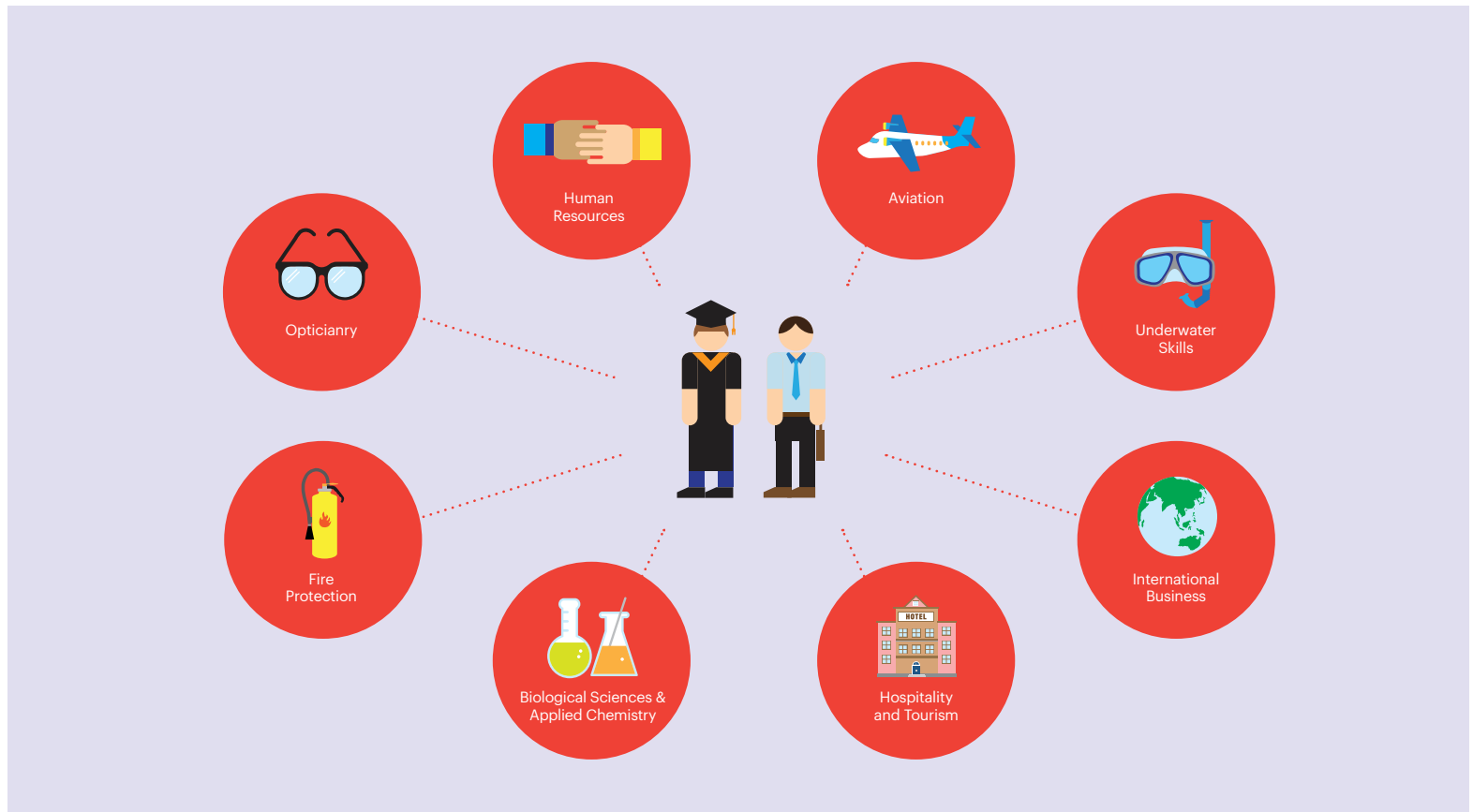
Event Management – Event and Exhibit Design

Floral Design

Fashion Arts

Visual Merchandising Arts

The Senecans of Distinction Awards recognize alumni who excel in their careers and make a difference in the Seneca community.



**THE ALUMNI SPONSORSHIP PROGRAM**

**Supporting success, fostering pride**

**BEING A PART** of the Seneca community is about networking and reunions, donating and fundraising, professional and career development, giving back, and providing opportunities for our graduates and alumni-in-training. It's also the foundation of Seneca Alumni which aims to support Senecans at school and beyond.

The Alumni Sponsorship Program supports events making it easier for current students and alumni to connect.

In 2013/14, participants in programs including but not limited to Human Resources, Opticianry, International Business, Underwater Skills, Aviation, Biological Sciences and Hospitality and Tourism were the beneficiaries of Alumni support.

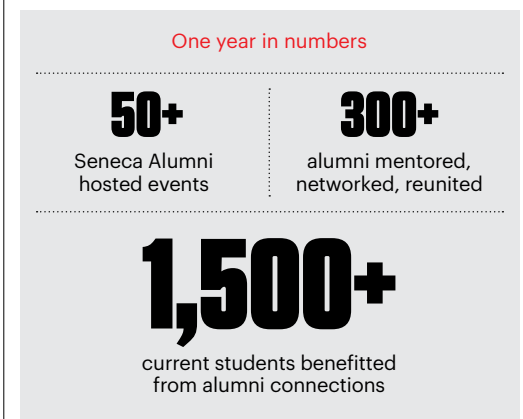
The Leadership Lunch Series saw alumnus Geoffrey Dawe, Mayor of Aurora, return to Newnham Campus to talk with students from the Public Administration graduate certificate and Public Administration – Municipal diploma programs.

Other sponsored events included speed-networking evenings for the Fashion Business, Fashion Arts and Cosmetic Techniques and Management programs, connecting students with alumni working in their fields. Similarly, it promoted the Fire Protection Student Association career fair and networking dinner, where employers (many of them alumni) recruit and network with the graduating class.

“The Seneca experience begins and ends with alumni. The enrichment of so many of our programs comes directly from our alumni as they are frequently involved with our program advisory committees, student presentations and frequent panel discussions,” says Professor and alumnus Scott Pugsley. “Keeping our grads engaged within our program and student population even 40 years later has proven to improve student life and greatly ease the transition

into a given student’s selected career.”

“Whether the purpose is improving a specific skill, gaining information for succeeding in the workforce or success in the classroom, Seneca Alumni shows its dedication to helping our students and graduates continue to achieve great results,” says Barry Naymark, Manager of Seneca Alumni. “We want to ensure that everyone who has walked the halls at one of Seneca’s campuses has the best opportunity for success and that their pride in the College continues.”





# CAMPUS NEWS

The latest from Seneca



**Worth repeating**  
Share the pride and celebrate  
**p. 12**

**Watch King grow**  
King Campus ready for transformation  
**p. 14**



## ACHIEVEMENTS CONTINUE FOR STING

The Seneca Sting, Ontario's most decorated collegiate athletic program, added another plethora of awards, medals and memories to their coffers in 2013-14.

**BADMINTON KICKED OFF** the year-end celebration at the Ontario Colleges Athletic Association (OCAA) Championship with a pair of silver medals in both Men's and Women's Doubles by Carol De La Cerna and Katie Liu as well as Jimin Jung and Tommy Cheung. Their performances qualified each team for the Canadian Collegiate Athletic Association (CCAA) Championship hosted in Northern Alberta. Carol and Katie came home with a bronze medal, earning the duo the title of third-best team in the country.

Next to join the celebration was the women's volleyball team.

After two years of preparation, Seneca played host to the CCAA Women's Volleyball Championship. Playing in front of a home crowd, the Sting did something that had not been done in 67 matches in the OCAA. They defeated the seven-time defending OCAA Champion Humber Hawks. In a four-set thriller in front of a raucous crowd, the Sting celebrated their historic achievement. The Sting finished fifth in the nation, up from their earlier eighth-place ranking.

On the final weekend of the season, the indoor soccer teams competed in the provincial championships. Both teams qualified for the medal rounds, but it was the women's team kicking their way to



A historic win at the CCAA Women's Volleyball Championship

PHOTO: MARTIN BAZYL

history. In a battle of college heavyweights, the Sting battled the three-time defending champion Humber Hawks for 40 minutes and extra time. In penalty kicks, with a gold medal up for grabs, first-year goalkeeper Rachel Dorland held her own in net and then calmly scored the championship winning goal.

The Sting also saw both curling teams qualify for the OCAA Championship and the women's curling team finish fifth at the National Championship.

It was another banner year for the Seneca Sting program as more than 200 student-athletes continued to represent both the present and the past in the classroom, in the community and in competition.

