

From Working a Field to Enhancing the Environment
New Competition Puts Students on the Winning Track to a Skilled Trades Career
The Man Behind the Real-Life Stories of Quinte Region Residents

Lasting Connections



LOYALIST ALUMNI News & Profiles • Summer 2012

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LASTING CONNECTIONS • SUMMER 2012
THE MAGAZINE FOR LOYALIST COLLEGE
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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 1-800-99ALUMNI.

President's Message



Photo: Lieutenant Christopher Daniel

One of the most exciting things about my job is finding out what Loyalist alumni have been up to since they left our College. It's fascinating to discover how they are building on the academic instruction and practical training they received here to achieve their personal and professional goals. While every graduate's career path from the College is unique, they each contribute to the economic and social strength of our communities.

Today, Loyalist graduates, like you and me, number more than 30,000. We're everywhere. You can find us living and working throughout the province, country and world. Michael Lloyd, the graduate featured on our cover, was in Guatemala for his job as an Environmental Technician during the time of his phone interview with Journalism student Stephanie Crosier (pg. 6). Since graduating with an Advanced Diploma in 2010, Michael's interest in the environment has taken him far beyond the fields he once farmed.

It gives me great pride when I hear about alumni like Michael making a positive impact in the world. Often, I read about our grads accepting awards for their accomplishments or receiving promotions and appointments. If I'm not reading about them, then I'm frequently reading articles they've written or listening to and watching media reports they've produced. Quinte-based photojournalist and budding filmmaker Michael Brethour is another grad you will read about in this issue (pg. 10). Michael has donated his time and talents to telling individual stories of living with an all-too common disease.

Fortunately, many grads choose to stay and work in the Quinte area, where the College generates 6,400 jobs, according to a recent economic impact study. I am pleased to meet alumni wherever I go. As members of our skilled workforce, they

Maureen Piercy, Loyalist College President and Honorary Colonel of 8 Air Communication and Control Squadron at CFB Trenton, during a Mess Dinner at CFB Trenton celebrating the 88th Anniversary of the Royal Canadian Air Force on March 29, 2012. To the left is Major Corey Crosby, Commanding Officer, 8 Air Communication and Control Squadron (8 ACCS), 8 Wing Trenton. To the right is Canadian Forces Aerospace Warfare Centre (CFAWC) Unit Chief Warrant Officer (CWO), Curt Campaigne, formerly CWO of 8 ACCS.

are designing and building our cities, policing our streets, and caring for our children. They are running and staffing our businesses and industries, and are key members of our health care system. Some, like Chef Jay McColl (pg. 13) are preparing food in restaurants, while others are testing it to make sure it's safe.

Our grads are consistently successful in finding jobs, so it's no surprise that 97 percent of Loyalist students would recommend the College to family and friends. In fact, we're welcoming more and more second generation Loyalist students to the College, including Sheila Quinn, who graduated this spring, and her twin daughters, who start in the fall (pg. 18).

My husband and I are very proud that our own daughter is now a Loyalist student. There is nowhere better for her to gain the complex skills she requires to advance within her field of biotechnology. As you know, there are big benefits to our small class sizes, led by expert teaching faculty. While our daughter enjoys the College experience, I am excited about the job possibilities for her and for all of our students. The opportunities will only increase as the baby boomer generation retires and technology evolves at lightning speed, demanding the latest skills.

Loyalist cares about the environment.

That's why this publication is printed on paper certified by the Forest Stewardship Council — an independent organization established to promote the responsible management of the world's forests.



To prepare students to succeed in the new world of work, we were delighted to open the new Sustainable Skills, Technology and Life Sciences Centre on campus last year. The 121,800-square-foot newly constructed and renewed “green” space is where traditional skilled trades and technologies converge with the life sciences to create amazing new opportunities for cross-training and applied research. The \$16.6 million construction project was made possible through funding from the Federal Knowledge Infrastructure program and matching funds from the provincial government, as well as additional funding provided by our student government, and by our partners in the business community and our municipalities.

Now that construction of the Skills Centre is complete, our next goal is to fill it with the latest equipment, which is essential for students to continue gaining the in-depth knowledge and experience employers are looking for. Having new technology in the labs and classrooms is critical for keeping pace with rapidly changing industry standards, and for attracting top students and industry partners to the Quinte region.

By the time you read this, our Campaign for Loyalist College will be well underway. With generous support and commitment secured from our municipalities, we’re now looking to our Loyalist community to help us complete and equip the Centre. We’re also seeking to raise additional funds for student financial assistance, to ensure our programs are accessible to everyone. As alumni, you know firsthand how important the learning experience was in providing a strong foundation for your career.

We ask you to please share our vision for making the Sustainable Skills, Technology and Life Sciences Centre the most advanced facility in the Quinte region. As a springboard to the job market, our College generates significant local economic growth and development. To donate, please visit the Campaign for Loyalist College at loyalistcollege.com.

Loyalist’s annual expenditure budget is \$60.9 million. With all activities, including student spending, the overall economic impact of our College is estimated at \$240 million annually. With post-secondary education, the Quinte region is more financially secure, and its people are healthier, happier, and more community-minded.

As another 1,200 Loyalist graduates join the workforce this spring and set out to pursue their dreams, I look forward to hearing about where they go and what they do. When you read through this issue of *Lasting Connections* and learn about what some of our graduates are doing today, you get an exciting sense of the infinite possibilities for what the future holds tomorrow.

I invite you to share your own story with us at alumni@loyalistic.on.ca.

Maureen Piercy

President

mpiercy@loyalistic.on.ca

Alumni Association President’s Message

2012 is proving to be an exciting year for Loyalist alumni and the Alumni Association.

Our first Alumni Chapter in the Quinte & District area was introduced on April 12th to help Loyalist graduates reconnect, network, and socialize. The creation of this Chapter was an important milestone, which we celebrated at an evening event at the Belleville Club. It was a wonderful opportunity to reflect on how much our graduates have contributed to strengthening communities and economies in our area, across the province, and our country. Thanks to Brian Miller, Past President of the Alumni Association, for leading this initiative.

Another highlight was the generosity of Loyalist alumni, with donations totaling more than \$6,900 for the Annual Fund between April 1, 2011 and March 31, 2012. I would like to thank all alumni who contributed to these student assistance awards, as well as Dick Beare, Dave Bunnett, Bill MacKay, Brian Miller, and Peter Rooke who helped me extend thanks by phone.

