

Behind the Scenes at The Weather Network  
An Inspiring Ride Across Canada  
Digital Media Centre Making News

# Lasting Connections



LOYALIST ALUMNI News & Profiles • Winter 2014

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LASTING CONNECTIONS • WINTER 2014  
THE MAGAZINE FOR LOYALIST COLLEGE  
ALUMNI AND FRIENDS

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Inside the new Digital Media Centre

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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@loyalist.on.ca or call 1-800-99ALUMNI.

(FSC logo here)

**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.



Loyalist College President Maureen Piercy speaks with students in the new Welcome Centre

In our world of rapidly advancing technology, we welcome change with open arms. At Loyalist, the pace of change over the past six months has been incredible. Many of the transformations are noticeable as soon as you walk through the Kente Building.

Our new Welcome Centre, which opened in September, is a bright, modern space where current and prospective students can get information they need, register for programs, and access several important services provided by our Enrolment Services team. Students and visitors not only enjoy the Centre's contemporary design, but also appreciate the new streamlined service model we've introduced.

Other popular changes at Loyalist include those made by Student Government in the completely redesigned and renovated Dining Hall, featuring new floors, wall coverings and sophisticated food service areas. With a number of seating sections and styles to choose from, students, staff and visitors enjoy dining and catching up here with friends. Many thanks to the leadership of our Student Government, and our very positive and productive partnership with them.

Also in September, we celebrated the launch of our exciting new Digital Media Centre, including a 10,000-square-foot Integrated Newsroom with video editing suites, television studio, interview booths and audio production booths. On page 12, we take you inside the Centre and explain how Media, Arts and Design students are benefiting from this 'state of the industry' facility.

Being able to learn using equipment used in the workplace is essential when it comes to getting the right experience for the job. That's why the Campaign for Loyalist College is so important. Since June 2012, we've raised \$5.5 million toward our goal of \$6 million to equip and complete the Sustainable Skills, Technology and Life Sciences Centre, and to establish additional student awards. The support that we receive from alumni like you

helps to make a difference. I encourage you to please give back to Loyalist, to help us go 'over the top' as we move to the latter stages of this very exciting campaign (loyalistcollege.com – Give to Loyalist).

The Green Canada Building Council recently awarded LEED® Silver certification to the newly constructed areas of our Centre, in recognition of our achievements in energy-efficient design, construction and operation.

Training in the Skills Centre this year are our first 15 recipients of the W. Garfield Weston Foundation Fellowship program. These deserving students and apprentices receive financial support to help them train for and succeed in careers such as welding, electrical, automotive and manufacturing. I hope you enjoy reading about their experiences on page 14.

This academic year we also introduced exciting new post-graduate programs in Fundraising & Development and Human Resources Management in response to industry demand. They further extend our selection of popular one-year programs, designed to enhance the qualifications of college and university graduates with specialized knowledge and practical skills. We hope you'll check them out on page 2.

The holidays are a time of homecoming, and as you gather with family and friends to celebrate the season and welcome the New Year, we hope you'll stay in touch with your Loyalist family. Link in to alumni news and events on social media, or drop by to see the changes around campus. No matter when or why you may choose to return, we are always pleased to welcome you back.

Maureen Piercy  
President  
mpiercy@loyalist.on.ca  
twitter: @MaureenPiercy

President's Message

# POST-GRAD @ LOYALIST

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 2014**.



## Fundraising and Development

- As organizations compete for limited financial resources, fundraising and development professionals are increasingly in demand
- There are more than 160,000 not-for-profit organizations in Canada
- The program concludes with a four-week placement with a charitable or not-for-profit agency, providing hands-on experience

For information email [fdpg@loyalistic.on.ca](mailto:fdpg@loyalistic.on.ca)

## Human Resources Management

- Successful business is all about people management. Human resource 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](mailto: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](mailto: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 four 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 [sesm@loyalistic.on.ca](mailto:sesm@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](mailto: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

# Alumni Association President's Message



Alumni Association President Rosemary Rooke

They say time flies when you're having fun, and oh, how the time has flown! Our busy Fall has been jam-packed with campus activities and alumni connections.