Catch a game  
[senecasting.ca/varsitysports](http://senecasting.ca/varsitysports)

### Achieving beyond winning



**110+**

players inducted into Seneca's Varsity Hall of Fame since 1987



**5**

coaches inducted into Seneca's Varsity Hall of Fame since 1987



**460+**

medals since 1967

### Seneca Inductees in the OCAA Hall of Fame:

**32**

Honoured Athletes

**4**

Honoured Coaches

**4**

Honoured Builders



Alex Burke is the 2014 recipient of the Canadian Retail Hall of Fame Scholarship. The Fashion Business Management student received \$3,000 from the Retail Council of Canada as part of its inaugural award.

# WORTH

# REPEATING



A culture of achievement fuels success. There has been no shortage of achievements at Seneca in the past year, with students, faculty and alumni contributing to accomplishments that make all Senecans proud.

COMPILED BY TOM BARTSIOKAS

• **New campus takes flight**

January 6 marked the official opening of Peterborough Campus – the new home to students in the second to fourth years of the Bachelor of Aviation Technology degree program.



York University in collaboration with Seneca College announced that, after a competitive process, Markham Centre has been selected as the preferred location in its bid to build a new campus in York Region.

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



**Top 10 in research**

In an inaugural ranking of Canada's Top 50 Research Colleges, Seneca ranked second among Ontario colleges and eighth overall. Fifteen Ontario colleges are on the nationwide list compiled by Research Infosource Inc.

**Most entrepreneurial college**

Seneca was named among the most entrepreneurial postsecondary institutions in Ontario. The recognition comes from Startup Canada, a national organization that serves as a voice for entrepreneurs. Seneca was the only college named in the most entrepreneurial postsecondary institution category, after Ryerson University and tying with Waterloo.

**Aviation leader**

Lynne McMullen, Chair of the School of Aviation, received the 2014 Elsie MacGill Northern Lights Education Award, which honours outstanding Canadian women in aviation and aerospace who have made a significant contribution in their field.



**Recognized for fraud awareness**

Professor Paul Shecter and students from his Design for Social Change course received Community Member Awards from the Toronto Police Service for developing the official Fraud Prevention Month campaign.



**Hockey Hall of Famer**

Geraldine Heaney was officially inducted into the Hockey Hall of Fame in November, 2013. The Recreation Facilities Management alumna is often referred to as the "Bobby Orr of women's hockey" and helped put the sport on the map.



**Canadian screen honour**

*Subconscious Password*, the latest film by Oscar®-winning director Chris Landreth, produced with participation from the School of Creative Arts and Animation, won the Canadian Screen Award for Best Animated Short.



**LERN award**

The Faculty of Continuing Education and Training was presented with a 2014 Learning Resources Network (LERN) award for marketing. The College reached its highest continuing education enrolment in its 46-year history with more than 70,000 part-time student registrations.

# 1,450

additional student spaces will come from the King Campus expansion and modernization.

**KING CAMPUS EXPANSION**

Transformational changes are coming to King Campus with shovels in the ground by the end of 2015.



IMAGE: SENECA COLLEGE

**THE COUNTDOWN HAS BEGUN** at King Campus. In less than three years, a much-anticipated expansion and modernization project is expected to be complete, creating new and expanded opportunities for exceptional programming to more students.

Daniel Atlin, Seneca’s Vice President, Strategy and College Affairs, says, “This is incredibly transformational. The campus is buzzing along at full capacity. Soon it will have exceptional learning environments and recreational spaces.”

“Portable classrooms will be removed so all King students can enjoy the new facilities,” Daniel says, noting it will allow the College to run more programs at King with cross-disciplinary components, marrying health and community studies with business, for example.

Plans include a new academic building, a new student building and minor renovations to Garriock Hall. All construction will take place within a strictly-defined footprint to safeguard the College’s privileged setting on the Oak Ridges Moraine. “We see ourselves as stewards of this pristine property,” says Daniel. “It is an important environmental and community asset.”

Seneca has been careful to ensure sustainability on campus, Daniel says, and the new build provides an opportunity to modernize and do more. “We’ll be looking

for a very green building,” he says, including efficient use of water and other resources.

King Campus may seem remote with wildlife, trees and waterfront. But, located in one of the fastest growing regions in the country, more than one million people already live within a half hour drive. The community need for postsecondary education in the area is increasing as is the need for the skills of graduates of the King programs.

With the support of the Ontario government, the community and what Daniel describes as an “amazing commitment” from students of \$22 million, Seneca will be ready to respond.

To make a contribution to the transformation, visit [senecacollege.ca/donate](http://senecacollege.ca/donate)

**GROWTH AT KING**



The financial impact of King Campus for York Region is estimated at nearly \$65 million.



King hosts about 3,500 full-time students in Faculty of Applied Arts & Health Sciences related disciplines.



In the next few years, King Campus enrolment will reach 5,000.



Seneca students can continue their studies at over 50 partner institutions in Ontario and worldwide.



PHOTO: JOANNE RATAJCZAK

As Principal Researcher with Seneca's new Centre for Research in Student Mobility, Henry Decock wants to know who moves among postsecondary institutions and how they're doing.

**CENTRE FOR RESEARCH IN STUDENT MOBILITY**

Collecting the data on what's next

**WHEN HENRY DECOCK** was working on his PhD, he discovered what many students may have known anecdotally, but that hadn't been documented. As many as 40 per cent of students entering Seneca College, planned to go on to earn a university degree.

"They were consciously using college to get into universities," says Henry, Seneca's Associate Vice President, Academic Partnerships, "even though the colleges were not originally set up to do that."

Henry is Principal Researcher of Seneca's new Centre for Research in Student Mobility, charged with getting the unique program running. He is long past being surprised by the data he has.

He's worked with it for years. But he knows it surprises a lot of people who see it for the first time.

"That speaks to what I'm trying to do with the centre. You document it, you put it in front of people and suddenly you start changing your thinking about college. As an institution you start thinking about what do I need to do differently or should I do differently with a program. It should prompt people to question how they run things and how to make it better.

Henry expects to learn more by starting with a better collection of data looking at how students move in both directions between colleges and universities in Ontario,

Canada, and eventually internationally.

"The centre is trying to understand circumstances in terms of making better policies from a government perspective, institutionally in terms of accepting credits, and making a greater number of people aware of this phenomena."

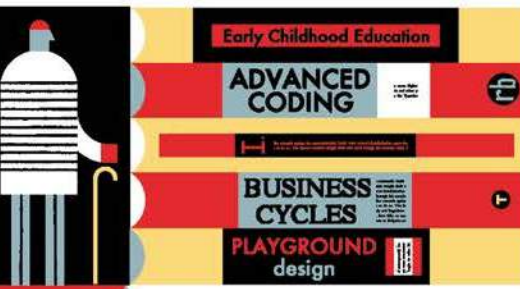
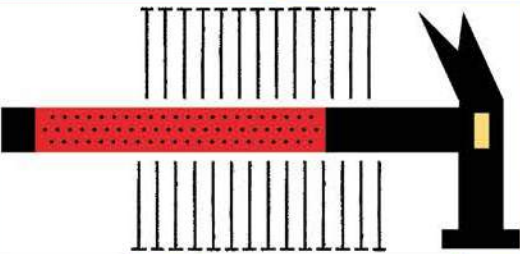
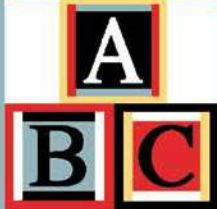
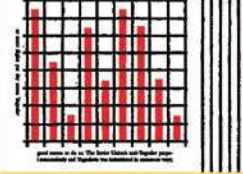
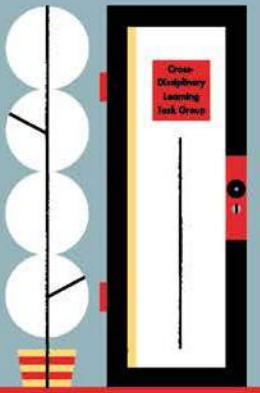
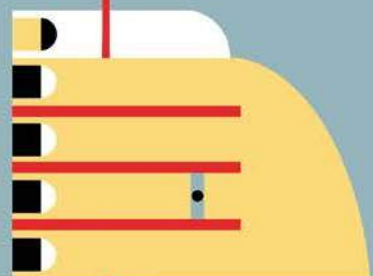
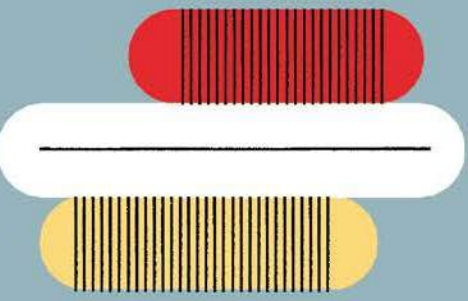
"We don't know a lot about the success rate," says Henry. "We don't know about the students and how they differ. We don't know how well they are doing in terms of the kinds of transitions they are making and how they are adjusting."

That makes good planning difficult.

"The challenge is that there isn't a lot of Canadian literature and research on transfer/student mobility," Henry says.

That's about to change.