The Alumni Association helped host the first annual Spring Grad Bash for students who are graduating this year. Working with Loyalist Career Services, we held a celebration in the cafeteria to highlight the benefits for Loyalist alumni. More than 200 students took advantage of the opportunity to ask questions about their upcoming convocation and learn more about the services and support which graduates enjoy. Dave Bunnett and Peter Rooke, executive members of the Association, handed out bags filled with valuable alumni information.

On March 28th, the Alumni Association contributed \$1,000 to the new Loyalist Community Choir, comprised of graduates, as well as current students and staff. A cheque was presented to Choir Director John McFarlane, who is building the vocal group and helping choir members explore the joys of singing. If you are interested in joining the choir, new members are always welcome – please contact mcfarlanekeys@hotmail.com. It’s a great opportunity to meet new people, experience different genres of music, and have fun with fellow alumni.

There are a number of activities for alumni to get involved with this summer, including golf and tennis at the Sports Dome, where graduates receive special discounts. The 14th annual Loyalist College Golf Tournament has been scheduled for Friday, September 14th; so please mark your calendars.



This year, we are planning to enhance the Alumni Association Memorial Grove, a special memorial garden in remembrance of alumni and other members of the College family.

I wish you all the best this spring and summer, and hope to see you at one of our monthly meetings. Meeting dates and times can be found at loyalistcollege.com/alumni or contact me at alumni@loyalistic.on.ca. I would be happy to tell you about the Alumni Association positions we have available, and other ways you can volunteer.

I look forward to hearing from you,

Rosemary Rooke (Paralegal, 2006; BAA Human Services Management, 2009; Social Service Worker, 2010)
President, Alumni Association



“Like me, 17 percent of college students have previous university experience, according to a recent Colleges Ontario report.”

By Stacey Wickens

Education Trailblazing

More and more students are paving their own pathways both from university to college and from college to university. Their movement between post-secondary institutions is becoming increasingly common. To help students successfully transition to the next stage of their education and beyond, colleges and universities are working closely together.

From my personal experience, the transition to Loyalist College from Queen’s University was a smooth and natural progression. It has allowed me to add a career-oriented Public Relations Post-Graduate Certificate to my Bachelor of Arts and Physical and Health Education Degree. Like me, 17 percent of college students have previous university experience, according to a recent Colleges Ontario report.

Student mobility is a trend that Dr. Terry Hickey, Coordinator of the Business Administration program at Loyalist, has been studying for years. At a provincial conference on Student Pathways in Higher Education held January 26 and 27, 2012, he discussed some of the findings of his Doctorate of Education from Central Michigan University. Educators from around the world attended the conference in Toronto, which was sponsored by the College University Consortium Council (CUCC).

Dr. Hickey’s presentation, titled *The Voyage of College to University Transfer Students: The Student Voice*, explored student mobility from students’ perspectives. To understand why students take a certain path in their studies, Dr. Hickey gathered information based on student feedback.

He wanted people to better appreciate the experiences, challenges and barriers students encounter in transitioning from college to university. His qualitative approach was a departure from existing quantitative studies, and helped to provide fresh perspective on the topic.

“Having easy access to instructors was one incentive for choosing college first, as well as being more cost-effective,” he explains. “Not only are tuition costs lower at college, but many students opt to live at home. The average annual return for a college diploma is higher than a university undergraduate degree, which is a healthy 10 percent.”

According to the 2011 Environmental Scan through Colleges Ontario’s Student and Graduate Profiles, 44 percent of college students in a certificate program said their ‘main goal’ in enrolling was to prepare for further college or university study. One-quarter of college graduates continue their education immediately (i.e., within six months) after graduation, while others come back after gaining industry experience. Returning to their college of graduation or enrolling in an Ontario university were the most popular choices.

Many of Dr. Hickey’s recommendations to improve student mobility from college to university have been implemented at Loyalist. For example, the College now actively promotes the 77 university transfer agreements it offers around the world. Not only is the process transparent, but the College helps to prepare students for the writing and critical thinking skills required at the university level through rigorous academic standards and one-on-one support.

“It’s all about preparing to take advantage of the increasing job opportunities in the new world of work,” says Dr. Hickey. “Transfer pathways between colleges and universities create a powerful combination of education.”

Dr. Terry Hickey, Coordinator of the Business Administration program at Loyalist College



Student Annual Fund Ambassadors

On behalf of the College, this team of student Annual Fund Ambassadors was responsible for contacting Loyalist alumni to update their information. They also asked for donations to support the Loyalist Annual Fund, which provides financial assistance for students who need it.

Enrolled in a variety of programs, these students made phone calls on Monday through to Thursday evenings. Their dedication to promoting the Fund is greatly appreciated because financial support is necessary to help students achieve their goals and meet job market demands.



*L to R - Back Row: Chelsea Astill, Louis O’Driscoll, Jessica Allen and Carlie Boor
L to R - Front Row: Jake McDonald, Dylan Robichaud and Casey Telford.*

From Working a Field to Enhancing the Environment

By Steph Crosier

Michael Lloyd admits it wasn't easy, but perseverance changed his life.

After working as a farmer for 12 years, Michael Lloyd knew it was time for a change. While he enjoyed agriculture, he wanted to understand the environment better. He was determined to learn more about the natural environments, which sustain life.

"A lot of questions about nature came from my kids and aroused my own curiosity," says Michael about the farm where his family lives and once raised livestock including sheep, cattle, pigs and goats.

Michael and his wife Lisa had invested in the old farm, which was run-down when they bought it, and have re-furnished it over the years. Michael had grown up in Napanee and Kingston, and after high school went straight to work. Not long after the births of his daughter Hannah and son Ethan, Michael quit his job to become a full-time farmer, a role he enjoyed for more than a decade.

In February 2007, Michael earned a financial grant through Agriculture Canada, which helped to fund continuing education for farmers. "I went to an open house at Loyalist College where I was a 'Student for a Day' in the Environmental Technologist program," he explains. "My first contact was very enthusiastic and encouraging, so I decided to apply for admission to the program."

The economic challenges of farming were a factor in Michael's decision to further his education, as well as his desire to learn. "I liked farming but I had been interested in post-secondary education for a while," he says.