In September, the Alumni executive entered two teams in the 15<sup>th</sup> Annual Loyalist College Golf Tournament. It was a fun day for a worthwhile cause, raising more than \$28,000 toward essential financial assistance for students. Over the years, with matching government funding, this event has raised more than half a million dollars to support student success. Way to go Team Loyalist!

While funds raised will support students embarking on their studies, one of the Alumni Association's key goals is to increase student awareness of the resources, networking and support available after graduation. This Fall we hosted a delicious chili dinner for students in the newly renovated Dining Hall. Guitar and vocals by Derrick Arseneault, a 2003 graduate of Loyalist College, created a lively ambiance as the students were served by Alumni executive members.

Also in October, Past President Brian Miller was honoured to welcome graduating students at Convocation in Bancroft

with a few words about the Alumni Association. He and fellow executive member David Bunnett then presented the graduates with alumni key chains, welcoming the newest alumni into the fold after they received their diplomas.

Our AGM on November 29 provided an opportunity to recognize outstanding alumni. Individual awards of distinction were presented to Sandra Collyer Sidsworth and Ken Murphy. Employer recognition awards were bestowed upon the City of Quinte West and Livingston International. Nominations are now open for the 2014 awards; please visit the Alumni website to nominate individuals and employers deserving special recognition.

On a personal note, I have completed my term as President and another alumni member will step up to the plate. I would like to say thank you to my wonderful executive members, who have provided endless ideas and suggestions to help fulfill our objectives and goals. Chairing this board has been a very enjoyable and rewarding experience, and I hope the next president will have just as much fun.

Moving into the future, I am looking forward to the work that will be done on the Alumni Gardens and Memorial Grove, expected to begin in the Spring of 2014. Watch for future fundraising initiatives as this special space for graduates and their families and friends evolves.

Our alumni remain a valued and important part of the College. We hope you will come back to visit, share your achievements and connect with your Loyalist family.

*Rosemary Rooke*

Rosemary Rooke  
President, Alumni Association

## 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. Information is a click away at [loyalisticcollege.com/alumni](http://loyalisticcollege.com/alumni)

**Loyalist College Alumni Association**  
613-969-1913 ext. 2307 [alumni@loyalistic.on.ca](mailto:alumni@loyalistic.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@loyalistic.on.ca](mailto:careers@loyalistic.on.ca)

**Loyalist College Fitness Centre**  
Sign up for an annual membership at a rate of \$120  
613-969-1913 ext. 2606

**Special Insurance Rates** – In partnership with **TD Insurance Meloche Monnex**

**Perkopolis**  
Benefit program for Loyalist College Alumni  
Save up to 40% on amusement park tickets, hotels, theatre tickets, sporting events and more!

**Toronto Argonauts**  
Take advantage of up to 36% savings on tickets

**Manulife Financial**  
Insurance plans for Loyalist College alumni  
1-888-913-6333 or [manulife.com/loyalist](http://manulife.com/loyalist)

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

# Behind the Scenes at The Weather Network

## Through Rain, Sleet, Snow and Ice, these 10 Loyalist Graduates Work to Bring You the Weather

BY EDINA CAPPUCCHETTI



Back in 1998, when Production Manager Aldo Campisi, a Loyalist Broadcasting graduate, needed a production assistant at The Weather Network, he called his former professors for help. Fifteen years later, Television Broadcasting grad Marilyn Nicholas-Dahan still appreciates the recommendation that helped her land a job that changes constantly, like the weather.

"I began as Aldo's production assistant," explains Marilyn, "helping on field shoots for in-house productions such as bumpers (the short program identifiers between commercials and program content), station IDs and one-minute features." Before long she was an editor, and the position continued to grow. "For the past five years I have held the dual role of Editor and Promotional Producer. The great thing about my position is variety. Rarely are two days ever the same."

An "average" day for Marilyn could involve anything from forecast sponsorships to shooting on location atop the CN Tower or even DisneyWorld, to brainstorming about upcoming projects. When she entered the Television Broadcasting program as a mature student, Marilyn knew "nothing at all" about computers. "I am working in a field that draws heavily on computer skills, and the fact that I have been successful at TWN for 15 years is due to the skills I acquired at Loyalist."

