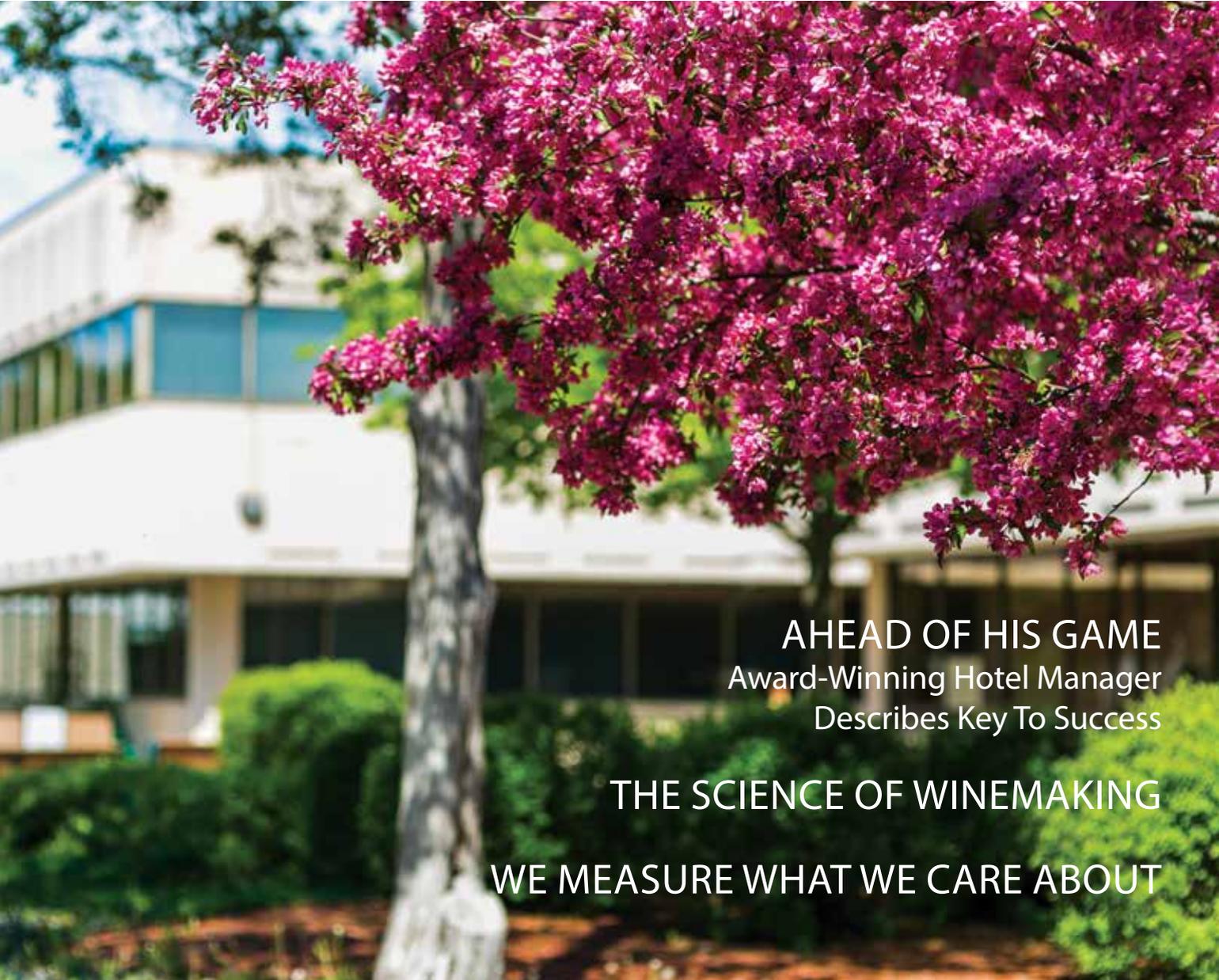


LASTING CONNECTIONS

ALUMNI NEWS & PROFILES **SUMMER 2014**



AHEAD OF HIS GAME
Award-Winning Hotel Manager
Describes Key To Success

THE SCIENCE OF WINEMAKING

WE MEASURE WHAT WE CARE ABOUT

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LASTING CONNECTIONS

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ALUMNI ASSOCIATION PRESIDENT

Richard Beare

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Loyalist College respects your privacy. From time to time the Alumni Association contacts graduates regarding various programs, benefits, and fundraising campaigns for Loyalist College or the Loyalist College Foundation. If for any reason you do not wish to be contacted by mail, email or phone, please contact the Alumni Office by email at alumni@loyalistic.on.ca or call 1-800-99-ALUMNI.

Information in this publication is available in alternative formats upon request.

(FSC logo here)



PRESIDENT'S MESSAGE

The digital revolution has introduced a vast range of possibilities for enhanced teaching and learning at Loyalist. Today, career preparation for students is more realistic than ever before with virtual simulation and hands-on training in our ultra-modern Biosciences labs, Digital Media Centre newsroom and Skills Centre workshops. Students are also using the latest technologies beyond classrooms, during field placements, trade shows and field trips. They're constantly plugging into their social networks, building professional contacts that they've established through their programs' industry partnerships.

At Loyalist, we are looking forward to launching a new College website, featuring a fun, responsive design that will look great on your mobile devices and your desktop. It will allow us to extend our emerging media engagement to offer the Loyalist experience to more learners. By staying one step ahead of the emerging knowledge economy, Loyalist is committed to ensuring its graduates are well equipped for tomorrow's workplace. Evidence that we are succeeding is reinforced by the College's performance on the provincial Key Performance Indicator results, released April 15 (for data collected from March 2013 to February 2014). Despite a challenging economy, 88.1 percent of Loyalist graduates found jobs within six months of graduation, compared with the average of 83.4 percent for Ontario Colleges of Applied Arts and Technology.

While we are extremely proud of our achievements, our goal is continuous improvement. Looking ahead we continue to build strong academic programming, respecting market driven needs, while building on learning excellence, community engagement and institutional strength. Advancement is a recurring theme throughout this newly designed issue of Lasting Connections. You'll find the following pages packed with alumni profiles of industry experts and senior leaders who have continually reinvented and redefined their careers. They have led progress in diverse fields ranging from media and environmental sciences to hospitality and health. Through Lasting Connections, we celebrate their success and yours!

Have a wonderful summer and please take a moment to share your own story with us at: alumni@loyalistic.on.ca.

Maureen Piercy
President, Loyalist College
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ALUMNI ASSOCIATION PRESIDENT'S MESSAGE

It was a great honour to be elected as your new Loyalist College Alumni President at the Annual General Meeting in November 2013. I would like to thank our outgoing President, Rosemary Rooke, for her tremendous contributions to the Alumni Association over the past three years.

I graduated in 1971 from Loyalist's second class of the three-year Business Administration program and in 1983 from the two-year Accelerated Accounting program. I attribute my success at Loyalist to the start of an exciting and varied career, including 20 years as Chief Administrative Officer/Clerk Administrator for three municipalities, 15 years as Manager of School Bus Transportation for two school boards and two years in industrial accounting.

I am a strong advocate for the community college system and the practical job training it provides to students and graduates. A Loyalist diploma opens doors to new careers, or allows you to build upon an existing career, enabling you to fulfil your dreams.

The Alumni Association continues to be very active, and this year is shaping up to be a very exciting and productive one. For example, we're pleased to be partnering with the new College Technology and Trade Preparation program to construct a pergola as part of the entranceway to the Loyalist Alumni Garden and

Memorial Grove. We're also involved in several events for students, such as the Grad Bash and Student Appreciation event this fall.

In particular, I'm looking forward to participating in the 47th Annual Convocation Ceremonies on June 5 and 6 in Belleville. Members of the Alumni Executive will be presenting Alumni key chains to our newest grads to congratulate them on their success and to welcome them to the Alumni Association.