The Environmental Technologist program is designed for people who want to make an impact, so students are taught how everything is connected in the world. They learn to sample natural environments, analyze environmental contaminants, and also gain an understanding of the underlying social systems, which contribute to pollutants in water, soil and air. The first-year curriculum introduces basic principles and techniques of biology and organic chemistry,

photo: Justin Tang



Michael Lloyd in Guatemala, conducting a sedimentation and bathymetric study of Lake Amatitlán

along with related computer and communications skills. The second year progresses to hands-on experiences with hydrology, field biology and environmental instrumentation. In the third and final year, students participate in team-building activities focusing on major environmental projects.

The program was a natural choice for Michael, but coming back to school was difficult, especially in the beginning. "My first year back was very tough," he says. "We were still farming and our two kids were in elementary school."

Using the peer tutoring services offered at Loyalist, Michael was able to work through the challenges. In his second and third years of the program, Michael became a tutor himself. "It was cool to sit down at our kitchen table and do homework with my kids," he says. "I got into a routine that worked well for me. My wife was very supportive throughout my three years at the College and I could not have accomplished what I've done without her."

Graduating in the spring of 2010 at the top of his class, Michael got his current job at WESA (Water and Earth Science Associates) in Kingston, Ontario, in October of the same year. WESA employs 140 people in offices in Canada and El Salvador.

"WESA does everything from hydrological studies and landfill compliance monitoring to contaminated site clean-up, mine site remediation, and occupational health and safety," explains Michael. "The company constructs wetlands, provides GIS and mapping, delivers small scale hydro-electric, as well as treating potable and waste water." He observes that, in his career, he has used something from every course he took at Loyalist.

Since being hired by WESA, Michael has worked in and around Ontario, El Salvador, Guatemala, and the Northwest Territories and as project manager for some smaller local remediation projects. "In Guatemala this winter, I was part of a team undertaking a sedimentation and bathymetric study of Lake Amatitlán," he explains. "We took 13 sediment cores from one to three metres in length, from depths of up to 30 metres. These cores were then sliced into smaller samples and submitted to a university for analysis."

In 2011, Michael was in the Northwest Territories from May to September. Working 250 km north of Yellowknife, he helped to build, maintain, and run a wastewater treatment plant. "We were cleaning an old gold mine tailings pond contaminated with arsenic," he says. "I also helped to train Aboriginal people to run the waste water treatment plant."

He will be returning to the Northwest Territories this summer to continue his fieldwork. Michael is also working towards his Certified Engineering Technologist (CET) accreditation with the Ontario Association of Certified Engineering Technicians and Technologists (OACETT).

Despite missing his family while he is travelling for two to three weeks at a time, he loves his new career and hopes to advance into a leadership role within his company, managing some of WESA's larger projects.

"When I enrolled at Loyalist, I never anticipated the places that a college diploma would take me," he says. "I hope to continue pursuing post-secondary education and travelling to new and interesting places. Ultimately, I want to help reduce the harm our society has inflicted on the environment, which we all share."



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ALUMNI INSURANCE PLANS

The Loyalist College Alumni Association's new partnership with Manulife Financial gives alumni access to a variety of affordable insurance products.

For more information about the Alumni Insurance Plans, please visit: manulife.com/loyalist or call us at **1-888-913-6333**

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Student Government Increases
the Number of Hydration
Stations on Campus to Fifteen

By Stephanie Mole



Loyalist Student Government Past President Chris Barnim and Past Vice-President April Chamberlain at one of the hydration stations.

To determine student needs and how best to fulfil them, the Loyalist Student Government conducts surveys. One such audit asked students to decide what was most important to them — school improvements or winter band entertainment. The majority of students chose school improvements, which resulted in the installation of six more hydration stations during the spring, bringing the total to 15.

Anyone who has visited the College over the past two years has seen hydration stations throughout the campus. Initiated by Student Government, the stations allow people to fill their reusable bottles with refreshing, filtered water at no charge.

“By adding more hydration stations around campus, we are becoming more environmentally-friendly and helping to enhance the school overall,” said Loyalist Student Government President for 2011/12, Chris Barnim. “Our survey results indicate how much students care about the future and the effects of their actions on the environment.”

Loyalist College is working hard to develop a brighter, better future for its students – and in this case, it is the students themselves who are making it happen! Even small changes can make a big difference – and we’re proving that to be true – one hydration station at a time.

As of April 2nd, 503,365 bottles have been filled. That’s a lot of water bottles, and an impressive indication of how we are helping to reduce the negative impact that plastic water bottles have on our environment.





By Sean Macey

The **Man** Behind the **Story**

Michael Brethour has made a career out of telling people's stories. Each week, his articles and photos in the EMC newspaper are circulated to more than 50,000 people in the Quinte region. Most of the readers know very little about the man who has written and photographed them.

If you have not had a chance to meet Michael at one of the many community events he covers, you may be interested to find out who the man is behind the story. Michael began his career at *The Intelligencer* newspaper in Belleville after graduating from the Photojournalism program at Loyalist College in 2003.