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



Text by **Helena Moncrieff**  
Illustration by **Raymond Biesinger**

**LIFE,**

**REAL**

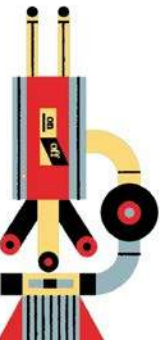
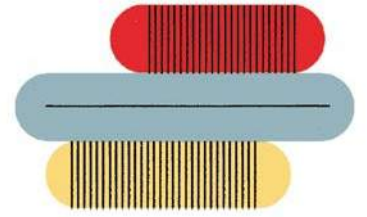


**TIME,**



**EXPERIENCE**

At least 60 per cent of Seneca programs offer experiential learning – learning by doing. The new goal: to provide every student with an experiential and a cross-disciplinary learning experience – bringing together people from different disciplines to work on real-life projects.



**ALMOST TWO DOZEN STUDENTS**, professors and community organizers are crammed into a small apartment in Rexdale, sharing a space heater as the central system kicks in and out. In the dead of one of the coldest winters in decades, no sign of spring in sight, they are planning a garden.

The Seneca Social Service Worker students bring expertise from their programs of study – immigrant and refugee, gerontology and generalists – putting in 12-hour days during a two-week period, connecting with tenants in

two high-rise towers, hearing about their needs, their hopes, and their expectations on food supply.

The students are learning in a very practical way how to lead and support people in vulnerable communities with needs that range from social to physical to nutritional. The program will work only if they share and respect the perspectives of each of their fields of study. It's experiential and cross-disciplinary education at work.

The garden is one of many projects students are working on in Rexdale. A bartering service, a food co-op and building a strong community are all in discussion.

As the snow falls, newcomers from Iraq share their vision, connecting with a refugee program student who speaks Arabic. Long-time tenants, now aging, have an ally in the gerontology students. But in that crammed apartment cum planning headquarters, it all comes together. By spring, the community has broken ground on a garden.

You cannot duplicate this kind of learning in a textbook. Professor Denise Ramsarran says of the students, "This is what they'll remember. Graduates and Rexdale Project participants tell us this is the most significant experience for them."

The college system was built almost 50 years ago to provide occupation-oriented applied learning, putting hands on knowledge. The evolution of that has been an extension into a much broader experiential education – getting into the garden – and cross-disciplinary learning, connecting with other schools and faculties, using all of the skills of the College for common purpose.

"Experiential and cross-disciplinary learning opportunities enable our students to actively engage in the learning process and

apply Seneca's core literacies in a real world context," says Joy McKinnon, Vice President, Academic. "That's the focus of our Academic Plan, to create a different kind of graduate with a broad range of skills that are key to success: communications, problem solving, critical thinking and teamwork, the skills required to navigate change at work and in society."

Christine Bradaric-Baus, Dean of the Faculty of Applied Science and Engineering Technology, chairs Seneca's Experiential and Cross-Disciplinary Learning Task Group, established to respond to a core principle in the plan. It calls for the development of a cross-disciplinary, networked approach to learning which presents diverse learning experiences, both virtual and physical, through a rigorous, flexible and relevant curriculum which leverages technology.

"We know that education outcomes are solidified with hands-on learning," Christine says.

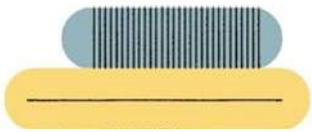
This year, for example, students from the Environmental Landscape Management (EVLC) program worked with Bachelor of Child Development students to design a new natural play space for the King Observation Laboratory Teaching School. "Our students have construction skills and a solid knowledge of plants and nature," says EVLC technician Jane Davey. "They don't have a full picture of the complete range of playground regulations or what little kids need for play."

They turned to the Child Development program for CSA guidelines on playgrounds, features that allow open-ended play, and current best practices on connecting with the natural environment. Lab School Manager Pam Leavere says the days of bright orange plastic and monkey bars are over. "It's more soothing to have a natural environment while still encouraging exercise, balancing, running and manoeuvring skills."

This year's class is working on the installation. They're using durable material that can take the wear of little feet in constant motion and they'll build a slide into a berm so there's no falling off. Recycled tires filled with plants provide the climbing space, and sensory elements will include the sound of long grasses blowing in the wind and the scent of lavender, strategically planted. Measuring success and seeing how the designs could apply to schools and child care centres with limited access to nature could be the next step.



“By delivering experiential and cross-disciplinary learning opportunities to all our students we are equipping them with the skills needed to be competitive in the workforce – both immediately and in the long term.”



From internships to hands-on labs to field work, at least 60 per cent of Seneca programs offer experiential learning – learning by doing. Seneca’s goal is to provide every student with an experiential learning opportunity and a cross-disciplinary learning experience – bringing together students and faculty from different disciplines to work on real life curriculum-based projects or initiatives. The result is an appreciation of the knowledge, practice and contribution of another discipline.

“The job market and industry needs are changing at the fastest pace in history,” Christine says. “By delivering experiential and cross-disciplinary learning opportunities to all our students we are equipping them with the skills needed to be competitive in the workforce – both immediately and in the long term.”

In other words, launching graduates who understand what supports they need to get a job done and the value of help from outside their field. So the inventors of a revolutionary new widget will know they’ll need tool and die designers, a marketing team, writers, package and label designers, web creators and international business experts to get that widget to market.

All of that springboards into applied research – solving real problems for real organizations to improve their operations in a measurable way.

“We are building on our experience in labs, co-ops and internships by expanding cross-disciplinary opportunities in applied research and course-based capstone projects – both of which include industry partners and real life problems,” Christine says.

For example, Seneca, in a joint effort with Brock University, has come up with a new hockey app that keeps track of equipment. The Society of Professional Hockey Equipment Managers told Brock researcher Kelly Lockwood they wanted a better means of finding who needs what. Most equipment managers have about 25 players to kit out with about 15 pieces from helmets to sticks. They rely on hand-written notes, their memories and spread sheets. A handheld phone app would make life easier. Kelly has made a career studying on-ice sports. She’s never developed an app. She turned to Seneca for help.

Upper-year students working with Peter McIntyre, a professor in the School of Information and Communications Technology developed a touch screen model that can quickly bring up a player, the equipment configuration, what they need and a lead to ordering

missing pieces. “It also has the right look and feel,” he says noting the importance of design. The app is now in beta testing with the potential for matching with a player’s performance.

Seneca already has a strong foothold in research, with 48 applied research projects, 73 faculty/staff and 435 students engaged in research activities in 2013-14.

Students and faculty have contributed to everything from the design of a new air purifier to web-based Aboriginal story-telling to an advanced wheelchair tracking system.

There is momentum. New faculty-based Research Coordinators/Managers attached to each of Seneca’s schools will foster applied research in their schools and serve as a resource to access faculty member and student expertise to help solve the challenges of companies and organizations that Seneca’s applied research enterprise is mandated to support.

New avenues for funding support for applied research and experiential learning are appearing, including opportunities in social innovation. Seneca is stepping up. The College’s new Faculty-led Research Initiative will provide up to \$10,000 in funding for projects that engage faculty and students with industry and/or the community.

This is a long way from the vision of a college half a century ago but a logical progression. Christine sees Seneca leading the way. “Seneca is definitely ahead. We have a vast portfolio of programs and are able to deliver cross-disciplinary learning opportunities that other institutions simply would not.”

It makes a difference to the community, it makes a difference to education and it makes a difference to students. By summer, courses complete, last exams over, we check in with the Social Service Worker students. They have graduated, but they are planning to get back to that Rexdale garden. They want to see their efforts grow. ✨