The Alumni Association's goals for the next academic year include continued communication with members, participation in the 16th Annual Loyalist Golf Tournament Celebrating Student Success, hosting an Alumni Chapter event and attending a variety of College-related meetings and functions.

We wish all of our Loyalist graduates — past and present — continued success, and we hope that you will keep in touch with the Alumni Association and your fellow Alumni members. Your support and participation makes for a strong Loyalist Alumni Association.

Richard Beare
Richard Beare President,
Loyalist College Alumni Association

Plan your next move

Visit ONTransfer.ca and learn how to transfer your credits in Ontario's postsecondary system.



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Take your diploma to the next level – and enhance your career opportunities

Loyalist offers the following **Ontario College Post-Graduate** certificate programs:

Offered for May 2015



Enhanced Baking for Cooks

- To be a great chef, passion and creativity are a must—but a broad range of expertise is what sets the best apart from the rest
- Culinary Management diploma graduates and Red Seal Cooks can complete a full year of learning in just 14 weeks
- Train hands on for a full range of advanced production and presentation techniques in our outstanding kitchen facilities
- Receive one-on-one attention from specialized industry professionals

For information email ebfc@loyalistic.on.ca



Human Resources Management

- Successful business is all about people management. Human resources management professionals help guide organizations with sound practices – hiring the right people, training personnel to be effective, and developing strategies to motivate individuals and teams
- A four-week field placement provides valuable industry contacts and practical HR management experience
- All courses are approved for credit toward nationally recognized CHRP certification
- Enrol in **January or September**

For information email hrgp@loyalistic.on.ca



Public Relations

- Public relations professionals are increasingly in demand as employers recognize the value of effective message creation and delivery to maintain a solid reputation
- Average entry-level salaries for Ontario graduates exceed \$37,000
- An exciting four-week field placement provides valuable industry contacts and the opportunity for future employment

For information email pure@loyalistic.on.ca



Sports and Entertainment Sales and Marketing

- Starting salaries for graduates range from \$38,000 to \$52,000
- Learn in role-play scenarios and three full-day job shadows with teams such as the Ottawa Senators, Toronto Blue Jays and Detroit Red Wings
- A four-month field placement provides the opportunity to graduate into a job

For information email esem@loyalistic.on.ca



Sports Journalism

- Develop skills in reporting, interviewing, editing, shooting, researching and writing, with an emphasis on radio and TV
- Gain on-air experience at the College radio station, 91X FM, and College television newscasts
- Practical hands-on experience prepares students for positions as producers, announcers, writers, researchers, videographers and editors
- Train on the job with a 140-hour field placement

For information email spjn@loyalistic.on.ca

The Post-Grad Advantage

- Earn your certificate in less than a year
- Build on what you've learned at university or college
- Get the practical skills and knowledge employers need, based on advice from professionals working in the field
- Apply your learning on the job with intensive placement opportunities
- Make valuable connections

Start in **September 2014**



Student Entrepreneur Regional Champion

Veronica Lockyer, owner of Glass Tower Offices Corporation and a Business student at Loyalist, has been named 2014 Student Entrepreneur Regional Champion for Central Canada by Enactus Canada, the country's largest student leadership development organization, as part of the Student Entrepreneur National Competition in March.

A panel of local entrepreneurs and business leaders voted Veronica regional champion for her passion to succeed with a new kind of social enterprise and commitment to changing attitudes around what at-risk women can accomplish.

Together with the local community, Glass Tower Offices Corporation is supporting the efforts of hard-working women who have fallen through the cracks in society by ensuring they have a safe, positive home, accountable goals to pursue and a renewed belief that their value is respected by the local and global community.

Veronica was one of five Student Entrepreneur regional champions from across Canada who competed for the national title at the 2014 Enactus Canada National Exposition in Calgary, Alberta from April 28 to 30. Congratulations to her for her outstanding success.



Mark the Date!

Loyalist Post-Graduate Fair

November 12 from 11am – 1pm
in the Dining Hall, Kente Building

Loyalist's post-graduate certificate programs will be represented, as well as universities with whom the College has transfer agreements.

Outgoing Honorary Colonel Maureen Piercy Congratulates Incoming Honorary Colonel Bernie Ouellet



President Maureen Piercy served as Honorary Colonel of 8 ACCS from 2009 - 2014

On April 25, 8 Air Communication and Control Squadron (8 ACCS) held an Investiture Ceremony to celebrate outgoing Honorary Colonel Maureen Piercy, President of Loyalist College, and to welcome incoming Honorary Colonel Bernie Ouellet, a local businessman.

Since her appointment by Minister of Defence Peter MacKay in 2009, Maureen Piercy has been involved in a number of important initiatives ranging from convocation and repatriation ceremonies to supporting relief efforts and travelling to Canadian Forces Station Alert, the Arctic outpost.

"We are very fortunate and very privileged to have had Honorary Colonel Piercy associated with 8 ACCS," said Major Jeff Szumlanski, Commanding Officer. "It's been such a privilege to have such a prominent citizen from the local community take such an active interest in what 8 ACCS does and what it represents to the Royal Canadian Air Force and 8 Wing overall."

During the ceremony, President Piercy announced that she will be establishing an annual award at Loyalist to support a family member of 8 ACCS or 8 Wing who attends the College for post-secondary studies.

"Among my mixed emotions today are wistfulness at a life-changing experience coming to a close, appreciation to all who supported that experience, and excitement for Honorary Colonel Ouellet at the experience that lies ahead for him," she said. "This has been a remarkable and powerful experience, and it is the people who have made it that way."



Ahead of his Game

Award-winning hotel manager describes key to success

BY ASHLIEGH GEHL, PUBLIC RELATIONS POST-GRADUATE STUDENT
PHOTO: JUSTIN TANG, 2013 PHOTOJOURNALISM GRADUATE

For the last decade, David Smythe has managed the Lord Elgin Hotel, one of Canada's most famous hotels. Nestled in Canada's capital, with a beautiful view of Confederation Park, the Lord Elgin is an unmistakable Ottawa landmark.

David, General Manager of the Lord Elgin Hotel and Director of Operations for Gillin Hotels, graduated from the Hotel and Restaurant Management program at Loyalist in 1982 — a time when computers were sparse and the Internet was in its infancy. This shift in technology was a catalyst for significant changes.

"Our industry pretty much had its head in the sand," admits David. "We did not embrace technology. We were very comfortable in our world."

Adjusting to advancements took time, but time came at a cost. "To some degree we were a bit late getting out of the gate, which hurt our industry. Frankly, it impacted profitability," he says. "It took hotels a bit of time to catch up. Since then, everything has been touching us through technology. We all have computers. We all have iPads and Smartphones."

Being at the helm of the Lord Elgin, an independent property in competition with large, corporate brands meant innovative thinking was needed. "Through the use of savvy Internet strategies, the Lord Elgin is highly visible online to prospective guests," he says. "We boast a 112 percent market share. Pre-Internet, this simply was not possible."

David's adaptability has garnered him many accolades. In 2013 he was awarded the Ontario Hospitality Institute Gold Award for Hotelier of the Year. And in 2006 and 2012, he was named Atlic General Manager of the Year.

Social media is another example of how the Lord Elgin stays ahead of the game. David brought on a social media specialist to manage the hotel's online community through real-time marketing of festivals, conferences and current events.

David says that his three-year diploma made all the difference when applying for managerial positions. "It opened many doors for me that would have otherwise been closed."

"I owe a lot of my early successes to Loyalist. My very first job came as a direct result of my education."

"If you refer to the analytics on Facebook and Twitter, you'll see that our hotel outperforms in social media because we embrace it," he says. "It is simply an extension of the close ties we have with our local community. We support our tourism partners in many ways through sponsorships, packaging and social media."

David says hotels must continually strive to keep up with current design and frequently changing décor styles. "People tend to travel and see more now in



terms of renovations. When they come to our hotels they expect to see the latest trends and we deliver."