One of Marilyn's classmates at Loyalist was Karina Sinclair. Karina began her career at TWN as a Switcher/Editor. She started running the video archives, taking on more responsibilities and learning new skills. Today, she's a Production Producer.



Marilyn Nicholas-Dahan on location at the CN Tower

Like Marilyn, Karina enjoys the variety at TWN. "Every day starts with checking email—I often work with people who have late night shifts, so I look for project updates," she explains. "After that, I might be researching, writing, photographing headshots, searching for footage, editing video, directing voice-over talent, working with music composers, or sketching storyboards. There is no such thing as an *average* day—that's the best part of this job!"

Career highlights for both women include the opportunity to work on special projects. A movie buff, Marilyn enjoyed pitching, producing and editing more than 100 "Reel Weather" short segments about how the weather has affected people who work in the film and television industry. "I interviewed costume designers, sound and lighting crews, directors, producers, make-up artists and the stars of films and TV shows. It was quite fascinating to find out how the weather could affect each person's job."

Storm chasing across the central U.S. in 2001 stands out for Karina. "I found myself in the most violent storms I've ever experienced. It was scary and thrilling at the same time. That trip deepened my respect for the power of nature. I met some amazing

people who had been dramatically affected by tornadoes, and yet they maintained the most beautiful outlook on life, showing great spirit in the face of disaster."

Dwayne Oud also began his career at TWN as a Switcher/Editor, and worked his way to the position he has loved for the past 10 years. As Camera Operator/Editor, Dwayne has visited such far-flung locales as Iqaluit, Resolute and Eureka. "I love the freedom of my job, and enjoy working outside of the studio environment in the great outdoors—some days more than others!" He believes that because Loyalist, like TWN, is a small shop, students learn to manage their time and resources.

There is no doubt that time management is as important as technical skills for BJ Leno-Stewart in her role as Content Producer. BJ begins her day at what she describes as "the spectacular hour of one a.m." She starts her workday with a quick review of emails, checks the handovers and reviews programming for the day. She then begins checking newswires for interesting stories, looking over available video, and getting B-roll cut from news bureaus and viewer submissions. Two teasers and the "Force of Nature" feature lineup need to be completed before she delivers it all to the editor on shift. Next, she creates information packages for the on-camera presenters, briefs the meteorologist about the day's weather, and creates a rundown with maps for media producers and hosts to follow during the show.

"TWN now broadcasts to five different regional feeds, using

two control rooms. It's up to me to make sure our time and resources are well organized," says BJ. "Throughout my shift, I'm constantly checking for new information or video and updating the news package for the next round of hosts. Some days are more hectic than others, but it's nice to come in every day and have a new story to tell."

Other key members of the TWN team include Technical Directors Rod Heinz, John DeGaris, John Draper and Scott Herkes, who all graduated from the Loyalist Television Broadcasting program. New Switcher/Editors also include grads Aaron Gowlett, who has an advanced diploma in Television & New Media Production, and Brian Keith, who has a Media Experience certificate.



Top left: Loyalist grads Dwayne Oud, Karina Sinclair and Rod Heinz. Top right: BJ Leno Stewart chats with briefing meteorologist Gina Ressler. Above: John Draper works on the morning show.

These successful Loyalist grads credit their experience at the College with preparing them for the demands of their fast-paced industry. As Marilyn points out: "Loyalist grads have a great foundation of industry knowledge and experience *doing* the actual work, so they have a wonderful work ethic and the ability to adapt to the unexpected—something we need around here because, as accurate as our forecasts are, we all know—weather can suddenly change!"



Robin Kennedy riding alongside Patrick Sullivan on the west coast through B.C.  
PHOTOS BY JESSICA DOUGLAS PHOTOGRAPHY

# An Inspiring Ride Across Canada

BY MARILYN WARREN

Robin Kennedy works in Toronto as a leasing representative in the busy field of commercial real estate. In January 2011, her routine was shaken when a close friend and colleague was diagnosed with kidney cancer. Robin, a 2001 Digital Production graduate and 2000 Recreation and Leisure Services graduate, began looking for a way to show her support.