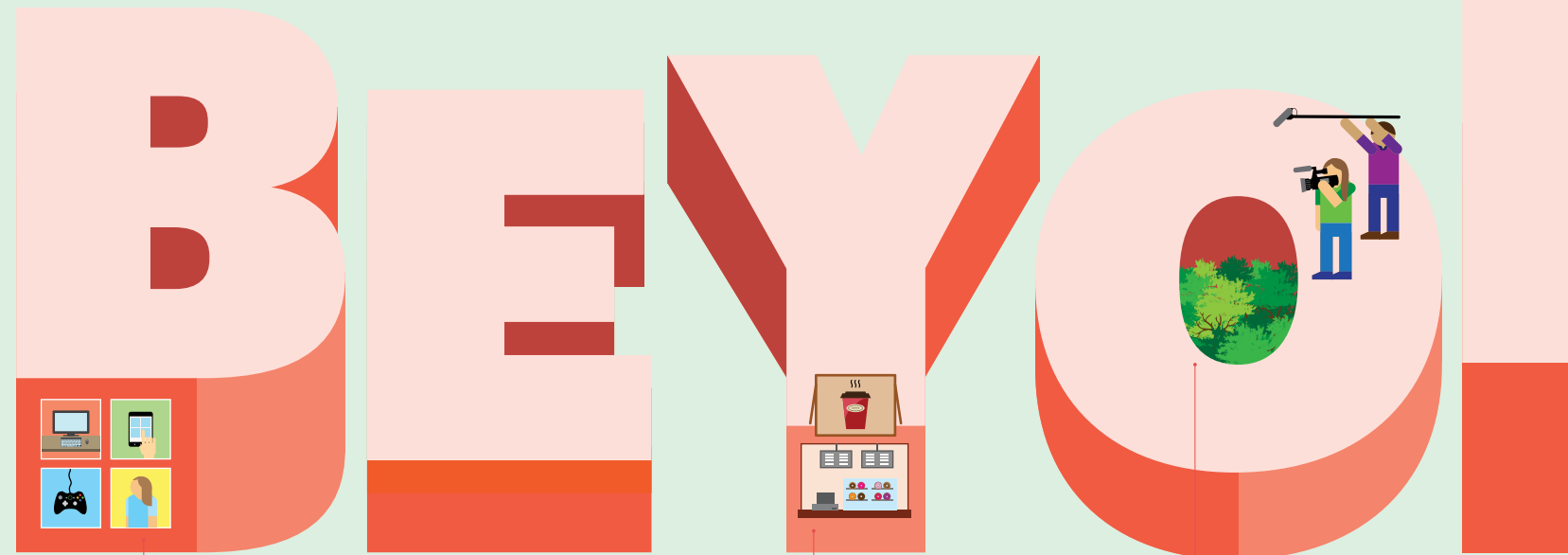
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Find out more about Seneca’s Academic Plan at [senecacollege.ca/about/reports/academic-plan](http://senecacollege.ca/about/reports/academic-plan)



**Waneta Ryan**  
A career  
in stitches  
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**Christine Yoo Jin Choi**  
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passion at Seneca  
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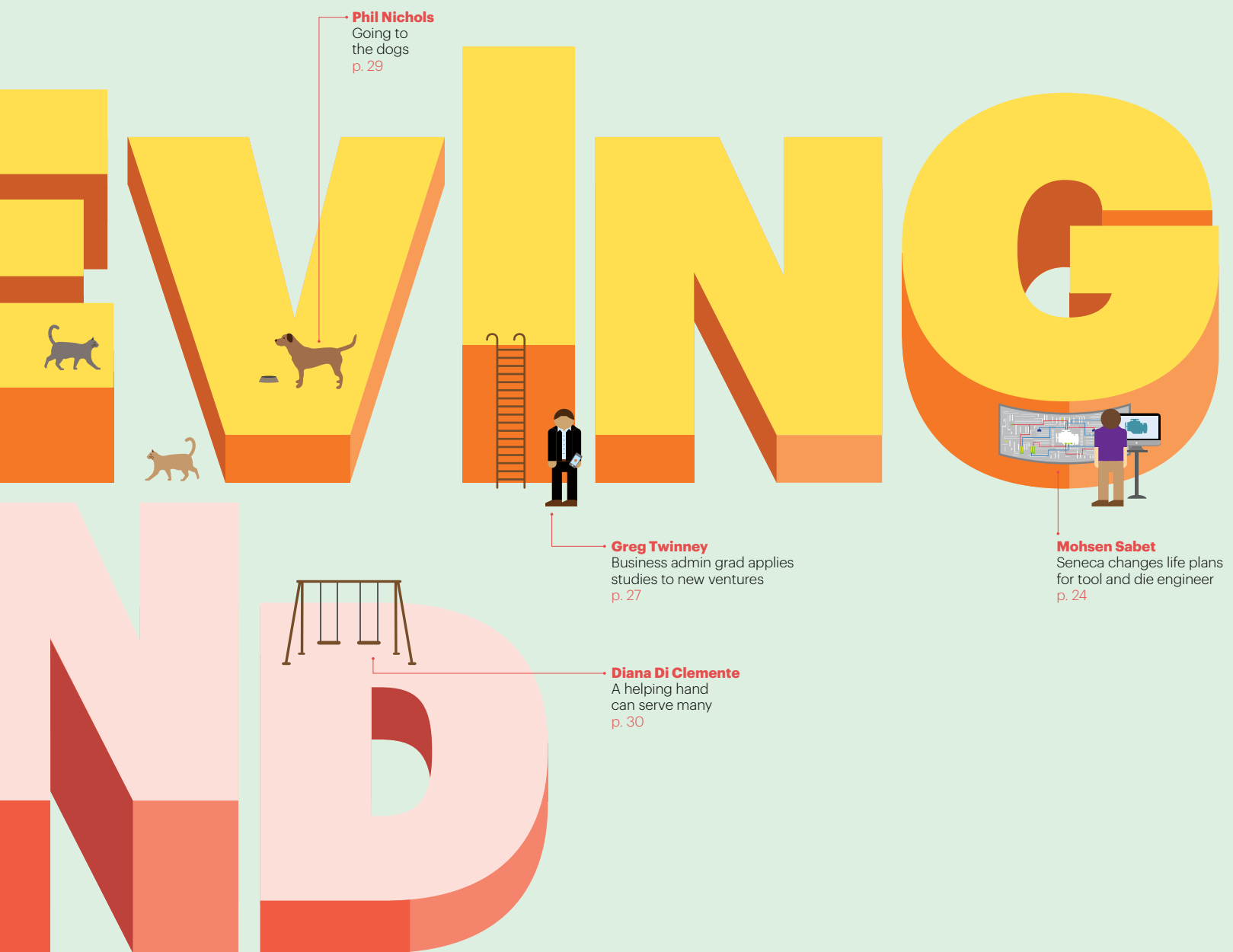


**Caroline Charter**  
One of Canada's most  
powerful women learned  
critical thinking at Seneca  
p. 25

**Marc Caira**  
Your morning brew now  
includes alumni expertise  
p. 22

**Candice Batista**  
The greener side  
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Taking on a job vs. doing a job is what distinguishes many Seneca alumni. They grab the reins and make a difference in their careers, fields and communities. They inspire us to do a bit more, take another step and commit to doing our best.



**YOU DON'T HAVE TO BE AN AWARD WINNER** to make a difference. Whether it's designing a great pair of pants or running the country's biggest coffee chain, Seneca graduates are focused on doing their best.

The stories in this section will encourage you to do the same. Mohsen Sabet had the courage to leave his family members a world away in pursuit of skills to support them. Candice Batista had the tenacity to merge her love of the environment with her love of broadcasting. Greg Twinney is always ready to take a risk

and take on a new challenge. Phil Nichols is unfailing in his commitment to man's best friend.

All of the graduates we profile here have excelled in their fields. Some, like Caroline Charter, are taking on a new challenge. Yet they've taken the time to share their stories.

Each one carries lessons from Seneca in their skill sets. The journey from Seneca to success isn't far.

Marc Caira  
CEO, Tim Hortons

# Your morning brew now includes alumni expertise



**JOINING THE EARLY-MORNING LINE** at Tim Hortons before class is part of the school experience for many Seneca students and faculty. That tradition has even more pertinence today, now that one of our own stands behind the morning brew and breakfast. Marketing Administration grad Marc Caira was appointed CEO of the popular chain last year.

Marc moved to Canada from Southern Italy with his family, in 1960. It was rooted in him very early that the first priority in life was to be secure. For Marc, that meant having a job at a young age. He found work in a grocery store and figured his path was set.

After high school, Marc was content earning money and hoping one day to become a store manager. His mother had bigger plans. She was the driving influence for him to continue his studies. He chose Seneca's Marketing Administration program, while continuing to work 35 hours per week.

"At Seneca, I not only learned the practical tools I needed to be successful early in life, but also the critical values and principles that are embedded in me," said Marc. He credits another woman in his life with playing a part in his college success. Marc met Business Administration student Helan Peros at Seneca. Helan's influence on his academics resulted in a graduation with high honours. Her influence on Marc's heart would

Tim Hortons CEO  
Marc Caira learned  
critical values at Seneca.

lead to a marriage of more than 35 years.

Back at the grocery store, Marc met a sales rep for Nestlé who turned his thinking towards a new job. He followed the path to Nestlé in an experimental role that turned into a 30-year career with the company. His next move was to Parmalat North America as CEO then a return to Nestlé's global headquarters in Switzerland.

Marc was ready to return to Canada and announce his retirement in 2012 but received a call from Tim Hortons Inc. he couldn't ignore.

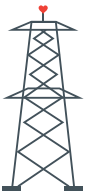
He sees tremendous potential for Tim Hortons in Canada, the U.S., and internationally. He enjoys working with young people, appreciating their passion, energy and the 'can-do' attitude that he feels is needed in today's business world.

"My advice to anyone trying to succeed in business is to treat people with respect, be humble and appreciative, and be aware of the world around you," said Marc.