The Lord Elgin is currently in the design phase of its next wave of updates, including renovations to the corridors and guest rooms, as well as the entrance and front desk. "It's all very exciting!" he says.

"The challenge is to keep the guest's experience fresh. Renovating is expensive. It may seem easy on a residential level, but when a 355-room hotel undergoes a renovation it is tethered to a hefty price tag."

David is a consultant to various management teams, and he encourages them to independently drive the day-to-day processes at each hotel. "If I take that away from them, they would no longer own the work that they do. They wouldn't have the same passion."

Passion is at the heart of a hotel's culture. It is expressed in the way guests are treated, the way staff interacts, and the fine details of the experiences provided.

It is an exciting time to be working in the industry and David is at the forefront, setting trends and encouraging the hotels he oversees to be creative and innovative.

"If you want to win, you have to promise a lot and deliver more!" he says.

She Shoots, She Scores

Professor Kim Grimes is helping post-graduate students reach their dream jobs – by teaching them to make an impact on the bottom line



Professor Kim Grimes

Kim Grimes is sitting in her office, sun bronzed and contemplating a Minnie Mouse cupcake. We caught up with the professor and coordinator of the Sports and Entertainment Sales and Marketing program after a trip to Disney World, where Loyalist students attended training with world leaders in the business of entertainment. The cupcakes were baked by post-graduate student Tamara Burns. “They’re a bit dry,” Tamara offers apologetically.

“You’re not really selling them,” Kim shoots back playfully. It’s a light-hearted moment, but the lesson remains: in this program, you’re always selling.

“We teach students to get into sports and entertainment based on the fact that they’re going to generate revenue for an organization, and sports is essentially a business,” says the former marketing executive.

Her students get to observe that principle in action during an annual class trip to visit some of the most successful entertainment and sports marketing franchises in North America.

If performing improv at the EPCOT Centre sounds like a departure from the ordinary, it’s a telling snapshot of the approach to learning in this hands-on program. Students are routinely called upon to step outside their comfort zones. One of the most important activities is role playing. Students enact realistic scenarios, such as pitching a practicum placement for their dream job. The exercises are videotaped and critiqued as a learning tool.



Jessica Hootz secured a placement with the New York Rangers as their Community and Fan Development Spring Intern. She’ll complete a major project promoting the team’s ‘Go Skate’ initiative, teaching hockey to kids. “This position will enable me to work on a number of community projects in and around New York City,” she notes with enthusiasm.

“My Loyalist faculty went above and beyond to help me land the placement I was seeking.”



Jessica’s classmate Matthew Reid locked down a four-month placement as Assistant Corporate Services Coordinator with the Ottawa Senators. For Matt, it’s a foot in the door – a chance to prove himself and start living his dream.

“I may not have the skills to play NHL hockey,” he notes, “but I can make an impact on the team from the front office.”



Tamara is now the Game Night Coordinator and Hockey Development Administrator for the Belleville Bulls

Tamara moved on from baking cupcakes to a practicum placement in marketing, sales and game operations with the Peterborough Petes of the Ontario Hockey League.

“I entered the program with high expectations,” she says, “and they were not only met, but exceeded. I’ll graduate with the ability to approach any sales situation with confidence, which is a skill I never had the opportunity to develop in university.”

“I think the value of role play is unprecedented,” says Kim. “People don’t normally get to experience role plays until they either go into the corporate workplace or an MBA program. Some of the students will tell us that it’s one of the hardest things they’ve ever had to do, coming from a university background. But they’ll come back to us and say, ‘That was the most beneficial thing that I ever did in all of my school learning.’”

Through these and other hands-on classroom exercises, students develop the skills and confidence to approach professional sports teams for job shadowing. They get a feel for the business and a chance to build their personal network during three full-day job shadows, leading up to an intensive four-month field placement with a sports or entertainment organization in the second semester. Faculty use their considerable industry knowledge and contacts to help students connect with the right people. Then it’s up to the students to make it happen.

The Sports and Entertainment Sales and Marketing program was launched three years ago to give college and university graduates the practical skills to turn their degree or a diploma into a job. “They come from different backgrounds and they haven’t been able to crack that entry point into the workplace,” Kim explains. “They’ve knocked on the doors but they haven’t been answered. But here, when those organizations understand that our students can make an impact the second they walk in the door, their calls are getting answered.”

Kim rhymes off an impressive spectrum of employment prospects. “My students have completed job shadows and placements with organizations such as Maple Leaf Sports and Entertainment. They’ve worked with the Raptors, the Maple Leafs, the Ottawa Senators, the Blue Jays, the Toronto FC soccer club, the Scotties Tournament of Hearts,” she says with pride. “They’ve done concert promotion with Live Nation, worked with NHL alumni offices, the Buffalo Sabres ... **they’re in demand.**”

Loyalist’s Sports and Entertainment Sales and Marketing program is accepting applications for September 2014 through ontariocolleges.ca.

Labour Market of *Change*

People and human relations have always been more interesting than computers to Reg Pearson. As Assistant Deputy Minister of the Labour Relations Solutions Division at the Ministry of Labour, Reg deals with every sector of the economy in Ontario, building relationships and providing advice to many areas of government.

Reg graduated from the Electrical Engineering Technology program at Loyalist in 1973. While his fondness for technology initially drew him to the College, it's the social experiences he enjoyed there that keep bringing him back.

"The Loyalist experience never leaves you," he says. While at Loyalist he spent three years on student council and held the position of President. "I gained the skills to problem solve and work with other people such as faculty, administration and community leaders. Those opportunities have molded and guided me throughout my career."

In 1984, he returned to the College as a member of the Board of Governors, and during his term held the positions of Chair of the Management Committee and Chair of the Board. He remains connected with the College today through the Loyalist Association of Friends, a network of former Board members.

Reg has led an extensive and varied career since graduation. He first worked as a Computer Communications Technician for Bell Canada. It was there that he became involved with the union and began to take labour relations courses. He was then offered a position at United Food and Commercial Workers in 1981 as a full-time representative and negotiator. "I discovered I wanted to be a person who solved problems and the mediator role was a natural fit." For more than 24 years, he has worked with the Ministry of Labour as a Mediator and Director, as well as working for a brief period at the CBC as a Senior Industrial and Talent Relations Officer.

Reg has many career highlights, including being an adjunct faculty member in the Yeates School of Graduate Studies at Ryerson University; serving on the Board of Directors for the Ontario Construction Secretariat; and on the Executive Board and as President of the Association of Labour Relations Agencies (U.S. and Canada). In 2011 he was presented with the prestigious Amethyst Award for his contributions to his community and the province.

"It is satisfying to have been around for a while," he says. "People will call you for advice. I have been blessed with a great team and there is a lot of assistance within the labour management community."

Reg has been asked to participate in various international forums. In 2010, he was a member of the Canadian delegation to Vietnam, where he spoke about the history of labour relations and structure of dispute mechanisms in Ontario.

"There are cultural and political differences but the work issues are the same," he notes, "including safe working conditions and work you can be proud of."

He observes that the labour relations environment has changed over the years. "There is still a strong role for unions in the workplace, but the challenge is that individuals are not staying with one employer until they retire. The social trend has moved from the pursuit of collective rights to individual rights. Unions are now expected to constantly stay in touch with their diverse members and to provide them with detailed information. Through the Internet, they have the ability to compare sources."

Another challenge he identifies is to make sure our education system matches our labour market trends. "For a long time the focus was on academics; now there is a shortage in skilled trades. Trades have modernized and are now considered a very acceptable career path. There needs to be more diversity and opportunity in the education system as not everyone fits into the same mold. Community colleges will play a vital role in moving in that direction."

At the end of the day what makes Reg proud is the feeling of achievement both with his career and his family. He says, "To know that the services your department provides are the best in the country and that you have a high level of acceptance when it comes to neutrality is an achievement."