When she discovered the Coast to Coast Against Cancer Foundation, she knew she had found the answer. Coast to Coast is a national charity that raises funds through events that encourage active, healthy lifestyles. All donations go toward improving the survival rate and quality of life of children and their families impacted by cancer.

Each year, Coast to Coast hosts the Sears National Kids Cancer Ride—one of the largest charity cycling events in the world on behalf of childhood cancer. While Robin was not a cyclist, she applied and was accepted to become a 2011 National Rider. Then reality set in. She had just committed to riding from Vancouver to Halifax—an average of 280 km each day. On top of that, she was required to raise a minimum of \$25,000 to support the cause.

“At the time, I was working for CBRE Limited so I set up an email campaign and reached out to my colleagues across Canada, explaining my story and asking for their support,” says Robin. “The response was astounding. I also organized an ‘Inside Ride’ cycling event in front of Union Station in downtown Toronto. With the help of fellow 2011 Relay Rider Len Pace, we raised \$35,000.”

All told, Robin raised \$43,000 through corporate sponsorships and donations from colleagues, friends and family, whom she thanked with a private event before the big ride.

Between fundraising efforts, Robin’s fitness training kicked into high gear. “I began spin classes to start logging some miles before I could get out on the roads, coupled with early morning indoor rides at home before the workday began.” Her employer helped to set her up with a personal trainer who worked with Robin weekly to improve her endurance condition.

“My weekends were spent travelling all over... Fenelon Falls, Muskoka, Collingwood, Huntsville. I needed to experience various terrains. Learning proper shifting was key, as well as understanding the art of pacing. I struggled with climbing hills efficiently, so I worked with an additional trainer twice a week to build muscle mass and strength.”

Robin recalls a setback on a training ride in Collingwood. “I had just started my morning ride and, as I began to climb the first hill, I suffered an anxiety attack. My heart was racing. I stopped to regain control of my breathing. I attempted the hill a second time and began to panic again.” She wondered then whether she could accomplish the journey across Canada. “If I couldn’t climb the hills in Collingwood, how was I ever going to cycle through the mountains in British Columbia?”

Standing alone at the side of the road, Robin decided she wasn’t ready for the hills that day. “However, I returned to Collingwood the following weekend, and was successful. That was my last training before flying to Vancouver to begin my trek across Canada. I was ready.”

The first two days were extremely difficult, riding through the Selkirk Mountains and climbing Rogers Pass, but Robin persevered. The team stopped in small towns and hospitals along the way. They met children and families whose struggles kept the cyclists connected to their cause.

“A truly indelible memory was meeting a youth named Josh, an eight-year cancer survivor. Witnessing his determination and the love and support he received from his parents was life changing. Josh is now celebrating 10 years cancer-free and his father is registered as a 2013 National Rider.”

Robin and her teammates became friends as they rode across the diverse Canadian landscape—through 6 a.m. breakfast calls; home-cooked meals at local Sears stores; and showers at gyms, hockey arenas and truck stops. After 16 days the teams reached Halifax, 7,000 km from their starting point. Robin achieved a personal best of 300 km in one day.

“Most people thought I wouldn’t complete the challenge,” recalls Robin. “I’m happy to have proven them wrong. It wasn’t easy but it was worth it.”



“Through this experience, I learned that one person could make a difference. I try to live each day being the best person that I possibly can, and to stop wishing and start doing!”

Robin’s friend and colleague returned to work in September 2011.



# Congratulations Graduates of 2013!

The Alumni Association would like to extend a warm welcome to the 2,284 new members who celebrated their success at the 2013 Belleville and Bancroft Convocation ceremonies.

Laura Boudreau



Vern Haggerty



David MacKinnon



Carol Stewart



Wendy Freeman

At the 46<sup>th</sup> Annual Convocation Ceremonies in Belleville on June 6 and 7, Loyalist College diplomas, advanced diplomas and certificates were awarded to 2,204 graduates. Four guest speakers were presented with honorary diplomas by then-Board Chair Stuart Wright. The first ceremony was addressed by Vern Haggerty, recently retired Manager of 8 Wing Trenton's capital construction program with Defence Construction Canada (DCC). Mr. Haggerty, a 1978 Loyalist grad, was featured on the cover of our Summer 2013 issue of Lasting Connections.