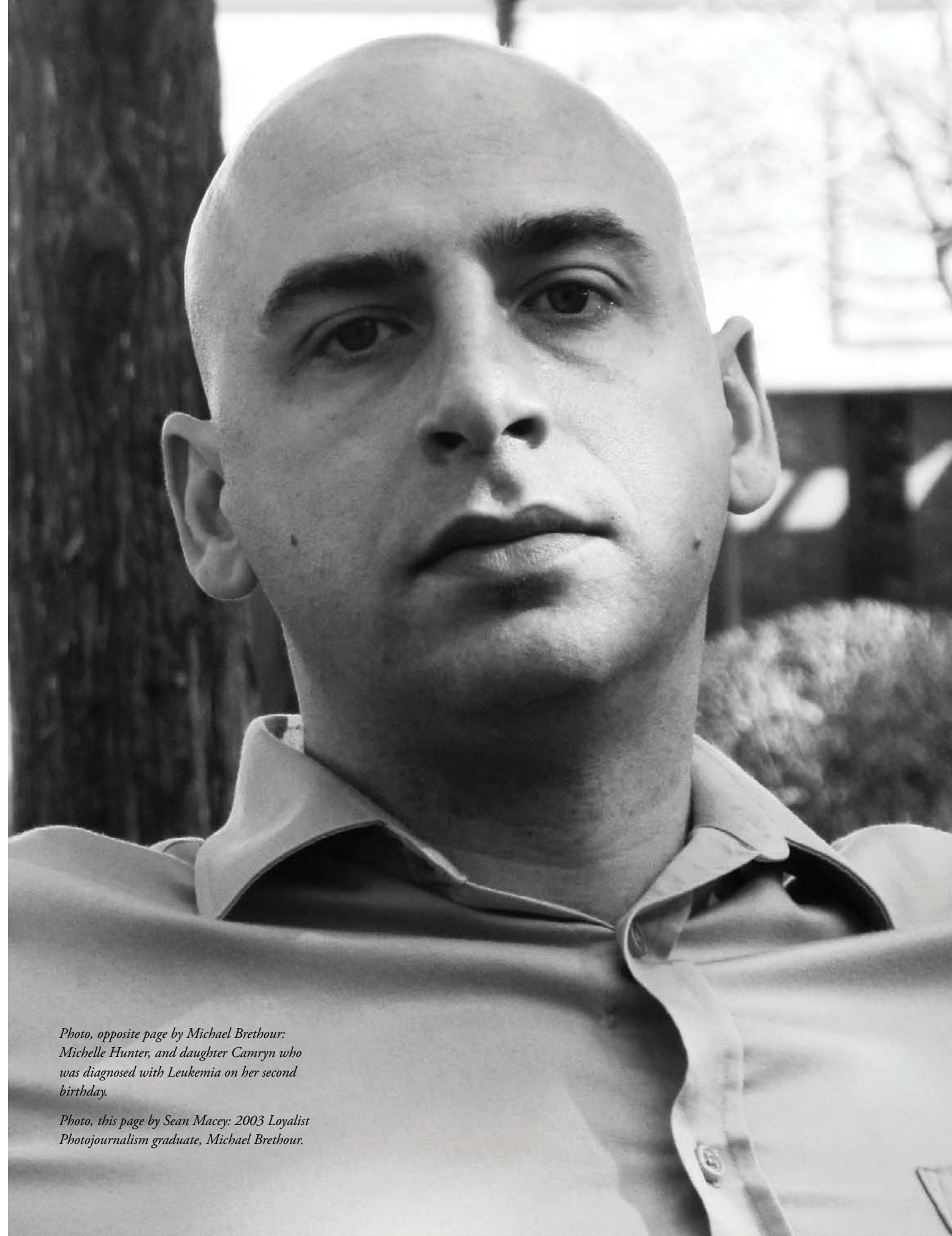
"It was very valuable," he says of the hands-on training and rigorous academic instruction he received at the College. "Like someone giving me a complete kit and teaching me how to build something and then saying okay, go at it."

He has come a long way in the last decade and is now the lead reporter and photographer at the EMC, a position he has held since 2005, when the newspaper was *The Shield*.

"I pick and choose what needs to be covered and try to give people a voice," Michael explains of the freedom the role affords him. "Some topics other media might overlook or not bother to give a voice to, I will."

One project Michael takes a great deal of pride in is *The Faces of Cancer*, his not-for-profit venture, which gives cancer patients the opportunity to share their stories. It started out as a calendar, illustrating 12 stories on cancer patients, month-by-month. By relaying intimate details of their battle with the disease, using photographs and their personal accounts, Michael presents them as individuals rather than statistics.

"The whole point of the project was to bring it back to the people," says Michael. "Cancer touches everyone. It cares not about race, creed, age or gender. It preys on all. However, the more we find out about cancer as a society, the more we lose sight of the individual people who give their entire being to fighting this insidious disease. They become nothing more than another statistic to us. It is that



Photo, opposite page by Michael Brethour: Michelle Hunter, and daughter Camryn who was diagnosed with Leukemia on her second birthday.

Photo, this page by Sean Macey: 2003 Loyalist Photojournalism graduate, Michael Brethour.

Photo by Michael Brethour: Evelyn Wilson and her late daughter Katie Wilson who was diagnosed with osteosarcoma. After a year-and-a-half battle, the cancer took Katie in February 2011 at the age of 15.



frame of mind that *The Faces of Cancer* project seeks to obliterate." In addition to creating the calendar, Michael sold all the advertising for it, so there was no cost involved for the Canadian Cancer Society, an informal partner in the project. Of the 3,000 calendars produced for the Canadian Cancer Society, 1,500 were sold by a dedicated team of volunteers. The remaining calendars were distributed to the Society's provincial offices as an example of promotional fundraising materials for other communities.

Given the positive feedback he received for the calendar, Michael decided to try a video as well. His 82-minute film, *The Faces of Cancer 2012*, debuted at the first annual Belleville International Documentary Film Festival, *Downtown DocFest*, over the weekend of March 2nd and 3rd 2012. Screened in three downtown Belleville locations, the majority of the 30 films were produced by international and national filmmakers. Michael was one of only a few local filmmakers to participate.

Michael donated two months of his time towards creating the film, which required him to learn how to produce and edit video - a significant commitment, considering that Michael has not had a direct experience with the disease.

"I think that's part of my curiosity and drive," he explains. "If I didn't know how difficult and complex the battle with cancer can be, then I figure the public at large may not either."

Michael has committed to doing the project annually for ten years, producing 120 local faces of cancer. Next year's endeavour has already

received interest, with six people coming forward to ask Michael to tell their story. Although it can be hard at times, he feels it needs to be done.

"It's therapeutic," says Michael. "In some cases, the video or calendar is a legacy for the person to leave behind. They still have a voice, even years from now. When people watch the documentary, they will continue to receive the message that the individual delivered."

Working from his home office in Belleville, Michael finds a balance between his roles as a writer, photographer, and budding filmmaker, as well as a husband and father of four daughters.

"When I was a young man, I thought, 'I want to live in a house full of women.' Someone was listening," he says.

Michael is a natural storyteller who prefers to remain behind the camera and computer. However, his personal story is compelling. It tells a tale of empathy for others and a determination to make their voices heard.

"There is not a feel-good, fairytale ending for all, but these are the real-life stories of local people from the Hastings-Prince Edward community and surrounding area," he says. "Remember the face and the story, not just the statistic."