While Tim Hortons is part of a daily routine for so many, Marc has found a tradition of his own at Seneca. His daughter Nadia is a Human Resources Management grad and his daughter Jenna has just started the Corporate Communications program.

Soon, the Caira family will have their own version of a double-double. Only instead of being a coffee order at Tim's, it will be Seneca credentials.





**Christine Yoo Jin Choi**  
**Managing Director, Dynergy Energy Management**

# Realizing your passion at Seneca



**IN HER OFFICE AT DYNERGY ENERGY MANAGEMENT,** Christine Yoo Jin Choi sits behind her desk, sipping coffee from a Seneca mug. Behind her, Seneca awards line her shelf. Poised, she makes it clear that Seneca holds special memories of a time of personal, academic and professional growth.

Christine and her parents made the move to Belleville, Ontario from South Korea in 1998, because of her father's business in the auto industry. Her brother had been in a car accident so they stayed as long as they could, but needed to be settled for school in their new home. Leaving her brother in Korea, Christine and her family packed everything up, and arrived in Canada one day after her first day of grade 12.

"My family and I all wanted to come together. We waited until the last possible moment," says Christine. "But, I had to start school. So, I ended up starting on the second day. I didn't know any English then – I just sat there."

She graduated high school with marks high enough to enter a university science program. Some personal issues shortened her time there. But, with amazing support from her family and friends, Christine was ready to return to her studies. This time, however, she chose to come to Seneca. She earned two certificates in building environmental systems and a

diploma in Mechanical Engineering Technology – Building Sciences.

"I wanted to start fresh, and I also wanted something more practical and meaningful," says Christine. "I was always fascinated by architecture – I love buildings. So, I looked at various colleges offering programs similar to Seneca's... but none of them offered exactly what I wanted. That's when I chose Seneca."

Going back to college took a big leap of faith for Christine. During a class break on her first day of school, she consulted one of her professors, and confided in him her uncertainties. He told her to "hang in there." Hesitant at first to take his advice, Christine is now glad she did. "I took his word for it. And, I'm glad I did, because I found my passion."

Christine's story is one of perseverance and determination. At Dynergy, she works diligently to provide comprehensive energy and environmental solutions to clients who seek sustainable development. She also teaches part-time in Seneca's Centre for the Built Environment.

Christine Yoo Jin Choi provides energy and environmental solutions at Dynergy.



**Mohsen Sabet**  
 Mechanical Design Engineer, Concept Tooling and Manufacturing

# Seneca changes life plans for tool and die engineer



**THE SABET BROTHERS WERE ALWAYS WELCOME** in their father's tool and die shop in Iran. In fact, the family had a plan. Mohsen would study abroad to advance his skills, then return to help run the shop.

On board, at 17, Mohsen left Iran for Ukraine to study Mechanical Engineering. By 19 he had shifted gears, deciding that an education at Seneca in Canada would be a better choice. He liked Canada's reputation for training and he had an uncle in Toronto.

"The very first time that I visited Jane Campus, I was quite surprised that they had such an equipped shop," Mohsen recalls. "I had seen a lot of machinery (at home)."

The Mechanical Engineering Technician – Tool Design program wasn't easy, he says, but he was determined to get more than a certificate. "I came to get quality, not only to get the paper and go out," he says, reminding us that he had a guaranteed job.

Sometimes new opportunities can interrupt the best laid plans. That opportunity came from Concept Tooling and Manufacturing recruiters who visited the campus, saw Mohsen's skills and offered him a job before he even had "the paper."

He wanted the job but first he had to break the news to his father. Mohsen convinced him he could pick up and bring back even more skills.

Seeing his ideas turned into physical car parts is what drives Mohsen Sabet.

He started as a junior designer, working on what he calls "pretty cool" jobs making car parts. "I used to detail other people's designs, learned from their work and then came up with my own ideas." He was soon promoted to full designer and then to connecting directly with customers.

He is passionate about designing engine and brake parts that most drivers will never see but might think about appreciating when the ride is smooth. Seeing his ideas made real drives him forward. "You think about something, draw it out in your computer, and then I walk through the shop floor and see this thing. They've built it and it all came from what I was thinking. It's amazing."

Nine years after his arrival in Canada, Mohsen is a member of the Jane Campus program advisory committee and he's become a Canadian citizen. His father has accepted the decision.

The family business has grown as well. "They have a lot of international clients and they could use the advantage of me being here communicating with them. I'm still helping."



Caroline Charter  
General Manager of Operations, Microsoft

# Microsoft gains a Seneca grad



Microsoft's Caroline Charter mentors others.

**SENECA ALUMNA CAROLINE CHARTER** is one of Canada's Top 100 Most Powerful Women. She was selected for this honour in the Corporate Executive Category, 2013, by the Women's Executive Network and the *Financial Post*.

The laurels resulted from her work with Oracle Corp., an international information technology company. Caroline had started in direct sales with the company in 2002. During the next 10 years, she worked her way up to become Vice President, Worldwide Alliance and Channels Strategic Partner Sales Engagement.

In March, she accepted a new challenge, becoming General Manager of Operations at Microsoft, the company that greets many of us as we turn on our laptops, computers and mobiles every day.

Still in her early days with the software giant, it's too soon to discuss her work there but it's a terrific opportunity for the woman who even as a teenager had a passion for business.

Born in the UK, Caroline moved to Oak Ridges, Ontario at the age of eight and attended high school in Aurora. She took her interest in business to Seneca. Seneca's Business Administration – Marketing program was a huge draw. "The King Campus was close to home, and I knew the curriculum would give me the

foundation and preparation I needed for the workforce," said Caroline.

At Seneca, she gained hands-on experience by performing real projects using existing businesses. She also learned critical thinking skills and how to communicate at the corporate level, attributes which are crucial to where she is today.

After graduation, she moved with her family to Dublin. She held jobs at Gateway Computers and Hammer PLC before landing her first Oracle job with the Ireland branch.

Caroline attributes part of her success to the people who took the time to mentor, coach, and give her opportunities throughout her life. She gives back by speaking to diverse groups of women around the world and mentoring individuals across Canada and the United States.

Her passage could not be written without the valuable life lessons she's learned, which she echoes to others seeking guidance. "I always tell people, there is nothing they can't do. I ask what they want out of life, and simply ask what is stopping them from doing it," said Caroline. "You will find your way by remaining persistent and focusing on what motivates you."



Waneta Ryan  
Fashion designer

# A career in stitches



Designer Waneta Ryan wants to change the world of plus size fashion.

**HALLOWEEN NIGHT, 2009.** Waneta Ryan and her date step out dressed as Lydia and Beetlejuice. With the door barely closed behind them, a truck screeches to a halt, the driver entranced by the costumes. Discovering Waneta has sewn the over-the-top dress herself, she asks the question that launches a business.

“Do you do bridal?”

Waneta had been making garments through her own venture Double You, but nothing for weddings. Still, she wasn’t about to say no. She laughs at the memory of landing a contract because of a poufy red Goth gown. “That was my first bridal commission.”

The Fashion Arts alumna had landed her first full-time job soon after graduating in 2007 after pounding the pavement, resumes in hand. She believes a key interview was based on the unusual spelling of her name. “I impressed the pants off her anyway,” Waneta says, of the woman who gave her a foot in the door as a CAD technician working on colours and patterns.

Serendipity may have opened the door but Waneta’s dedication, tenacity and the skills she learned at Seneca have kept her career climbing. Today, rather than impressing pants off, she fits them, designing bottoms and graphic tees for actor Matthew McConaughey’s clothing line Just Keep Livin’. Before that, she spent three years as Nautica’s Canadian Design Director.

By day, Waneta works exclusively in menswear. By night, the satin and sequins come out. Spurred on by growing requests for custom-fit dresses, she’s developing an online design-your-own service called Paperdoll Partydress.

Catering to personal measurements rather than retail size is important to Waneta. “I believe in equal rights in fashion,” she says, pointing out that plus sizes are separated from “regular” sizing in many stores. “I should be able to go out with friends and shop in the same places.”

Growing up as a big girl in a small town created challenges, she says. Elliot Lake, in Northeastern Ontario had few fashion options, so Waneta would repurpose men’s clothes with safety pins and hand stitching. By 17, she felt compelled to study fashion so girls like her didn’t feel left out.

She looks back with gratitude that Seneca accepted someone who had never touched a sewing machine before, and wouldn’t have known how to thread one.

“Seneca taught me my first stitch,” she says, and she still has it on a square of beige muslin she sewed in first year. In return, she comes back, sharing her expertise with today’s students.

Greg Twinney  
Entrepreneur

# Business Admin grad applies studies to new ventures



**GREG TWINNEY EMBODIES THE WORD “ENTREPRENEUR”.** Taking initiative, accepting risk, and facing challenges are all characteristics that have defined Greg. They are also what has made him part of four successful business ventures, with a fifth in progress.