The second convocation guest speaker was David MacKinnon, retired CEO of the Ontario Hospital Association. Mr. MacKinnon previously served in the Nova Scotia Department of Economic Development. He also served in several senior capacities for the Ontario Public Service and the Bank of Montreal.

The third convocation address was delivered by Carol Stewart, President and CEO of Kellogg Canada Inc. and a member of the Kellogg North America Leadership Team. After beginning her career as a Brand Manager, she held a number of progressively senior roles within the Canadian organization, including Vice-President of Marketing, Vice-President of the Canadian Sales team and Senior Vice-President, Sales.

For the fourth and final ceremony, the speaker was Wendy Freeman, President of CTV News, responsible for news, information and current events programming, including CTV National News, CTV News Channel, BNN, and CP24. Also under her leadership are Canada AM, W5, Question Period and CTV Original Documentaries.

During the ceremonies, 118 achievement awards, provided by private donors, businesses, industry associations, community organizations and the Loyalist College Foundation, were presented to graduates.

**The Governor General's Medal** was awarded to Sarah Cole of Belleville who graduated with a cumulative average of 97.9 percent from the two-year Community and Justice Services program. The Collegiate Bronze Medal from the Governor General of Canada is presented to the student in a two or three-year College program with the highest cumulative average. Ms. Cole also received the Community & Justice Services Faculty Award for superior attitude, academics and aptitude.

**The Herbert Young Scholarship Award** was presented to Tegan Mandeville of Belleville for her outstanding academic achievement and participation in Loyalist College life. A Biotechnology Technician graduate, Ms. Mandeville also received the Biosciences Faculty Award for excellence in the program. She returned to Loyalist this fall to complete her third year of the Biotechnology Technologist advanced diploma.



Sarah Cole



Tegan Mandeville



Courtney Maracle

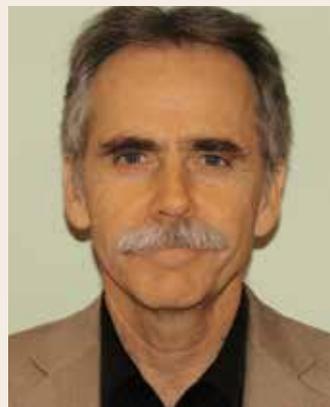
At the 14<sup>th</sup> Annual Bancroft Campus Graduation Ceremony on October 3, Loyalist College proudly awarded 86 diplomas and certificates to 80 graduates in recognition of their academic accomplishments.

The valedictorian address was delivered by Loyalist graduate Courtney Maracle, a personal support worker from Campbellford.

**The Herbert L. Esford Award**, recognizing outstanding compassionate care and empathy, was presented to Personal Support Worker graduate Kim Avery and **The Vance Motors Business Management Award** was presented to Cathy Watson, Small Business Bookkeeping.

# Congratulations to the Loyalist College 2013 Premier's Award Nominees!

The Premier's Awards recognize the tremendous contribution Ontario's college graduates make to the success of the province. This year, the awards were held in Toronto on November 18 as part of the Higher Education Summit.



## Business

**Rod Skinkle**

CEO, Academica Group Inc.  
Behavioural Science, 1979

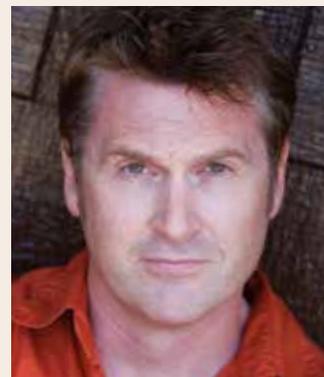
Rod Skinkle's education and experience led him to create one of Canada's leading higher education research and strategy consulting firms. Academica Group Inc. provides post-secondary education-focused policy, consumer research and education marketing. Rod has made his mark in the business and educational world with the creation of North America's longest-running higher education study, used to guide strategic enrolment and positioning strategies for institutions and to inform key sector organizations and policy development.