Cooking Up a Culinary Career

When Chef Jay McColl graduated from the Loyalist College Culinary Management program several years ago, he didn't realize the potential for cooking as a career. Now that he's a successful chef at East & Main Bistro and Pomodoro Restaurant in Wellington, Jay wants other aspiring chefs to know how great the possibilities are in the culinary industry, particularly with the looming shortage of skilled workers. To build awareness of the opportunities, Jay has remained active in the College. Even as he busily prepared for the launch of Pomodoro, Jay took time to get involved with Loyalist's Junior Iron Chef Competition on Saturday, February 18, 2012.

As one of three judges for the College's 11th Annual Junior Iron Chef Competition, Jay was in the kitchen watching the high school students cook the three-course meal that they had been perfecting since September. He helped to choose the winning team from Loyalist Collegiate & Vocational Institute (LCVI) in Kingston, based on the taste and presentation of their food, as well as their organization, cleanliness and professionalism. In second place was Prince Edward Collegiate Institute (PECI) of Picton, followed by Ernestown Secondary School in Odessa.

"The Junior Iron Chef Competition was a fundamental learning experience for me when I was a student," says Jay. "Organizing the event helped to prepare me for running a restaurant because it required several months of working with classmates on everything from menu and marketing to budgeting and regulations."

According to Jay, "secondary school students today are exponentially more experienced than they were four years ago when I first started judging the competition." He attributes their passion and maturity in the kitchen to an increasing focus on food in society as a whole. Young people consider cooking a cool thing to do. They appreciate Jay's mentorship and he, in turn, enjoys the challenge of answering their questions and demonstrating what he knows.

The event was sponsored by Ontario Pork Producers and Trent Valley Distributors, which awarded the LCVI team members and school with gift certificates towards kitchen equipment and supplies. Members of the winning team included Alex Cross, Conner Henson, Gavin Reid, and Naman Chadha. Each member of the three finalist teams also earned a scholarship applicable to Loyalist's Culinary Management program.

"This competition allows them to experience how rewarding cooking can be as a career," says Jay who apprenticed with Michael Stadlander at Eigensinn Farm after graduating from Loyalist. He even slept in Michael's barn for six months. Since then, he's worked in the kitchens of a number of County restaurants including Blumen Garden Bistro, and Devonshire Inn on the Lake, as well as L'Auberge de France Bistro and Capers Restaurant in Belleville. The County and Quinte region is a chef's dream with its home-grown fruits, vegetables, local meat and fish. Not to mention the wineries, several of which had a display booth at the 4th Annual Food and Beverage Show, held during the competition.

Chef Jay McColl, a graduate of the Loyalist College Culinary Management program, in the kitchen of Pomodoro Restaurant in Wellington, Ontario.



By Lise Rouleau

Tapping into Tomorrow's Business Leaders

L to R – David Pickett and Rahul Prakash, Loyalist students in the Business program, display a cup prop during the hockey-themed Alliance Excellence Achievement Program (AEAP) kick-off event for industry professionals.

Behind every brand and organization, you will find professionals in pursuit of the next strategy to advance their business goals. In January of this year, 22 organizations were fortunate to find new direction through the ninth annual Alliance Excellence Achievement Program (AEAP), which enables professionals to work with Loyalist Business program students. Through AEAP, professionals receive help from students in developing and implementing everything from a business or marketing plan to a social media or recruitment plan, as well as preparing employee training programs or managing events.

To vie for a chance to work with these business leaders of tomorrow, more than 30 professionals took to the stage in Loyalist's Alumni Hall to convince the students, in just 15 minutes, why they should choose to work with them. Some professionals were returning after successful AEAP partnerships, while others were attending for the first time in the hopes of benefiting from the talented pool of critical thinkers and problem solvers.

The stakes are high for organizations both small and large. By being connected to Loyalist's School of Business and Management Studies, companies gain access to the valuable research and real-world experiences of professors and their apprentices.

"We love working with these students," says Connie Reid, the Executive Director for Quinte Children's Foundation, a not-for-profit organization. "They bring fresh ideas, energy and enthusiasm to the table." For many local businesses, this collaborative community-based AEAP approach provides much needed resources to help address their economic, social, and sustainability challenges.

The Belleville Fire and Emergency Services were so impressed with the help they received in launching a Facebook page last year, that they returned to the AEAP again this year.

"Loyalist's School of Business and Management Studies has great facilitators who guide students over the hurdles, always keeping in mind the goals of the business involved," says Belleville Fire and Emergency Training Officer, Carson Cross. Fire Chief Rhéaume Chaput concurred that through their social media presence, which was launched with the help of students at a special event, the organization has been able to reach out to younger people.

For professionals in the region who want to start a new business or expand an existing one, the AEAP is an opportunity to get ahead. Considering that the service is available at no charge, it is no surprise that the competition for students' attention is fierce, with professionals planning and delivering powerful pitches on their business.

"It is a win-win-win situation," says Darcelle Runciman, an enterprise resource facilitator. "The businesses win, the community has economic prosperity, and the students gain experience and build their network."

To learn more about AEAP and how to participate in the program, please contact Professor Bob Millard at bmillard@loyalisc.on.ca.



Cindy Gervais, CHRP

Human Resources & Administration Supervisor at PolyCello

Cindy Gervais, Human Resources and Administration Supervisor at PolyCello, and a 2006 graduate of Loyalist's Business Administration program, is a strong AEAP advocate. "AEAP provides students with practical real-life experience to take with them into their careers. As a student, I found the projects to be exceptional, valuable learning experiences, not only from a hands-on perspective, but also because they provided students with the opportunity to network and become familiar with community business leaders. As a Human Resources and Administration Supervisor, I find the AEAP projects to be extremely beneficial to PolyCello, as the students tend to look at things from a fresh perspective. I believe this program is a win-win for the students and the organizations."



You Won't Find This on the Internet

By Jenn Emon *Loyalist College Library Boasts Resources That Search Engines Can't Compete With*

It's the information age, and the general consensus among students is that just about everything can be found through the internet. While search engines, like Google, are indeed convenient research tools that provide quick and easy access to information, the common and free knowledge they provide does not necessarily cut it in the world of academia. What many students do not realize is that the old phrase, "You get what you pay for," still rings true.

"When you are trying to use only free sources on the internet, you miss out on quality resources," explains Danielle Emon, a Library Technician in Loyalist College's Parrott Centre.

Danielle and her library colleagues have spent years observing the ways in which the internet has impacted student research methods.