Greg was Chief Financial Officer and Chief Operating Officer of Kobo until the company was sold a few years ago. Kobo is a global e-reading company, working with the shift to downloadable books. The company matched Greg’s interest in being a trend-setter who creates change in the world.

“No matter how tough a task may appear, I want to accept that challenge and know that I was part of making that change happen,” said Greg.

Greg’s latest venture is connected to real estate where he sees a need and opportunity to create transparency through technology, simplifying the home-buying process by providing key information to buyers.

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

His first step, just out of high school in Newmarket, was setting up a window-cleaning business. With nothing more than a van, a squeegee and a ladder, he began knocking on doors. The process wasn’t perfect in the beginning but he learned on the fly. The business

Entrepreneur Greg Twinney encourages Senecans to follow their dreams.

blossomed, allowing Greg to pay for his education at Seneca.

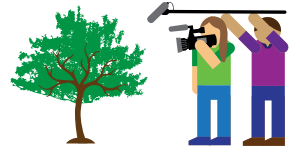
The first of his family to attend postsecondary school, Greg was engaged and enthusiastic about his business administration studies because he could apply the skills he learned to his own business. “It was tremendously helpful learning from teachers who were experienced, credible and had practical knowledge,” said Greg.

After graduating in 1995, he found his first job with Can-ar Coach Services – part of Tokmakjian Limited – as an accounts receivable clerk. From there, he became the first employee of an export sector of the company selling buses and parts to the Cuban tourism industry.

In the late 90s, when the technology industry was buzzing, Greg found a new passion and began investing in Cyberplex, an online advertising company. Through persistence, he found his way into a role at a time when the company wasn’t planning on hiring.

His next move was to a smaller startup Opalis Software, where he became CFO and found his niche as a business developer. Four years later, Opalis was sold to Microsoft.

All part of life, Greg reminds graduates to “just follow your dream and go for it.”



**Candice Batista**  
Segment Producer & On Air Eco Expert, *The Marilyn Denis Show*

# The greener side of television



**ON THE MARILYN DENIS SHOW,** Candice Batista enthusiastically describes a plant used by NASA to reduce indoor air pollution. The Crispy Wave, she tells Marilyn, works with the length, size and shape of its leaves. “Super cool,” she calls it.

From an early age, the environment enthralled her. So, it’s only natural that Candice is the show’s On Air Eco Expert. She’s also a segment producer for the program broadcast on CTV.

Candice moved to Canada with her parents from Johannesburg, South Africa in 1989 because of apartheid. Although that aspect of her birth country was devastating, her memories of its natural environment are nothing but fond. She was mesmerized by its constantly-changing weather patterns and the effect they had on local and migratory birds and animals.

“I always had an interest in the natural world although my parents really wanted me to go to law school,” says Candice. “After going to an orientation, I knew it wasn’t for me. So, after looking at several other colleges and universities, I decided that Seneca’s Broadcast Journalism program was the best choice.”

Candice had studied history at university but it was her move to Seneca that gave her the opportunity to marry her two passions: broadcasting and the environment.

Candice Batista combines a love of broadcasting and the environment.

“I was in the first group of students to enter into the program. We were its guinea pigs,” she says. “What I liked about the program was that it was really hands-on. We were either in the studio, or in front of the camera shooting stories.”

After graduating in 2004, she worked with an airport radio station, then at The Weather Network. After being engrossed in weather and climatology for five years, she left to launch a television series at Rogers TV called *A Greener Toronto*. For four years, she was responsible for hosting the show and creating all of its content.

“People told me that I’d never cover environmental issues on national television,” she says. “I worked extremely hard. It took a lot of blood, sweat and tears, and a lot of rejection. But, I always thought that it was an important message to convey to others.”

From showing TV viewers how to ‘green’ their homes, to being an environmental and animal rights advocate, to developing botanical perfume *Evoke*, Candice has created the perfect symbiosis for her love of broadcasting and environmental protection.

**Phil Nichols**  
 Director, Operations, Toronto Humane Society



# Going to the dogs



**IT'S FOUR O'CLOCK** and the dogs are howling on River St. Phil Nichols is looking for a quiet space in the Toronto Humane Society (THS) shelter to have a conversation.

The truth is, Phil prefers animals to people – they are simpler, he says – but he graciously agrees to an interview. The Veterinary Technician grad landed his first job at THS in 2010, during a period of transition and rebuilding. In just four years he has become Director, Operations. He oversees everything from intake, adoptions, vaccines, spay/neuter clinics and subsidized public care to what he calls, “all the fun stuff that goes with that, including budgets and planning.”

The dogs are still barking and Phil is so attuned to their needs, even when he's spent the day in meetings, he knows it's getting close to feeding time. He'd rather be with them than with paper and pen.

“Growing up, animals were one of the few things that were consistent for me and I was able to rely on,” says Phil. “That's very important to me. I really enjoy that I can spend my professional career being able to give back to them and provide compassion and support when they were able to provide that for me.”

Doing that means making human connections too. “We understand that we really can't help animals without helping people,” Phil says, describing an industry-wide shift to provide services that allow

people to provide appropriate care, “so that the animals never need to enter a shelter facility and risk euthanasia.”

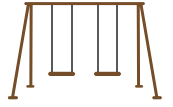
Phil's commitment to animal care is rivalled only by his faith in the skills of Seneca grads. The Humane Society could host a satellite alumni association with more than a dozen Vet Tech grads working for the organization. Phil knows their hands-on training.

“It's still one of a few programs that has large and small animal care to provide training under the supervision of teachers, rather than through a placement program.”

In addition, Phil says, the co-op program provides a good grounding and opportunities to see the diversity of possibilities in the field including work in shelters, private practices, and pharmaceuticals. The shelter is where he wants to be.

It's suddenly silent. The dogs have stopped barking. They have their food. It is as simple as that.

Phil Nichols makes the biggest impact on the largest number of lives as Director, Operations at the Toronto Humane Society.



**Diana Di Clemente**  
 Child and Youth Worker, Blue Hills Child and Family Centre

# A helping hand can serve many



Child and youth worker  
 Diana Di Clemente finds  
 rewards in helping others.

**DIANA DI CLEMENTE FOUND HER TRUE CALLING** when she accepted an offer from Seneca's Child and Youth Worker program. Although the journey towards graduating and starting her career was not easy, it gave her some of the most gratifying and rewarding experiences she has ever had.

She had options. "As offers came in from other colleges, I kept putting them off," says Diana. "But then a current student from the child and youth program called me and told me all about the professors, faculty and courses. I was sold. I immediately went to my computer and accepted Seneca's offer."

Her most memorable experience occurred during her placement with Blue Hills Child and Family Centre. Her client, an 11-year-old boy, had introverted tendencies. Interaction with others, verbally or physically, was almost nonexistent. That is, until Diana became his mentor.

"At first, he would come in for 15 minutes a day. We would just go to the gym to play, and he wouldn't say a word," she says. "But, as time went on, he kept wanting to increase his time with us until he was there for the full day. However, we had a deal with him – he had to do more academic work."

The boy's passion for hockey prompted him to write a two-page letter to the National Hockey League

outlining his displeasure about the lockout and his love for the Pittsburgh Penguins. The letter was framed and put on a wall. "The other schools that he went to didn't expect that they'd ever see this kind of work from him," she says.

Sometimes a "thank you" is all that's needed. "Helping that boy was the most rewarding and gratifying experience I ever had," she says. "I was lucky to have this experience so early in my career, because it motivated me to keep working on enriching others' lives."

Diana graduated in the spring with more good news. She has landed several part-time positions in her field. Her professionalism during her placement led to one of them, a job offer with Blue Hills where she is a Child and Youth Worker. "I was really excited to be in the field and beginning my career," she says. "I felt supported by my supervisor and team."



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# 2014

## PREMIER'S AWARD NOMINEES ❄️

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



**CAROLINE CHARTER**

**(Business Administration – Marketing)**

Caroline Charter is General Manager, Operations at Microsoft. She was named one of Canada's 100 most powerful women – Corporate Executive Category – by WXN (Women's Executive Network) and the Financial Post in 2013. She has spoken to diverse groups of women around the world and mentored individuals across Canada and the United States.



**DAVID COMMON**

**(Broadcasting – Radio and Television)**

As host of CBC's World Report, David Common brings a national newscast to more than a million people each morning on the-most-listened-to national radio news program in Canada. David has travelled to more than 60 countries often shooting and editing his own stories. His storytelling was recognized with a Gemini Award.



**FAZAL KHAN**

**(Ophthalmic Dispenser)**

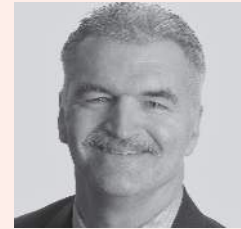
Fazal is Chief Executive Officer and Registrar at The College of Opticians of Ontario. He is responsible for the regulations, licensing, and continuing education related to students and practicing opticians. Fazal was an elected member of the National Association of Canadian Opticianry Regulators Council, serving on various committees and holding the position of President in 2010 and 2011.