## Community Services

**Charles (Chuck) Mercier**

Mayor of Scugog  
Law and Security Administration, 1974

After graduating from Loyalist, Chuck Mercier accepted a job with Durham Regional Police in Oshawa where he held progressively senior positions over a 32-year career. He has been honoured with several of the highest awards for excellence in policing, community work and bravery. In December 2009, he retired as Deputy Chief of Policing Operations. A year later, Chuck returned to civic duty as Mayor of Scugog, at the request of the township's electorate. He has been a tireless worker and advocate for numerous local causes, including Scouts Canada, for 18 years.



## Creative Arts and Design

**David Kaye**

TV, Movie and Voice Actor  
Radio Broadcasting, 1985

David Kaye branched out from radio to begin creating an extensive voice-over career, including a 20-year relationship with the *Transformers* franchise, voicing Megatron and Optimus Prime. David has voiced several Anime productions, and was part of the Academy Award-winning film, *Up*. He has embraced the video game industry, voicing characters such as Clank in the popular "Ratchet & Clank" series, and Nathan Hale in the "Resistance" series.

## Health Sciences

**Douglas Roy**

Registered Nurse and Founder,  
Belleville Street Nurse Outreach  
Nursing, 1986

Douglas Roy has been a nurse for more than 28 years. After working in the traditional medical field, he decided that his skills and experience could be more beneficial to people who do not have access to medical help. He started the Belleville Street Nurse Outreach program, providing much-needed service to agencies and individuals in the Quinte area. Douglas has worked hard to reduce the stigma of mental illness.



## Recent Graduate

**Bryna Jones**

Manager of Communications, Save the Children  
BAA Human Services Management, 2008 and Public Relations, 2009

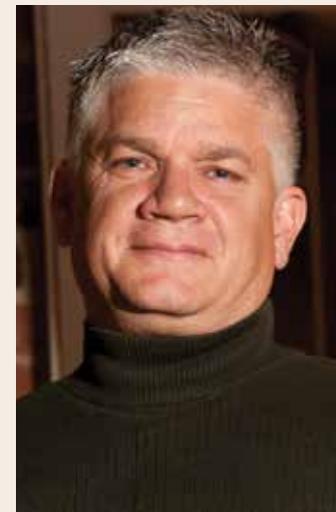
Bryna Jones's passion to communicate the injustices children face around the world can be seen in her work and through the organizations with which she is associated, including Save the Children and World Vision. Her projects have brought focus to children's needs in Africa and Syria, including Youth in Action and the Five for 5 campaign in Canada.

## Technology

**Michael Lloyd, CET**

Environmental Technologist, Water and  
Earth Science Associates (WESA)  
Environmental Technologist, 2009 and  
Environmental Technologist, 2010

After working as a livestock farmer for 12 years, Michael Lloyd knew it was time for a change, and the Environmental Technician program at Loyalist was a perfect fit with his agricultural experience. Within his first year working at WESA, he became a project manager. He has led initiatives in Guatemala, undertaking a sedimentation and bathymetric study of Lake Amatitlán for research purposes. In addition, his work in the Northwest Territories helped create a wastewater treatment plant program to restore the area to its natural state.





# Making News Digital Media Centre Opens at Loyalist

**“The media landscape is changing and our students are on the cutting edge of how the news is gathered and distributed.”**

Left: Kristen Oelschlagel and Andrew Heliotis

share photographs, host programs and produce web, social media and video and audio content.

“The media landscape is changing and our students are on the cutting edge of how the news is gathered and distributed,” said Jane Harrison, then Dean of the School of Media, Arts and Design at Loyalist. “Our Journalism students create an impressive multiplatform portfolio and complete field placements at newsgathering organizations across Canada. Graduates find work as writers, reporters, photographers, editors, freelancers, web content providers, editorial assistants, videographers, program hosts and news anchors. The skills developed in this program can also lead to careers in public and media relations, and educational, training or industrial content production.”

Members of the College’s Journalism advisory committees include representatives from Shaw Media, Rogers Communications, Bell Media, CBC, CTV, Corus Entertainment, the Toronto Star, the Globe and Mail and the National Post, among others.