Reflecting on the development of his successful career, Reg says, "Some of it was just luck, but you take those opportunities and roles as they help you achieve the next one." He advises today's graduates:

"Have faith in those skills that are your foundation of knowledge and understanding."



The Science of Winemaking

BY CHRISTIANA JARVIE, PUBLIC RELATIONS POST-GRADUATE STUDENT, CLASS OF 2013-2014



While Prince Edward County is well known for its wineries, few people are as interested in the science of wine as 2013 Biotechnology Technologist graduate Michelle Stewart. Michelle is one of the County's young winemakers, bringing a fresh perspective to an old craft at Hillier Creek Estates winery.

Michelle oversees everything from growing grapes and aging finished wine to bottling the wine and helping to host weddings. She enjoys being involved in event planning and set-up.

In her spare time, Michelle is completing a Bachelor of Science, Oenology & Viticulture at Brock University. "I found my niche in the chemical and microbiological analysis of food products, and if I'm not working, I'm studying or catching up with my fiancé," she says. "I'm trying to host some wine-tasting parties to share my knowledge with friends and family so they can see what I do and can appreciate it a little more."

For Michelle there is no such thing as a typical day. Mornings are reserved for tasting wines, comparing aromas and flavours to ensure their maturation is on track. "You can often find me, glass in hand, tasting all of the tanks and barrels of wine in the mornings," she laughs. "I regularly taste my wines to look for any issues that may be developing." She spends the rest of her day overseeing various winemaking processes, chemical additions to keep the wine healthy, filtering, fixing wine faults, getting the wine ready to bottle, and designing labels.

Michelle didn't always have vineyards in mind when she was planning her career. In 2005, Michelle graduated from Corporate and Commercial Security and began working as a by-law officer for the County. She soon realized that it was not the career she was meant for, and in 2012 decided to take the two-year Biotechnology Technician Diploma program at Loyalist. She then went on to complete the third year for an Advanced Technologist Diploma.

Michelle has always been interested in biosciences but didn't know she wanted to work in the wine industry. "I drank wine and I enjoyed it, but I never really gave

a lot of thought to the process of creating wine and how it can be unique. The Biotechnology program at Loyalist helped facilitate my transition into winemaking. The toxicology, fermentation, chemistry, extraction and microbiology classes were all relevant to the wine industry."

Michelle completed her program placement with Rowan Environmental Consulting Inc. in Picton, where she worked on wastewater treatment, air treatment and purification. She also completed a placement in the molecular biology department at Queen's University.

She landed her current position as Winemaker at Hillier Creek Estates after meeting owners Kemp and Amber Stewart at a café in Wellington, where she was a server during the summer.

One of the aspects Michelle enjoys most about working at the winery is meeting the people who visit. She likes hearing people's stories and experiences with wine, being involved in tours and teaching and answering questions.

"People are ecstatic about it," says Michelle "They ask, 'How is it made?' You say, 'Come on, I'll show you' — and they think that's great."

"As a winemaker I want to continue to learn, experience new winemaking techniques and teach others about what wine means to me. I am innovative, experimental and eager to push the envelope at Hillier Creek Estates.

"I'd like to have a portfolio that I could put my name to," she adds. "A couple of vintages under my belt, some wine competitions and maybe win some medals, which would be really nice. And bring more people to the County to experience our wines."

2009 Estate Pinot Noir Reserve anyone? It's currently Michelle's favourite red!



"The Biotechnology program at Loyalist helped facilitate my transition into winemaking. The toxicology, fermentation, chemistry, extraction and microbiology classes were all relevant to the wine industry."



We Measure What We Care About

BY BECKY MACWHIRTER, LOYALIST SUSTAINABILITY COORDINATOR

From business to urban planning, architecture to education, the metrics we develop to measure success reflect our values and priorities and have an indelible impact on future outcomes. At Loyalist, we care about the impact we have on our environment and community; we care about how well we are supporting our faculty and staff in promoting sustainability and the engagement of our students; and we care about our long-term financial health and the success of graduates. Measuring our performance on all fronts is a primary focus in 2014 and beyond, and the creation of my position reflects Loyalist's commitment to doing so.

I have the good fortune to be the College's first Sustainability Coordinator – a role that is being adopted across North American campuses to provide dedicated resources to measure sustainability performance and drive action to improve it.

Sustainability touches on every aspect of an organization and is no easy task to measure, but post-secondary institutions have a unique advantage. We have a pool of talented and eager students to draw from and we intend to leverage this resource to track and measure the College's impact along social, environmental and economic lines.

Through Loyalist's Principles of Sustainability and Social Responsibility course – offered in our Business and Accounting programs – students benchmark the College's performance by gathering information on its purchasing, student life, curriculum, transportation, facilities and more. According to Professor Jonathan Lake, "Businesses have embraced sustainability as a critical part of doing business and they expect graduates to be conversant. The Chartered Professional Accountants of Canada released a guide in 2013 to assist CPAs with sustainability reporting, reinforcing the significance of teaching sustainability."

Embedding the principles and practices of sustainability within course content, projects and student volunteer opportunities helps to produce graduates who apply a holistic approach in their work-life endeavours.



Celebrating LEED® Silver certification of the Sustainable Skills, Technology and Life Sciences Centre at Loyalist College (L-R): The Honourable Gary Goodyear, Minister of State for the Federal Economic Development Agency for Southern Ontario; Tamara Kleinschmidt, Chair of the Loyalist College Board of Governors; Maureen Piercy, Loyalist College President; and Daryl Kramp, MP for Prince Edward-Hastings

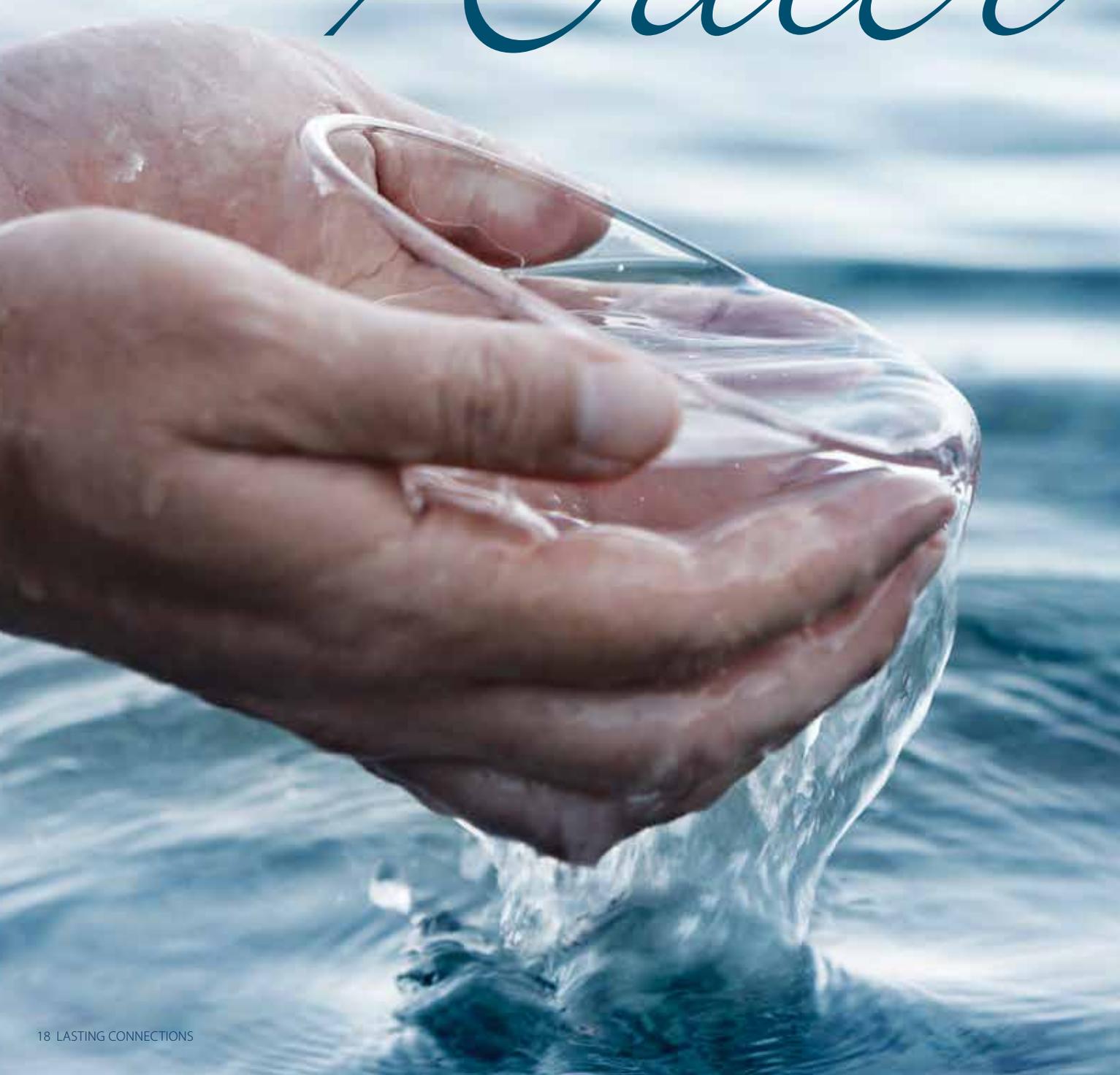
Loyalist has a tradition of using the campus and wider community as a laboratory for students to learn about sustainability and cultivate real-world skills. For instance, over the years, the Waste Management class has conducted waste audits and implemented a food waste composting pilot project – win-win initiatives for students and the College.