**BRENDA LIBRECZ**

**(Marketing)**

Brenda Librecz has a wealth of experience in municipal services. Commissioner of Community and Fire Services for the City of Markham, Brenda is also the executive lead for 2015 Pan Am Games projects. A former Managing Director of Economic Development in the City of Toronto, she contributed to the process of amalgamation and has received awards for innovative and strategic programs.



**STEVE LINTHWAITE**

**(Aviation and Flight Technology)**

Captain Steve Linthwaite is Vice President of Flight Operations for Jazz Aviation. As a commercial pilot for 29 years, Steve has held senior positions at Jazz and its predecessors, as well as with the Air Line Pilots Association. He played a key role in the development of a Jazz cadet program with Seneca College's Bachelor of Aviation Technology degree.



**MARINA SIU-CHONG**

**(Independent Illustration)**

Marina is Co-Founder and Artist at The Indie Stone where she has been instrumental to the development of Project Zomboid, a PC game selling over 250,000 copies since 2011. Marina received national exposure when she was chosen to develop artwork for the 2012 Word on the Street Festival, a national celebration of literacy.



APPLIED RESEARCH AND INNOVATION

James Watzke  
Dean

Relevant to industry, driven by faculty, focused on students. That's the thrust of applied research at Seneca, the extension of experiential and cross-disciplinary learning. James Watzke, Dean of Applied Research and Innovation says, in partnership with industry, applied research at Seneca provides solutions to real-world challenges.

**Tell us about Seneca's applied research.**

When working with industry partners who face a business or service problem, we use our faculty and student expertise to find a solution. For example, a company wanted to improve their asphalt cleaning product. We researched six different solutions and came up with an improved product that gave the company a competitive edge, increasing sales by 51.3 per cent in 2013.

**What other projects have you worked on?**

Students and faculty from the Centre for Advanced Technologies at Seneca College helped to engineer a tracking system for a power wheelchair. Seneca's contribution to the project included investigating various configurations of the tracking system and conducting stress tests on the wheelchair. The contributions of the Seneca team will help the company outperform its competitors in the marketplace.

The Turtlesback project used open-source, web-based technologies to celebrate the history, language and culture of Canada's Aboriginal people. A multi-disciplinary team from the School of Media and Marketing, the Centre for the Development of Open

Technology, the School of Creative Arts and Animation and the Native Earth Performing Arts group worked together to create a unique online game, where the player participates in a Creation story told by the Haudenosaunee people. Also included is an iPhone GPS app, which informs users about the history and culture of the land upon which they are standing based on their GPS co-ordinates.

**Can alumni and others help?** Alumni and other partners may be working at companies with little or no capacity to conduct their own research and development. My hope is that alumni will bring their business ideas or challenges to Seneca.

**How is research funded?** The good news is that public sector research grants are now available to Seneca and some grants will match funds donated by industry partners. Industry partners also provide services-in-kind. Another important source of funding comes from foundations and individuals who are excited by how research is generating social and business innovation.

**What are the benefits to business and the Canadian economy?** Applied research gives businesses access to equipment, expertise and employable students. They gain an advantage in the marketplace, create jobs, improve or diversify their products and services, all of which stimulate the economy and improve GDP.

**What are the benefits to students?**

Applied research provides students with an experiential learning opportunity and the chance to work in multi-disciplined teams. It's a great part-time job or class project with real-world research and development experience for their resumes. They work closely with industry partners who view them as potential hires. A student who worked on the asphalt cleaning solution project was hired by a company that installs underground wires because his resume highlighted his experience with asphalt.

Now, that's a Seneca applied research success story.

For more information on Applied Research and Innovation at Seneca, visit [senecacollege.ca/research](http://senecacollege.ca/research)

# D

## DONORS

Building a culture of philanthropy



### Suzanne Price

Graduate turned professor dedicated to students  
**p. 36**

### Donor listing

Our thanks to Seneca's donors and friends  
**p. 38**

## CAMPAIGN FOR STUDENTS BURSARIES

### Support makes student feel wanted

**PATRICK PATALINGHUG'S** first international airplane ride took him far from his family and friends in the Philippines. But he was fulfilling his parents' dreams. They wanted a successful future for Patrick and his brother and knew it would begin with a Canadian education.

Patrick researched colleges in the Toronto area and chose Seneca's Bachelor of Commerce – International Accounting and Finance degree program. He started in 2013, just two months after arriving in Toronto, a world away from the biology studies he'd done in the Philippines.

"Back home, we never had classrooms this small. Professors never actually knew who you were," says Patrick. "Studying at Seneca is an intimate educational experience. You can always ask for help."

Patrick sought help by using College services such as the Seneca Learning Centre and the Financial Aid office. After completing his first semester, Patrick calculated the expected costs for the next four years and was overwhelmed by the number. He applied for bursaries with the help of a Seneca Financial Aid Advisor, but was not optimistic about receiving support.



**Patrick Patalinghug is grateful for the support of the Seneca community.**

"The struggles that we've encountered in Canada are all financial: Being tight for cash and having to budget every meal, every day. After my first semester, I decided that I should get a job first before finishing my degree."

Then, Patrick got an email from the Financial Aid office that changed his fate. He was one of seven inaugural recipients of the Campaign for Students bursaries. The annual initiative brings the entire Seneca community together to support students with financial need, through individual donations and fundraising events.

Receiving the bursary was a huge relief, Patrick says. "It made me reevaluate my

plan. I decided to strive to improve myself and make the best out of my new life here in Canada."

Patrick started his second year of the program with new motivation and a boost of confidence.

"Words cannot express how grateful I am and how good it feels to know that people at Seneca are helping me through my college experience," says Patrick. "It makes me feel like they want me here."

4/5

Seneca students work part-time while studying.



Kirstin Broatch supplies uniforms to the School of Tourism.

## INSCHOOLWEAR

## Giving tourism students a look and more

**KIRSTIN BROATCH** CAME to Canada from England 30 years ago as a dance teacher to pursue her dream of a career in the theatre. Today she is the owner of InSchoolwear, supplier of uniforms for Seneca's School of Tourism students.

Kirstin's entrepreneurial story began 18 years ago. Leaving the theatre to care for her young family, Kirstin began selling children's clothing at home parties. She was

soon producing her own line and was noticed by the founder of a new school who asked her to create a uniform. From that initial order of 40 uniforms produced in her basement, InSchoolwear has grown to one of Canada's leading school uniform manufacturers with four retail stores and a robust online business, outfitting students from Calgary to Newfoundland, with 85 per cent made-in-Canada products.

Kirstin and her team work closely with Seneca faculty to create a professional look. The jackets, shirts, pants, skirts, sweaters and other accessories are all washable, durable and made to look good on all shapes and sizes. "Our goal is to support Seneca's vision of a professional, industry-appropriate look for the School of Tourism students," says Kirstin.

Jackie Bennings, InSchoolwear's Account Manager brings samples to the campus, does the sizing onsite, takes orders and delivers the final product to the students at school.

InSchoolwear supports Seneca beyond being a reliable supplier. The company provides gift certificates for students with financial need. It hires Seneca students from the Travel and Tourism Career Expo each year. It provides a donation and attends the annual Pinning Ceremony where graduating Flight Services students receive their Seneca Wings pin. InSchoolwear also contributed to the endowed School of Tourism Professionalism Award.

Building on that spirit of generosity, InSchoolwear has established three new bursaries that will be given out annually to students from the Flight Services, Hospitality and Tourism programs.

"Look at me," says Kirstin. "I was a ballerina, and now I have a successful business because someone gave me an opportunity. I think that by giving people a little bit of encouragement and a little bit of help much can be achieved."

## DONORS

Seneca Alumnus and NLI Solutions President Robert Martella was a 2014 recipient of the ASPIRE Award. The award is presented by the Markham Board of Trade's Young Professionals Committee and honours Markham's outstanding business people under the age of 40.



Carolina Billings and Robert Martella of NLI Solutions both graduated from Seneca.

## NLI SOLUTIONS

### Growing company gives back

**TECHNOLOGY AND BUSINESS MOVE FAST.** "You always have to think two moves ahead," says Robert Martella, president of NLI Solutions. The growing company oversees the supply chain management of products offered by organizations as prizes and awards.

When Robert graduated from a Seneca computer technology program in the mid-90s, he hand delivered, mailed and faxed his

resumes to prospective employers. Just 10 years later, he was the employer, supplying IT products and building his incentive, procurement and fulfilment company.

With the support of Carolina Billings, a Seneca Human Resources Management grad and NLI's Vice President, Finance and Human Resources, Robert is another two moves ahead, partnering with Seneca on new awards for tomorrow's graduates.