On September 4, Loyalist opened its Digital Media Centre, including a 10,000-square-foot newsroom with video editing suites, television studio, interview booths, audio production booths, and meeting rooms. The Centre is now the home of various media programs, including the new Trent-Loyalist Journalism program.

The Trent-Loyalist Journalism program enables students to earn a joint-major Bachelor of Arts or Bachelor of Science in Journalism and another discipline of their choice from Trent, as well as an Ontario College Advanced Diploma in Journalism - Online, Print and Broadcast, from Loyalist. Depending on the discipline, the combined program can be completed in four or five years of full-time study.

At the opening event, Loyalist and Trent launched the program and introduced the new Trent Bureau of QNet News, a satellite of Loyalist’s award-winning student-produced community online news service through which students write, report,

**In addition to the Trent-Loyalist Journalism program, the following programs will use the newsroom’s facilities:**

- Broadcast Engineering Technology
- Journalism – Online, Print and Broadcast
- Photojournalism
- Television and New Media Production
- Sports Journalism (Post-Graduate)

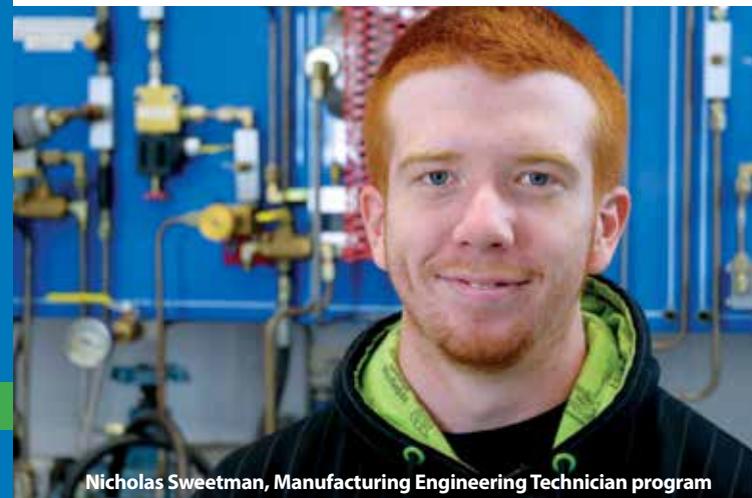
“This new environment truly fosters collaboration,” notes Interim Dean Kathleen Bazkur, “as students from all of our Media Studies programs gather and distribute news events across multiple platforms. It’s the ideal facility for our students to develop industry-relevant skills.”

Journalism - Online, Print and Broadcast students Amanda Lorbetzki, Alisa Howlett and Matthew Blair

# Building a Brighter Future

Loyalist welcomes the first 15 recipients of the W. Garfield Weston Foundation Fellowship, training for tomorrow's careers in the skilled trades

BY ROBIN BARANYAI



Nicholas Sweetman, Manufacturing Engineering Technician program

Dillon's career path wasn't always clear. Throughout high school, he met frequently with a student advisor, and they kept coming back to the same conclusion: "It was practically always skilled trades." Now, he plans to pursue electrical engineering at university, but first he's getting his college diploma in Electrical Technician – Automation. "I want to do the engineering part, but I want to be able to do it myself," he explains. "I've always been interested in doing stuff with my hands."



Michael Boyle, Electrical Technician – Automation program

Natalie Stallaert doesn't think welding is just for boys.

"It can't be just men in there," she says with a smile. "They can't have all the fun!"

Natalie is enrolled in the new two-year Welding and Fabrication Technician program at Loyalist College. It takes motivation and drive to return to school as a mother of two children, aged 7 and 11, but Natalie has plenty of both.

"You can't get anywhere without college," she says. "I've been quite a few years in factory work ... I can't see myself there. So, doing this, hopefully I'll get somewhere I want to be."

Fortunately Natalie has a little help, in the form of a bursary and tuition credit through the W. Garfield Weston Foundation Fellowship program. This Fall, Loyalist welcomed the first 15 Fellowship recipients beginning their post-secondary and apprenticeship studies on campus.