Fortunately, the library team is constantly working to ensure that reliable, quality information is quickly and easily accessible to all. They know that today's students expect technology-driven access to information. That is why the library now offers much of its informational resources to students and staff in the form of numerous online databases, which can be accessed by students and staff anywhere and at any time. Loyalist alumni are also encouraged to use the service by visiting the campus library.

The best part is that Loyalist has paid for the rights to distribute the information, and because the databases are copyrighted and proprietary, they are a precious resource that can't be found on the internet.

In fact, Loyalist has purchased rights to so many databases (including ProQuest and Ebsco Host) that the online journal count has reached more than 12,000. With so many journals

available, it is understandable that users might need some help finding exactly what they need.

To help students navigate through the database processes, library staff often visit College classes. "Our job," said Danielle, "is to help people understand which product they need to use, and package it in the format they need."

Although today's internet search engines may provide us with common knowledge – just like in the old days – we need our librarians now more than ever to guide us to superior knowledge.

Loyalist College's library has been offering an online database for over ten years. Because of the sheer quantity of information, the library is hoping to launch a "Discovery Layer," meaning that students could cut down their research time by searching multiple interfaces simultaneously.

The Library team includes L to R – Cheryl Steele, Dayle Gorline, Connie McDonald, Carla Williamson, Lynn McCracken, Julie Rivers, Ross Danaher

Seated – Danielle Emon

Dance Party Host Credits Dick Clark for Making Local Show Possible



Bryan Olney, who established the Broadcast Journalism program at Loyalist College in the early 1980s, was interviewed by Tori Stafford, a Loyalist graduate of the Print Journalism program, 2008. Below is an excerpt from the article, which appeared in the **Kingston Whig-Standard** in April 2012. You can find a link to the full feature under our new media coverage section at loyalistcollege.com/about-loyalist/loyalist-in-the-news

On the phone from Manitoulin Island, the man echoed what many people have expressed since the death of TV icon Dick Clark.

"He started trends in music which probably would have come up some other way, but not as fast," Bryan Olney said. "He brought rock 'n' roll into the spotlight, and made the music kids liked more palatable to everybody. His tradition ... set the stage for many people who followed."

Olney was one of those people. In the 1960s, he was the host of *Teenage Dance Party* at CKWS-TV, a show fashioned after Clark's *American Bandstand*.

"*Teenage Dance Party*, which featured many rising Canadian rock stars, would never have entertained Kingstonians for a decade had it not been for Clark," Olney said. "He made it possible for people like me to do that....He made it respectable. He was a pattern for all of us to follow, and I certainly followed him, as did my director."

Teenage Dance Party was a program many teens in Kingston tuned in to weekly, if they weren't already at the studio trying to get on it. Showcasing bands and artists from across the country, the program allowed young people in Kingston to be part of the growing rock 'n' roll movement taking place across North America.

...Olney, who remained on the airwaves in Kingston until 1971, went on to do for other young broadcasters what Clark did for him. He moved to Belleville, where he pioneered the Broadcast Journalism program at Loyalist College. Olney went from there to the University of Regina, where he worked as the director of the university's journalism school.

In 1998, Olney travelled to the United Arab Emirates, where he established a journalism program. Despite his academic achievements, his time hosting *Teenage Dance Party* is a decade Olney recalls fondly. "It was wonderful, I loved it," Olney said. "I had a lot of fun."

PLAN TO ATTEND THE 14TH ANNUAL

Loyalist College Golf Tournament

Celebrating Student Success
Friday, September 14, 2012



Proudly sponsored by **Trenval Business Development Corporation** – Growing jobs in the Quinte community for 25 years

14th

BAY OF QUINTE GOLF & COUNTRY CLUB
1830 Old Hwy. 2, Quinte West (west of Wallbridge-Loyalist Road)
11:00 a.m. – Registration Opens / 12:00 Noon – BBQ Lunch / 1:00 p.m. – Shotgun Start

Join us for a great day of fun in support of the Endowment Fund providing financial assistance to Loyalist College students.

\$150 registration fee includes:
18 holes of golf, power cart, BBQ lunch, dinner by the Loyalist College Culinary program, and prizes.

Registration deadline is September 4, 2012.
Tickets will be available for great prizes!

For more information, call The Loyalist College Foundation office,
(613) 969-1913, ext. 2326 or visit our website at loyalistcollege.com



L to R – Danielle Quinn, who received the award for Architectural Computer Aided Drafting and Design (CADD), with her mother Sheila Quinn, a Loyalist graduate, and her twin sister Clara Quinn, who will join her at Loyalist in September 2012.

New Competition Puts Secondary School Students on the Winning Track to a Skilled Trades Career

To promote career opportunities in skilled trades, Loyalist College hosted its first Skills Competition on Friday, March 2, 2012, for 85 students in grades 11 and 12. The young people were competing on behalf of 13 schools from four district school boards, including Hastings-Prince Edward, Algonquin Lakeshore Catholic, Kawartha Pine Ridge, and Limestone. For each of the seven competitions, which occurred simultaneously throughout the day, the winners were awarded scholarships in the amounts of \$1,000 for first place, \$600 for second place, and \$400 for third place. A panel of industry experts evaluated students based on their performance, using Skills Canada standards, as well as a short interview.

“For most of the 120 manufacturing companies in the Quinte region, the biggest challenge is finding skilled workers,” said Bob Forder, Chair of the Quinte Manufacturers Association (QMA), whose members represent over 9,000 jobs. “So, we hope these young competitors will stay and work in the Quinte region after they graduate from post-secondary education. With the help of Loyalist, we have seen new employees coming into the workforce with the skills we require. As well, the College is taking existing employees and offering new and upgraded skills in productivity as well as electricity, machining, and welding.”

With the combined pressures of a retiring baby boomer generation and increasingly sophisticated technology in the workplace, employers are concerned about finding qualified candidates now and in the future. The shortfall of workers is projected to rise to at least 200,000 to as high as 1.8 million by 2031, according to Dr. Rick Miner’s February 2010 report on Ontario’s Labour Market Future. He anticipates that by 2031, we will need 77 percent of our workforce to have post-secondary credentials, compared to 60 percent today.

The Competition was not only fun for the young participants, it also gave them a chance to try different skills. Having access to the latest equipment in the new Sustainable Skills, Technology and Life Sciences Centre allowed them to see what it’s like to work in the real world.