The Alliance Excellence Achievement Program (AEAP) is another case in point. Local organizations pitch projects to Business Administration students who then form teams to tackle the deliverables. Through this unique project, students create tangible social and environmental change in their communities while developing marketable consulting skills and gaining valuable contacts. Examples of past project pitches include creating a municipal energy conservation and demand management plan for the City of Quinte West, and a sustainable business and residential growth strategy for the Build Belleville project.

Business Professor Bob Millard is a strong believer in experiential learning as a means to equip students with the skills and knowledge desired by employers. In addition to AEAP, he is an advisor for Enactus Loyalist – a voluntary entrepreneurial organization that fosters student leadership in business and sustainability. Student leaders of Enactus create and implement community projects, which are evaluated on their consideration of economic, social and environmental factors. Their "Junk Geniuses" after-school program is popular for engaging youth in creating art using salvaged and recycled materials, which are then auctioned off to raise money for program funding and local charities.

By involving students in Loyalist's sustainability performance and developing projects that lead to improvements on campus and in the community, the College is planting the seeds from which future action grows. We are building upon past efforts to use the College and community as a laboratory for learning and have made a conscious effort to infuse sustainability within the curriculum across all departments. At Loyalist, we care about our impact and we challenge our graduates to be a force for action towards a sustainable future.

For the Love of Water



Think you need a university degree to be a hydrogeologist or a senior environmental officer? Think again. Two Loyalist graduates have earned their titles and unique career achievements with their diplomas and hands-on experiences. While they completed their training in the 1970s and 80s, these programs are still in full force at the College today. The former diploma in Water Science today is the Environmental Technician/Technologist program, and the Chemical Engineering Technology/Technologist program has been running since 1968.

Both Kip Hawley and Daniel White started out with an interest in water, and are now experts in their field. They hold senior positions at the Ontario Ministry of Environment and have made important contributions to the Ministry's work in protecting the environment.



Kip Hawley, Regional Hydrogeologist

Kip has always had an avid interest in the outdoors and the protection of clean water. "My father always said, 'People have to drink clean water.'"

As a testament to this, he has been with the Ministry for 40 years, with his job title changing from Public Health Inspector to

Assistant Hydrogeologist, Assistant Geologist, Surface Water Technician, and finally Environmental Scientist.

Kip graduated from Loyalist in the Water Science diploma program in 1972. "Loyalist was one of the few Colleges offering a course of that nature at that time."

The two-year program qualified him for three different levels of work: surface water, air and groundwater. His Professor, Don Pysklywec, directed him to his first ministry job ad. "My teachers all had hands-on experience, which makes a big difference. You did the field testing and the instrumentation, and you were also tested as an individual. It gave you more experience with what to expect in the working world?"

A registered professional geoscientist, he holds dual qualifications as a Well Driller and a Hydrogeologist. "There are very few of us who work for the government now who are qualified in both."

He is responsible for a vast region, stretching from the Manitoba border to the Hudson Bay coast to the Quebec border. His job consists of planning and disaster control. "We look after anything to do with groundwater contamination, wells, subdivision proposals, fuel contaminations, blasting interference complaints, well construction complaints, and reviewing and approving plans for landfill sites."

Kip helped solve the drinking water problem for residents of Matachewan, Ontario, during and following the 1990 tailings dam spill, which had intakes into a contaminated river. "To this day the well is still working with more productivity than the town needs," he says. He has also led clean-ups on fuel spills in lakes, such as the million-litre ESSO tank spill on the ice-covered Kelly Lake in Sudbury.

In 2013, he was awarded the Queen's Diamond Jubilee Medal for his performance and duty with the Ministry. He has also received three Emerald awards, recognizing environmental excellence in Ontario.

He was part of the team that prepared the *Water Supply Wells Requirements and Best Practice Manual*. "We wrote it for the protection of Ontarians. When something goes wrong, you have to try and correct it with the use of authority. The authority lies under the regulation. When something is written down there is very little leniency on how you interpret things."

His advice to new Loyalist grads? "Take advantage of hands-on training and instruction." He has seen numerous staff go back to college, even after completing a Master's degree. "You learn how that instrument works. If it breaks down, you can fix it in the field. All that I learned at Loyalist has been applied."

He also advises them to look for a career, rather than a high-paying job. "You pursue a career because you think you can make a difference. Your career will occupy about one-third of your life. So pick one that you can be happy with and enjoy."



Daniel White, Senior Environmental Officer - Water Inspector

A 1988 graduate of the Chemical Engineering Technology program, Daniel has always had an interest in the environment, particularly water and wastewater treatment. A College field trip to the Belleville water plant initially tweaked his interest. He now has 25 years of experience, including regulatory compliance,

and is a registered member of the Ontario Association of Certified Engineering Technicians and Technologists (OACETT).

"I'm a visual person, and I believe in the old cliché that a picture is worth a thousand words. When it comes to water and wastewater treatment, there are various parameters that need to be monitored properly. If you illustrate them in a set of graphs, you can tell right away what's going on."

Daniel has extensive experience in the performance of environmental and health and safety auditing. "We do extensive inspection, especially on the water side. As part of the Safe Drinking Water branch of the Ministry, we've recently taken over wastewater inspection programs from another Ministry division and have applied a similar approach. Our branch was set up to prevent what happened in Walkerton."

Daniel has been involved not only in environmental legislation, but also as a Compliance Advisor for the Ontario Clean Water Agency, involved with health and safety legislation. "We did internal audits at the water and wastewater plants to ensure the agency was complying with various types of legislation," he explains. "This included spill prevention, proper storage for fuel and diesel and other compliance issues."

"The courses at Loyalist prepared me for work throughout my career. The more senior analytical courses, such as organic chemistry, really taught me how to problem solve. I use that now to present data to give people an idea of what the issues are in terms of evaluating water treatment and wastewater plants to make sure they're being operated properly."

One of the highlights of his career was studying wastewater plants across the province from 1991 to 1994. At the time, about half of wastewater plants weren't meeting their effluent limits (the water that gets discharged).