The *NLI Solutions Award for Global Logistic and Supply Chain Management* and the *NLI Solutions Award for Entrepreneurship in Small Business* speak to Robert's own entrepreneurial spirit – he's had business ventures underway since he was a teen – and his love of the burgeoning supply chain industry.

"We chose Seneca because we both went there," Robert says, with hopes the recipients will, "put the award towards their student loans or use it to start a business."

Both see big opportunities ahead with changes in Canada's economy. "Canada has become a move-the-goods country rather than a manufacturing country," Carolina says, "so supply chain management has become key. We want to encourage people to have formal training as the opportunities in this field keep expanding."

"The scholarships are just the start," says Robert. "If it's making a difference, we may increase the program or add a Seneca hiring plan."

Their Seneca skills are still in play. Carolina was headed on a finance track, but she had a passion for HR. She needed to take a professional certification test to earn her industry credentials. "Without Seneca, I would not have achieved as high an outcome. It is a tough exam. I would not have been prepared," she insists. Robert made a career in IT and, even now, "I don't manage my own IT any more but I plan how it's going to be laid out."

"Stick with what you know and see where it takes you," Robert says.

36%

of the donors who generously supported the College in 2013/14 were Seneca employees.



Suzanne Price calls Seneca her life, family and philosophy.

## REWARDING LEADERSHIP

### Professor Suzanne Price gives back

**WITH FOUR SENECA DIPLOMAS** and certificates to her name, and a career as a professor and program coordinator in the Pre-Media (Media and Communications Fundamentals) program, Suzanne Price has made her commitment to the College clear.

But the Senecan of Distinction does more. She also made a personal contribution through a scholarship for students in the program. The *Synergy Media Studios*

*Scholarship*, named for Suzanne's consulting firm, goes to a student who demonstrates leadership and empowering others.

"They demonstrate that they get it," Suzanne says. "They get the philosophy that the program is trying to instill."

The preparatory program helps students find their path. "Some haven't done enough of what they *don't* want to do yet," Suzanne explains. "For example, if speaking to an

audience in a presentation skills class causes anxiety, maybe being behind the camera is a better way to be involved in media."

As a small, two-semester program, pre-media doesn't get a lot of attention, Suzanne says, but she doesn't want it overlooked. "I thought I'd make sure there is an award that the pre-media students can win."

Through a simple process of payroll deductions, she continues to contribute, and this year was able to present the award herself. It went to a student who has moved on to study Creative Advertising. "It was very nice and I took him out for dinner after," she says. "In a way, these students are my protégés. I'm interested in how they move along."

A lifelong learner, Suzanne earned a Master's in Leadership Studies from the University of Guelph, launching from her Seneca credentials. As we speak, she's considering further studies, back at Seneca.

"Seneca is in my blood," she says. "It is my life and it is my family and my philosophy."

"I can't think of a better place I'd want to be. I'm just so grateful to be part of the organization."

additional students will benefit from the awards established in 2013/14.



Property Tax Consultant Chris Ratnasingham is the catalyst behind two Seneca awards.

## TAKING INITIATIVE

### Chris Ratnasingham inspires corporate support

**HARNESSING YOUR INTERESTS** and building a career on them may be the best route to a happy work life. For most, getting that right once is an accomplishment. Senecan Chris Ratnasingham has done it twice.

An achiever from the get-go, Chris started his career as an air traffic controller, fuelling his high school interest in airplanes. He guided pilots and managed the flow of aircraft in and out of airports in Cornwall,

Timmins and Toronto. After six years, with changes in the industry, he was ready to work with his other great interest – real estate.

With the help of the Second Career program, Chris joined Seneca's Real Property Administration (RPA) accelerated program.

Chris's first job in the burgeoning field, landed before he had even left school in 2007, was with DuCharme, McMillen and

Associates. Chris remembered the value of awards and initiated the annual *DMA Scholarship* for RPA students.

"Companies want to give back. It's a matter of someone taking responsibility and initiative," says Chris of his efforts. "They are so focused on daily business, it takes a lot of their time and they don't know where to start."

Fast forward a few years and we find Chris working as a Senior Property Tax Consultant at Altus Group, managing clients' commercial and industrial property assessment appeals. Altus was already a Seneca contributor so Chris became a personal donor, instituting the *RPA Impact Award*. Fellow students help determine who, among their peers, will receive the award in recognition of being helpful and making a positive impact.

Chris remembers how intense the program was and that there was little time for working part-time jobs. Presenting the award each year gives him the opportunity to meet the recipients and see the effect it has. It means more than paying the bills, he points out. "It's an achievement they've accomplished. The financial is the icing on top of the cake."

And he welcomes them into the field. "It's been everything and more than I thought it would be," he says, noting the variety of work real property assessment involves. "It takes time to explore and find your groove."

1,012

scholarships and bursaries were awarded to Seneca students in 2013/14.

## RED DONOR LIST 2014

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 Dale Peers\*  
 Vitina Perricone  
 Jenni Prodanovic\*  
 Suzanne Price\*  
 Tina Quach  
 Linda Quinn  
 Karen Radnor  
 Ruth Ramirez\*  
 William Riddell  
 James Riley  
 Catherine Rivard\*  
 Frank Robbins  
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 Myra Rutherfordale  
 Christen &  
 Edward Rutland  
 Laura Rutledge  
 Andrew Schmitz  
 Kevin Schulz  
 Janis Seaman  
 Majid Shahravan\*  
 Barbara Shannon  
 Nancy Shanoff-Weis  
 Terry Sherin  
 Megan Shotbolt  
 Amy Shotbolt  
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 Greg Smith  
 Susan Snyder  
 Ashif Somani  
 Camille Soucie  
 Karen Spiers  
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William Stewart  
 Gail Strachan  
 Jerca & Daniel Strmski  
 Bernadette Summers  
 Helen Szumigaj\*  
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 John Thompson  
 Thompson Municipal  
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 Diana Smith  
 Greg Smith  
 Susan Snyder  
 Ashif Somani  
 Camille Soucie  
 Karen Spiers  
 Wendy Staley  
 Irene Steele  
 Karl Steer

### LEGEND

■ = Seneca employee or retiree  
 \* = Seneca alumni

The accuracy of this list is important to us. If you notice any omissions or errors, please contact Katie Colvin, Annual Fund and Stewardship Officer, at 416-491-5050 ext. 77285 or katie.colvin@senecacollege.ca.

# I Remember



Dr. Newnham addresses graduating Seneca students at convocation.

**TO CALL WILLIAM T. NEWNHAM** simply Seneca College's founder is to understate his extraordinary accomplishments. He moved mountains to get a fully functioning postsecondary institution on its feet in record time.

And that was simply Bill Newnham's opening act.

He was that rare combination of visionary and implementer, the kind of leader who knew how to turn his big ideas into reality. Combining the skills of a battlefield general, pedagogical innovator, real estate mogul and administrative genius, he shaped, mobilized, pushed, shoved and inspired Seneca to the forefront of the emerging college system in Ontario that former premier Bill Davis had brought to life during his brilliant tenure as Education Minister.

From Seneca's first days, Dr. Newnham was determined to build a postsecondary institution that was as focused on academic excellence as it was on applied education. He foresaw the fundamental impact of technological change on the economy and workplaces, and understood that preparing students for constant change and lifelong learning was as important as the technical and professional skills they would acquire. He also firmly believed education must be about helping prepare students to lead rich lives as engaged participants in society.

His charges to Seneca's students were always carefully worded and eloquent, establishing early an institutional philosophy that continues to guide programs and curriculums to this day.

"Ours is the opportunity to build an academic community which will be of profound and lasting influence on its members and in its area," he wrote in the 1967-68 course book, Seneca's first program calendar. He elaborated a few years later:

"As a student at Seneca, you must develop competence and skill in your chosen field of study. You must also possess the knowledge and theoretical background to keep up with the rapid development in your field. But of equal importance as we move toward a shorter workweek and increased leisure time, you will also want to gain a broad exposure to liberal studies and to the field of English and communications."

While we're still waiting for the shorter workweek and more leisure time, under Dr. Newnham's leadership, Seneca earned a reputation for quality and innovation. The college was a pioneer in program development, including programs such as aviation and underwater skills, and its focus on experiential learning and incorporating television into distance learning courses was always underpinned by his broad view of what a postsecondary education should be.

When he retired in 1984 after 18 years as president, enrolment had reached 84,000 full- and part-time students. At his retirement dinner, then-education minister Bette Stephenson described Seneca as the flagship of the college system. Ever self-effacing, he was the first to give credit to the faculty and staff who helped bring Seneca to life.

During his last visit to Seneca, when he helped dedicate a new atrium to the founding chair of the college, he reflected on the essence of the enterprise: education.

"There is a certain nobility in learning, and there is a definite nobility in assisting learning."

Seneca has lost its most noble son.

*Tribute written by Seneca President David Agnew as it appeared in The Globe and Mail on August 29, 2014*



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