“It was a great way to gauge where I’m at right now with learning about Architectural Computer Aided Drafting and Design (CADD),” said Danielle Quinn, a 17-year old East Northumberland Secondary School student who received the award for CADD. She will be applying her \$1,000 scholarship award towards the Loyalist Architectural Technician/Technology program in September.

As Danielle and her twin sister Clara prepare to start their post-secondary education at Loyalist in the fall, their mother Sheila will graduate this spring with an advanced diploma in Business Administration – Human Resources and Materials Management. “They’ve had their sights set on Loyalist College for years,” says Sheila, who was presented with a First Generation Bursary in March. She has maintained a 90 percent average during her studies, despite being out of school for almost 30 years. “These awards are an immense help in my household,” she says.

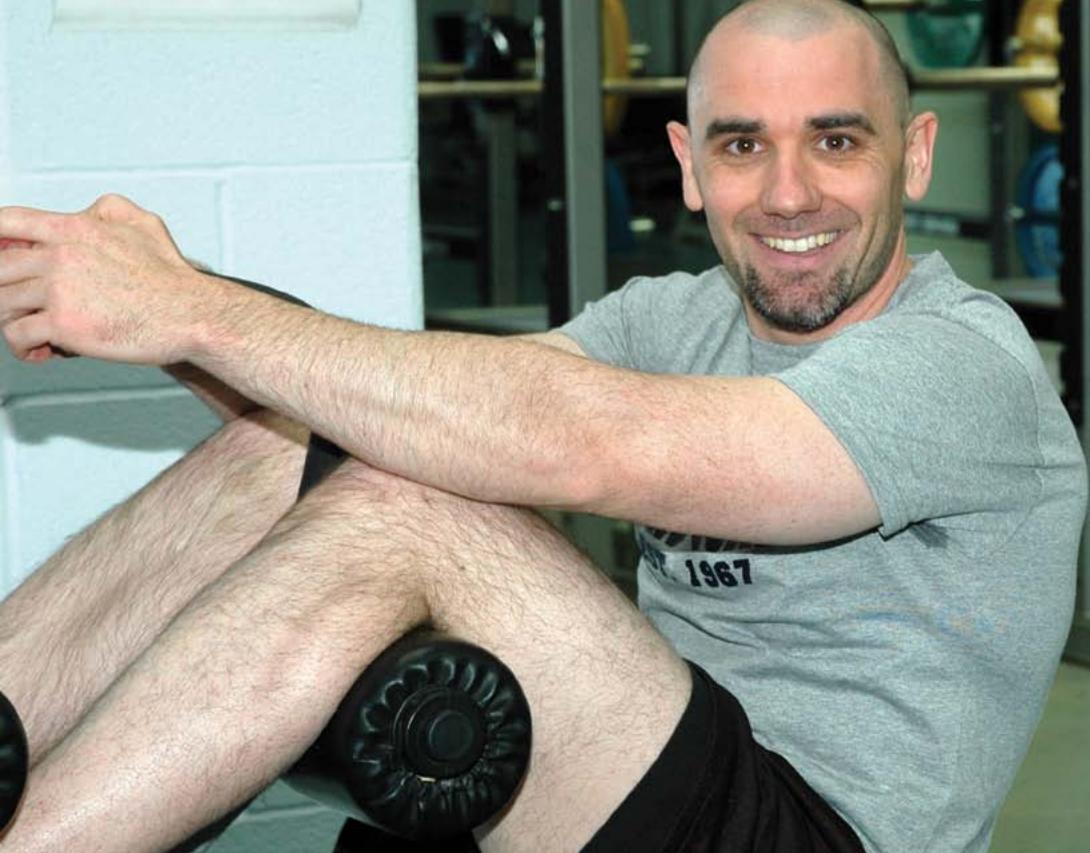
Of the new Skills Competition, she observes, “It’s an excellent way to expose young people like Danielle to the skilled trades, and demonstrate how they can contribute to, and benefit from, the employment market.”

The Skills Competition was funded by Trenval Business Development Corporation, supported by local businesses, and promoted by the East Central Ontario Training Board (ECOTB).

Fitness Centre Shapes Up

By Lindsey Sinclair

The Fitness Centre is here for all Loyalist community members to use. There is a sense of belonging.



The Fitness Centre is located on the first floor of the College, directly beneath the gymnasium. In close proximity are change rooms, a hydration station, and the Lancer Lounge, which showcases Loyalist's varsity athletes.

For membership inquiries and hours of operation, please call the Fitness Centre at 613.969.1913, ext. 2609.

Scott Tinsley, Recreation and Leisure Services graduate, 2002, loves using the Fitness Centre.

Since the re-opening of the Fitness Centre in January 2012, getting in shape and staying fit has never been more enjoyable at our College. The bright and inviting new space was made possible by the Loyalist Student Government, which provided funding for the renovations, and a new line of Olympic, Power Lifting and Cardio equipment.

"We are getting very positive feedback," said Cory Mestre, Coordinator, Fitness Facilities and Campus Recreation. "Our members are happy about the new equipment, layout, and lighting. These changes have significantly improved our facility."

An increasing number of the 1,300 Fitness Centre members are Loyalist alumni, drawn back by the friendly atmosphere and familiarity with the College. "There is a sense of belonging," said Cory. "Having alumni continuing their membership helps to retain our positive, Loyalist family environment." Another benefit of an alumni membership is

the competitive cost, which is less than half of the average local gym membership.

With an additional 700 square feet, the expanded Fitness Centre is more spacious and boasts more equipment, including two rowers, two elliptical machines, one bench press, two power racks with Olympic bars and full sets of weights. In addition to a new entrance, there are five flat screen TVs, and new built-in shelves and benches.

Current students, through surveys, identified the Fitness Centre as an area in need of enhancement. As a result, the Student Government and the Athletics Department worked together to transform the space. It took several months to plan, approve, and complete the renovations.

"We are very appreciative," says Cory. "We are now able to effectively meet the fitness and wellness needs of all of our members."

Career Services

By Rachel Pearsall

With help from the Career Centre at Loyalist College, many alumni are finding direction in today's tough job market.

As anyone embarking on a job search knows, standing out from the competition is critical. At the Loyalist Career Centre, a team of Career Advisors is committed to helping job seekers get the edge they need to do just that.