"We were trained in a protocol developed by the U.S. Environmental Protection Agency. We were able to show that we could bring all these plants to produce a consistent quality effluent. It was a huge learning curve, but it enabled me to greatly increase my knowledge of wastewater treatment."

In 1998, Daniel received the Amethyst Award, considered the "academy awards of public service," for a management system certification for the South Peel water system. "We obtained the ISO 14001, which had never before been done for any water system in North America."

To add some variety to his career, Daniel has been a volunteer firefighter with City of Kingston since 2005.

Does he enjoy his current work? "It's satisfying when you do an inspection, you find the client is out of compliance, and you go in and work with them to help bring them into compliance by educating them and providing outreach."

Daniel's clients range from a rural apartment building owner and a children's camp to a large municipal utility. "As environmental officers, we are also enforcement officers who have tremendous power in our job."

He advises grads to take advantage of every opportunity they are presented with. "Your learning doesn't stop the day you walk out of Loyalist's doors. You'll learn exponentially when you begin to work in your chosen field."

Careers in *high gear*



Malcolm Crawford, Automotive Service Technician program



Will Joyce, Automotive Service Technician program

As they complete their first year of apprenticeship studies, two recipients of the W. Garfield Weston Foundation Fellowship talk about their career plans, and what the Fellowship means to them

Malcolm Crawford loves classic cars. At the age of 24, he already has a small collection of pre-1970s vehicles. A self-described “old car nut,” Malcolm sees a niche for himself in the automotive market, catering to older vehicles with parts that are difficult to source.

Today he’s pursuing that career dream with the help of the W. Garfield Weston Foundation Fellowship program. An apprentice in the Automotive Service Technician program at Loyalist, Malcolm was granted a Fellowship and began his studies last fall. The pilot project will provide bursaries and tuition assistance to 60 post-secondary and apprenticeship students over three years. The Fellowship was established in 2013 to help meet the “skills gap” by encouraging more students to enter the skilled trades.

THE W. GARFIELD WESTON FOUNDATION

As an apprentice, Malcolm attends classes at Loyalist one day a week while working full time in Kingston. The bursary has enabled him to purchase new tools, and helps offset the cost of the commute, “putting gas in the truck to get here when it’s not a pay week, or especially at the end of the month when all your bills are due,” he chuckles appreciatively.

Students have access to a wide range of diagnostic tools in Loyalist’s state-of-the-art Sustainable Skills, Technology and Life Sciences Centre. Malcolm enjoys the challenge of working with automotive technology that is constantly evolving, but his greatest reward comes from good old-fashioned troubleshooting. “Like in the case of this old Ford,” he says, “you can’t just jump on the computer and find the problem. Everything is mechanical. It’s a step back in time to what people were working on 40 years ago. It’s like a history lesson.”

Malcolm’s classmate Will Joyce, another Fellowship recipient, also enjoys taking engines apart. “There’s a big difference between hearing an engine run and seeing all the components, how everything interacts with one another,” he says. “I am glad I picked Loyalist. I’ve learned a lot from my professors and the hands-on experience has been really rewarding.”

During the four days a week that he’s not at school, Will apprentices at Ron Lay Motorcars in Peterborough, which specializes in Volvo and BMW service. He remains focused on his goal of becoming a BMW service technician. “It requires a lot of skill, a lot of patience, and I’m willing to do whatever it takes to get there,” he says.

He explains how the Weston Fellowship is helping him reach that goal. “When you are transitioning from working full time in the skilled trades, it’s hard to go from full-time apprentice to being a student. Having that extra money does make it easier to concentrate on your schooling, instead of worrying about paying your bills. It has helped me out considerably.”

Having benefitted from the support of the Fellowship, Will embraces the opportunity to help others starting out in the skilled trades. “I think mentoring is a part of life in general,” he says. “People need a helping hand and when you find

somebody else who really enjoys a trade like automotive mechanics, you get to share that experience. It’s a win-win situation.”

Malcolm also enjoys talking trades with young people who are thinking about their future. “To see them just starting out, it’s kind of like watching them on their first day of kindergarten,” he says. “When I was in high school, I had a lot of people help me, and it’s nice to give back to the next generation, even though I am not much older than they are!”

Both students are excited to be training for a future in a vibrant sector of the economy.

“It’s a growing industry,” says Malcolm, “always changing and evolving. There will always be careers that go out of style or become obsolete, but in this trade – whether it’s 50 or 100 years in the future – there will be jobs. You’re always going to need technicians and tradespeople.”

Loyalist is accepting applications for the W. Garfield Weston Foundation Fellowship program from Automotive Service Technician apprentices until July 31, 2014 at loyalistcollege.com

Behind the Scenes Talent

Rogers Producer Creates Stories of Success



Daniel Boyce, a 1997 graduate of the Television and Broadcasting program, enjoys his job creating and editing media for Rogers TV. As an On Air Promotions Producer, Daniel writes advertising scripts, produces voice-overs, gathers footage from archives and shoots and edits new footage. His promotions have aired on networks such as TV Guide, Rogers TV, A&E, CNN, Slice, TLC and OLN, to name a few. He specializes in creating and compositing graphics and animations. Many of his graphic elements are used as master templates for Rogers TV networks nationwide, most notably for York Region Dining, which received a 2010 Golden Sheaf Award.

What he likes most about his job is the opportunity to be creative. “On most projects, I have creative freedom,” says Daniel.

He recently created the on-screen design graphics and animations for the Canadian Women’s Hockey League Awards. “It’s all about taking ideas from the client and making them come to life. Just witnessing everyone enjoying themselves at the awards is what makes the job so rewarding. There was no pressure,” he jokes, “knowing that the Prime Minister of Canada was going to be there!”

He also likes working on promotions that profile people in the community. “I get into a more intimate conversation, seeing what motivates them and where their passions lie, and the messages they are trying to convey.” Daniel often hears from clients who are very excited to see their profile appear on Rogers TV or U.S. channels.

Daniel trains and manages a regular rotation of volunteer editors and voice over talent. One of the volunteers is country music recording artist Christina Doyle, who has been very grateful for the experience. “It’s a reminder to me about the little things that mean a lot to people — allowing someone to come in and share their talents,” says Daniel. “It’s another example of what makes the job enjoyable.” He liaises with clients such as Power Stream, Richmond Hill Honda and York University, as well as local small business owners. Part of his success comes from providing effective solutions to clients’ business requirements and offering new ideas to stay current with market trends.

He has been with Rogers since 2000, a few years after graduating. “My favourite part of the Loyalist program was studio production and editing. It didn’t feel like school. It felt like it was my job and I was having fun doing it.”

What led him to choose the College?

“After doing some research, I found that Loyalist was a school of choice in the TV industry, and that it had a good reputation for job placements.”

After taking a tour of the Loyalist studio, he knew that he wanted to sign up for the program and that television production was his passion.

Daniel initially worked as a freelance editor and producer, which was common in the mid-to-late 1990s. “That has changed quite a bit now,” he says. “I’m sure there are still many freelancers out there enjoying their autonomy, but there are great advantages to being a member of a company that you can grow with.”

Daniel eventually became an Associate Producer/Video Editor and Camera Operator for Shaw Communications. While at Shaw, he was promoted four times in two years to increasingly challenging positions.

He subsequently held positions at Global TV and Maple Leaf Sports and Entertainment. “If you were at a Raptors or Toronto Maple Leafs game in the late ‘90s and appreciated the instant replay on the Jumbotron, I was responsible for that. I also provided highlight footage to TSN for their sports broadcast.”

Daniel notes that the television broadcast industry has changed a lot over the years. Two of the biggest advancements have been broadcasting in HD and web streaming/TV On Demand. “The progress in mobile technology is driving the demand for broadcasters to make programming available on the web.”

Thankful for his training and work experiences, Daniel recently joined the video production team at his church to help produce videos for the congregation. “Through my training I’ve been able to share so many of my skills with other people to help them carry out their messages more effectively.”

Fit & Career-Driven

Loyalist grads find their sweet spot in Fitness and Health, Rec and Leisure

BY LAURA VOSKAMP, PUBLIC RELATIONS POST-GRADUATE STUDENT

After graduating from similar programs at Loyalist, alumni Lindsey Sinclair and Derek Arsenault found themselves in surprisingly diverse fields. Lindsey graduated with a diploma in Recreation and Leisure Services in 2011 and a post-graduate certificate in Public Relations in 2012, while Derek graduated from Fitness and Health Promotion in 2003. Both diploma programs place a large emphasis on lifestyle, which Lindsey and Derek have successfully applied to their careers in the public and private sectors, ranging from tourism and events to business and personal training.

During his student days as a member of the Ontario Colleges Athletic Association (OCAA) men’s varsity soccer team, Derek started to build his professional network through placement opportunities. One practicum at Copperfield’s Fitness focused on the private side of training, while another at Strength Tek Fitness and Wellness Consultants was more corporate.



Between 2005 and 2006, Derek and a former classmate owned and operated a fitness facility. Then in 2007, he joined the team at One to One Health and Fitness Centre where he trained amateur and elite athletes among his clientele. In April 2013, Derek once again ventured out on his own and opened Living Energy, his own Belleville-based studio where he currently trains athletes and other clients. Also in 2013, he was added to Hockey Canada’s Regional Trainer list. His philosophy is simple and strong: “Be active, eat real food, live now, play, rest and relax.” He aims to teach people that “fitness and health is a lifestyle and does not need to be, nor should it be, stressful.” He sees a recurring theme today with people trying to get a “quick fix” of fitness in order to look a certain way.

“Today’s fitness is too often about hard-core, maximum-intensity exercise that focuses on image rather than important factors like movement, flexibility and injury prevention,” says Derek. “I take a different approach, which is why my clients have seen great success and always leave happy.”

Derek’s focus on overall health and well-being was nurtured in the Fitness and Health Promotion program, where students learn who they are as individuals and how to be the best professionals they can be at all times. The guidance of his instructors, he says, played a large part in fostering his courage and knowledge to venture out and open up his first facility.

For Lindsey, building a network of contacts came by seeking out individuals whose careers appealed to her, and establishing relationships with those people. Meeting with a variety of professionals in both Public Relations and Recreation and Leisure Services introduced her to potential employers. In her words, “who you know” has been a vital asset in looking to break into her desired career path.



Lindsey believes that her combined education, work and life experiences have led to where she is now. Through networking, she secured the position of Special Events Coordinator at Calabogie Peaks Resort. Her College training comes into play quite often, especially during the winter season when she coordinates school and corporate ski visits and creates customized client programs.

“I was originally hired to work alongside a committee to organize two major festivals: the Calabogie Country Music Festival and the Calabogie Blues & Ribfest. This involved managing volunteers, securing sponsorship, creating a site plan, prepping the site, and marketing and promotions.”

Continually learning and taking on new experiences has helped her gauge trends and apply theoretical practices to real-world situations.

“By being involved in various projects and community groups, I am able to stay current in this ever-changing industry,” she said. This past year, Lindsey was Co-Chair of TEDxAlgonquinPark, an event that unites community leaders, dreamers, builders and doers to collaborate and spark new ideas for Algonquin Park. This involvement opened her eyes to emerging interest groups and their successes and struggles. It brought issues closer to home, allowing her to recognize a correlation between the recreation and leisure industry and local and provincial political developments.

Like Derek, Lindsey also advises recent grads to take advantage of opportunities, and to get involved in various projects and points of interest that may open doors to further connections.

“There are people who are willing to help you but the trick is you have to ask.”

Corporate “Selfie”

Why it's time to recreate your online content and identity

BY LEONA HOBBS, 1998 LOYALIST JOURNALISM GRADUATE CHAIR OF THE LOYALIST PR PROGRAM ADVISORY COMMITTEE
PHOTO: 2013 PHOTOJOURNALISM GRADUATE MARTA IWANEK

Have you Googled yourself? A search for your own name reveals the self we project online. As professionals (and in our passions and pursuits) we have an unprecedented opportunity to use social networks and our Smartphones to create and cultivate our reputation.

I've spent the years since graduation creating communications and marketing for organizations in Canada and the U.S. I built my career when mass media was starting to feel the disruption by Internet technology, and found a niche helping organizations plan and bring new ideas and methods for reaching and engaging their customers.



Leona Hobbs, Public Relations Program Advisory Committee Chair, presents PR student Abhijit Kahlon with the New Media Award – Honorable Mention at the 2013 PRISM Awards. (Photo by Marta Iwanek)

There's big buzz these days about content marketing. Content marketing means creating and sharing online content (articles, videos, images, etc.) as a means of converting prospects into customers and customers into repeat buyers. The primary goal is to obtain permission to deliver content over time. This repeated and regular exposure builds a relevant relationship that provides multiple opportunities for conversion, rather than a "one-shot" all-or-nothing sales approach.

There are many tools of the trade, but success in content marketing is first and foremost in creating something worthy of earning the attention of customers. Each of us has the opportunity to bring the ethos of content marketing to our professions, passions and pursuits. And we have ready access to the tools to create attention-worthy content.

In 2014, visuals rule. Instagram, Pinterest and Tumblr are fueled by images. Facebook, Twitter and LinkedIn are placing greater emphasis on visuals in the feed. Data shows that people are more likely to engage with content when there's an image in the post. Most of us have our phones within reach 24/7 so creating photos is a snap. Videos are almost as easy to create (including those short ones on services such as Vine and Instagram).

Before you start creating new content, audit what you've already got and see what you can repurpose. Most organizations are rich repositories of content assets. PowerPoint presentations are easily made shareable (and findable) using SlideShare. You can also mine archives and convert videos into short clips for YouTube.

At the end of the day, we've got to share and create content that adds value.

Back in web 1.0 I had a colleague who was absolutely brilliant at sharing articles. She used email and with every message she included a short note about why she was sending it their way. These emails reinforced to everyone who worked with her that she was knowledgeable and tuned into what mattered to the people in her network.

Providing value is at the core of content marketing. For a couple of leading content marketing examples, take a look at the American Express OPEN forum and what GE is up to on Pinterest (and across social networks). All brands – including our personal ones – must consider where content fits in their marketing.

Leona Hobbs is a Toronto-based social media and digital marketing strategist. With a disciplined approach to strategy, Leona develops converged digital programs using content and social media marketing. She also works with clients to support marketing operations including training, workflow definition, governance and collaboration.

Graduates Where are they now?



Winning Photograph

Julia McKay is a 2013 graduate of the Photojournalism program and is employed as a multimedia journalist for the Kingston Whig-Standard. During her second year of College, Julia was recognized with an Award of Excellence in Spot News by College Photographer of the Year (CPOY). Julia's award-winning photograph was chosen from a multitude of still images and multimedia projects entered by 634 student photographers from 115 colleges and universities in 19 countries. To view Julia's photograph visit: cpooy.org.



'Fly Colt Fly'

At the Belleville Downtown DocFest International Documentary Film Festival, February 28 to March 2, the Audience Choice Award for Best Local Film was presented to *Fly Colt Fly* by Belleville brothers Adam and **Andrew Gray**. Andrew is a 2003 graduate of the Media Arts – Digital Production program. The feature-length documentary tells the story of how teenager Colton Harris-Moore escaped arrest for nearly three years as he went on a spree of burglaries and crimes, which included multiple airplane and auto thefts.



Best of Both Worlds

Andrew Meiboom, a 2010 graduate of Business Administration with advanced diplomas in Human Resources and Operations Material Management, is Human Resources Coordinator for Ledcor Construction, which operates throughout North America. He works in Alberta and lives in Toronto, a rewarding combination that enables him to optimize his career growth and retain his Ontario connections. He flies back and forth for shifts, working 14 days and then returning to Toronto for a week off.