The Centre offers everything from computers and internet access for conducting job searches to assistance with résumé and cover letter creation. Advisors work one-on-one with alumni and current students to help them prepare for part-time employment or a career. They also work within the classroom, helping students to complete a Career Development Certificate, which consists of four modules.

One of the most popular programs provided through the Centre helps to hone an individual's interview skills. "Loyalist was one of the first colleges in Ontario to offer interview stream software, a unique and confidential interview aid," explains Advisor Francine Short.

For each mock interview, customized for the individual's program of study, the software provides feedback and allows for multiple practice sessions.

Other services offered through the Career Centre include the myCareer Portal, an online job posting service; and the annual Loyalist Career Fair in February. Open to alumni and current students, the Fair is attended by more than 80 employers looking to fill full-time, part-time and placement job opportunities.

"We want the Loyalist community to know we are here," says Francine. "We're pleased to provide graduates and students with the tools they need to succeed in the job market."

Connie Campbell, Stegg Precision Machining, Loyalist College Business Administration graduate, 2000.

"We always participate in the Career Fair. I remember coming here as a student and now I'm on the other side of the table. Students seem pleased to learn that we have weekend and evening work available which enables them to make some extra money while still attending school."



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Many Loyalist students rely on the financial awards that are available at the College to help them pay for their education. Ongoing support from alumni will allow us to continue to help students. Your annual support through the Loyalist Annual Fund will ensure that students today will become contributing members of society tomorrow. All gifts are gratefully received and help to make a difference to students.

Visit loyalistcollege.com to find out how you can invest in tomorrow by supporting a Loyalist student today.

CALL FOR NOMINATIONS

Alumni Distinction Awards

The Alumni Distinction Awards were created to honour outstanding Loyalist College graduates who have contributed positively to their respective communities and been successful in their chosen fields. Nominees need not be famous, but should have a real commitment to others through volunteer work and/or their careers.

Employer Recognition Awards

The Employer Recognition Awards were established to recognize employers who hire Loyalist graduates, promote the College within their organization, and support employees who give back to Loyalist.

Nomination packages can be downloaded at loyalistcollege.com/alumni

Please forward completed nomination packages by mail or email to:

Loyalist College Alumni Office
P.O. Box 4200
Belleville, Ontario
K8N 5B9
alumni@loyalistc.on.ca

The deadline for nominations is August 31, 2012



Alumni Address Update Form

We would like to keep in touch with you! You can easily update your contact information at

loyalistcollege.com/alumni

or by calling
613-969-1913 Ext. 2307

This information helps to assist your Alumni Office and Association in providing you with the opportunities and tools needed for active engagement with Loyalist College.

Photo: Michelle Randolph, Alumni Services Coordinator and Brian Miller, Past President of the Loyalist College Alumni Association, pose for a photo by Michael Brethour at the kickoff of the Quinte & District Alumni Chapter.

Alumni Benefits

The Loyalist Alumni Association provides graduates with many benefits and services as well as opportunities to volunteer, keep in touch with friends and former classmates, and network with other Loyalist alumni. Further information is a click away at loyalistcollege.com/alumni

Loyalist College Alumni Association

613-969-1913 Ext. 2307
alumni@loyalistc.on.ca

The Parrott Centre

Five books may be signed out for a two-week loan
613-969-1913 ext. 2175

Club 213

10% discount off food served
613-969-1913 ext. 2213 for reservations

The College Bookstore

10% off the purchase of clothing and giftware

The Career Centre

Loyalist College Career Services has a variety of tools and resources to assist you with your career.
613-969-1913 ext. 2449 or careers@loyalistc.on.ca

Loyalist College Fitness Centre

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Other

The Alumni Association works to provide our members discounts and benefits with a variety of suppliers, so check our website regularly for updates.



The Official Loyalist College Alumni Page
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Loyalist College Alumni Association

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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, with start dates in **September 2012**.

International Support Worker

- Two-semester program
- Acquire the skills to become involved in relief and development projects in other countries.
- Develop capabilities in supporting and empowering people.
- Gain knowledge of a wide range of development strategies.
- Experience safe international travel.
- Become comfortable working in multicultural contexts.

For information contact Kate Rogers at krogers@loyalistc.on.ca

NEW – Sports and Entertainment Sales and Marketing

- Two-semester program
- Second semester provides four-month internship opportunity with a sports and entertainment company.
- The sports and entertainment sector in Canada and the United States represents over \$450 billion in revenue.
- The sports industry alone generates twice the revenue of the automotive industry. (*Street and Smith Sports Industry Journal*)
- Starting salaries in Canada range from \$38,000 to \$52,000.

For information contact Kim Grimes at kgrimes@loyalistc.on.ca

Public Relations

- Two-semester program
- The demand for public relations professionals with specialized communications skills is on the rise.
- Average entry-level salaries for Ontario graduates exceed \$32,000.
- Students are prepared for dynamic opportunities working behind the scenes, in front of the media, or interacting with clients.
- An exciting four-week internship provides valuable industry contacts and experience.
- Many jobs offer extensive opportunities for travel.

For information contact

Kerry Ramsay at kramsay@loyalistc.on.ca

Sports Journalism

- A two-semester intensive program for students interested in specializing in sports broadcast journalism.
- Students gain skill in reporting, interviewing, editing, shooting and writing with an emphasis on the radio and TV medium.
- Gain on-air experience at 91X, the College radio station, and the College television newscast.
- Students complete a 140-hour internship at a television or radio outlet or in a field related to sports journalism prior to graduation.

For information contact

Jane Harrison at jharrison@loyalistc.on.ca

NEW – 3D Video Production

(Accelerated program – contact cgoddard@loyalistc.on.ca for start date information)

- An accelerated two-semester program delivered over a 14-week period.
- Using state of the art 3D equipment, students build upon their 2D shooting and editing skills to create short format productions.
- Students acquire in-demand skills for employment in the content development industry of today – and tomorrow – in television, web production, and wireless production.

For information contact

Cathy Goddard at cgoddard@loyalistc.on.ca

Loyalist also offers a wide range of **double diploma opportunities** – this allows graduates of a diploma program to complete a second diploma in a related area of study in only one additional calendar year.

For information and minimum requirements email liaison@loyalistc.on.ca or call 613-969-1913, ext. 2100

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