"I work on project sites in remote locations and I'm responsible for onboarding all new employees. I meet new people from across the country, working in many different environments."



Community Development

Marta Iwanek has been working in Kyiv's Independence Square, capturing the people's resistance and determination through photographs and videos. Her work was featured on CTV's Kevin Newman Live at: knlive.ctvnews.ca.

Marta is a 2013 graduate of the Photojournalism program, as well as the Journalism program at Ryerson University. As a student at the College, she was awarded the Shaun Best Memorial Scholarship for outstanding photojournalism potential and promise. Her work has appeared in Maclean's, the Toronto Star, the Waterloo Region Record, Wondereur and PROOF, National Geographic's blog. Marta is a freelance photojournalist based in Toronto. Her work can be found at martaiwanek.com.

"I'm interested in exploring subjects that deal with how we care for one another in the communities we build – what we gain from this and what happens when it is lost. Born to parents who were Ukrainian immigrants to Canada, community has played a strong role in my life."



Playing in the Big Leagues

Andrew Peacock, a 2013 graduate of the Sports and Entertainment Sales and Marketing program, has been hired as Inside Sales Executive at Global Event Sports Management Group.

"Sports and entertainment is my passion so when this opportunity arose, I jumped at it. My role is to prospect and research leads with a focus on determining key decision makers. I look for clients who will be a good fit with our Sports Events packages, which feature accommodations, transportation, event passes, meals and corporate signage at marquee sporting events such as the Super Bowl, Masters Tournament, Kentucky Derby, U.S. Open, Canadian Grand Prix and Canadian Open. During my interview, Global Event Sports Management Group said they were interested in me because of my experience at Maple Leaf Sports and Entertainment, where I did my placement as a student. The program played a key role in my success."



Digital Dreams

Karen Wood graduated from the Animation program in 2013 and was immediately offered the position of 3D Lighting Artist at Nelvana – Corus Entertainment in Toronto. Nelvana is one of the world's leading international producers and distributors of children's animated content and is part of the Corus Kids Television entertainment portfolio.

"I've always dreamed of working in a place like Nelvana. Now here I am. The most exciting part is that I didn't even apply – they found me! I can't describe how great it feels to work for one of the world's top children's entertainment companies. I spend my entire day doing what I love. I'm at my desk painting in Photoshop or working in Maya. It's the greatest feeling in the world!"

The Campaign for Loyalist College

With the support of alumni, community partners, faculty, staff and students, the College is proud to announce that the Campaign for Loyalist has raised \$5.9 million towards the goal of \$6 million. The Campaign will help to complete and equip the Sustainable Skills, Technology and Life Sciences Centre. It will also provide financial assistance for Loyalist students. As a result of the generosity of our community and supporters, including students, alumni, faculty and staff, foundations, municipalities, and business and industry partners, our students are able to use some of the latest equipment as they gain the required knowledge and training to meet the growing demand for skilled workers in Ontario.

CIBC Donation



John Fitzpatrick (left), Senior Manager, Public Sector and Not-for-Profit Group, CIBC Commercial Banking, announced the CIBC donation of \$30,000 to the Loyalist Campaign at the September 2012 meeting of the Board of Governors. This donation is directed to fund bursaries for students in skilled trades. Mr. Fitzpatrick, a former member of the Board, presented the cheque to President Piercy and 2012-2013 Board Chair Stuart Wright.



Some of the recipients of the CIBC Bursary were presented with their awards at the March 2014 Awards Ceremony, including Jason Zebeluk (left) and Natalie Stallaert (right).

BMO Supports Loyalist Campaign



Loyalist graduate Lloyd Fleming, Vice-President, BMO Bank of Montreal, Central and Northern Ontario District, (right) and Bob LaFrance, Commercial Banking, Area Manager (left) presented Loyalist with a \$50,000 cheque from BMO Bank of Montreal for the Campaign. The presentation was made to fellow Loyalist graduate President Maureen Piercy, 2012-2013 Chair Stuart Wright (centre) and Campaign Co-Chair Bernie Ouellet.

The Peter F. Huff Automotive Centre

A ceremony marking the naming of the Automotive Centre at Loyalist was held on November 12, 2013 in honour of the late Peter F. Huff, who studied Accounting at the College from 1982-83. The sign was unveiled by Peter's parents, Catharine and Lanny Huff. The Automotive Shop is part of the new Sustainable Skills, Technology and Life Sciences Centre.

The Huff Family has supported the Campaign for Loyalist with a donation of \$250,000, which will help equip the Skills Centre and provide financial assistance to students from Prince Edward County. An endowment fund has been established in Peter's memory, creating financial awards for full-time students from the County who are studying in the School of Business.



The Huff Family, left to right: Lanny and Catharine, Phyllis Huff, Janine Huff and Terry Waite

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ALUMNI SOCIAL HOUR

What are your fellow grads saying on social media? Join the conversation...



On facebook.com/loyalistcollegealumni:

We asked:

How long has it been since you visited campus? Have a look at what has changed!

You said:



Elycia-Lynn Martine McLeese 2007 - Wow! Looks like a whole new Campus. Great upgrades!!

Randi-Lee Berard 2009 - this makes me want to go back! can't believe the upgrades in only a few years

Scott T. Edwards 2003 - The only thing that looks familiar to me is the Student Access Lab... and the last time I was in there they had books LOL...

Allison LEE 2005. Still changed a lot for the better

Jason Chevrier 2006 - very nice...I almost want to go back for more training...haha

Crystal Anne WOW our college tuition at use! Now we know where it goes!!!

Maureen McDonald Wow, sure has changed since 1994 ;0) lol!

Sonya Patterson Since 2004

Gordon Smith The campus that I remember was one building...the Pioneer Bldg. Unbelievable how the College has progressed. I hope to revisit in 2014.



On Twitter @loyalistgrads:

Tweets by you:



Bill Porter (@dj_dollabill) @LoyalistCollege Thank you! I was a 2003 Radio Broadcasting grad. Lots of great memories and I have a great career thanks to my time there.

WJP Media (@wjpmmedia) @TrentAlumni@loyalistgradscheckoutthisfrom@NapaneeGuide.napaneeguide.com/2014/02/12/fat... Proud to be a grad of two great schools! #documentary

Adrienne South (@AdrienneKS) Seeing Crosby and the Penguins at @cactusclubcafe yesterday, all I could think was, "I wish I could do an interview!" #spjn @loyalistgrads

M. Robinson (@AmRobinson_) @loyalistgrads Graduated radio in 07. time of my life at Loyalist. Met some of my best friends.

Kevin E. Collar (@KevinECollar) I am a Proud @loyalistgrads

Derek Arsenault (@D_Arsenault) Thank you @loyalistgrads for having me play some tunes at the Alumni Chili dinner. Had a blast!! #outofmysshell #alumni

Russ Hobson (@russ_sportsguy) Watching this Jets game reminds me of old college days doing play by play into old cassette player at Belleville Bulls games. @loyalistgrads



Have a life update? We'd love to share it! Email your story to alumni@loyalistc.on.ca and we will consider it for the Winter edition of Lasting Connections.

Alumni Address Update Form

We would like to keep in touch with you!

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*No purchase is required. There is one (1) prize to be won. The winner may choose between an amount of \$60,000 CAD to build a dream kitchen of his/her choosing or \$60,000 CAD cash. The winner will be responsible for choosing a supplier and for coordinating all of the required work. The contest is organized by Security National Insurance Company and Primum Insurance Company and is open to members, employees and other eligible persons who reside in Canada and belong to an employer, professional or alumni group which has entered into an agreement with the organizers and is entitled to receive group rates from the organizers. The contest ends on October 31, 2014. The draw will be held on November 21, 2014. A skill-testing question is required. Odds of winning depend on the number of eligible entries received. The complete contest rules are available at melochemonnex.com/contest.

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