They're part of a new generation of students embracing careers in the skilled trades—and not a moment too soon. Canada's shortfall of skilled trades workers is expected to reach at least 1.4 million in the next two decades. And if Canada doesn't have qualified workers to fill the jobs—the jobs will go elsewhere.

The W. Garfield Weston Foundation stepped up to the plate, investing in Canada's skilled workforce by investing in people. They partnered with Loyalist College to create tuition and bursary incentives that encourage more students to complete an education in skilled trades such as welding, manufacturing, electrical, automotive and building sciences. Students who maintain a minimum 70% average can receive up to \$4,000 in bursaries over the course of their post-secondary or apprenticeship studies.



Natalie Stallaert, Welding and Fabrication Technician program

For Natalie, the funding means more time with her kids. "I've paid about \$1,600 in equipment alone," she says. "When you're a student, some people can work, some people can't. I have a family. Having a bursary helps—you don't have to worry as much."

The bursary helped Nicholas Sweetman buy a computer for his two-year Manufacturing Engineering Technician program. "I wouldn't be able to buy one if I didn't have that," he says appreciatively.

Initially it wasn't Nicholas who pursued the Fellowship application, but his grandfather—who, as a young man in Brownsburg, rural Quebec, ran away from home to join the army.

With a smile, he admits: "My grandfather, at the beginning, I think he was more excited for school than I was. He was on the Internet all day, watching for scholarships, and then he came across this one. He really hounded me to get it done," Nicholas recalls. "He's so proud of my brother and me. He never had these kinds of opportunities."

College wasn't always part of Nicholas's plan. "I figured that I was just going to come out of high school and work, make a living," he says, looking back. "It showed me what I *don't* want to end up doing for the rest of my life." Now that Nicholas is in Manufacturing Engineering, he's still not quite certain where it will take him—but he knows his skills will be in demand. "The options, I'm learning, are endless. I just want to travel, move around Canada or maybe even the world, and work. Figure things out from there."



Dillon McIntyre, Electrical Technician – Automation program

Another recipient, Dillon McIntyre, decided to travel first and study later. He was working in Australia when he learned of the Fellowship, and flew home to study at Loyalist College.

Dillon's classmate and fellow recipient, Michael Boyle, was just the opposite. "I've always worked with people—I've never worked with my hands—so I never thought I'd actually be any good at it," he admits. "I thought I might as well give it a try. I've been pretty successful so far," he says happily. Michael appreciates the Fellowship's role in helping him achieve that success. "Every day if I have to spend four hours working a job, that's four hours I can't spend on my textbooks. It just helps me to keep focused and basically, for the next few years, do what I came here to do."

"I think just being part of the Fellowship motivates you to do better," Michael adds. "I had full intentions of coming here and being successful, but having that Fellowship pushes me the extra mile to show that I deserved it—that I deserve to be here."

The next five apprenticeship Fellows begin in January 2014.

**The W. Garfield Weston Foundation Fellowship pilot program is unique to Loyalist College and encourages individuals to consider programs leading to careers in the skilled trades.**

THE W. GARFIELD WESTON  
FOUNDATION

# Making an Impact on Industrial Safety

BY MARILYN WARREN



Impacto Protective Products Inc. is a privately owned Canadian company that has been manufacturing and distributing specialized personal protective equipment in Belleville for 25 years. The demand for their worker safety products has resulted in a solid Canadian clientele – and an international client base.

Currently, the company employs five Loyalist Business and Management Studies graduates. Chairman Ed Lehtinen describes the importance of the College to Impacto: “Having Loyalist College in Belleville has been a fantastic resource for recruiting new staff members in a variety of roles within our business. We have found Loyalist grads to be up-to-date on new techniques and strategies as well as eager to take on new challenges within our international business.”

We caught up with the Loyalist contingent at their office to find out how they are putting their skills to work.



**Heather Mack, Human Resources Manager and Executive Assistant**  
2010 Business Administration and 2011 Human Resources Management and Materials Management

“As Impacto’s first and only dedicated human resources professional, I enjoy being able to utilize my skills in a variety of ways, as the work continually changes. One day I’m processing payroll for Canadian, U.S. and U.K. employees, the next I’m developing an in-house training program and recruiting and interviewing prospective candidates.

“I took advantage of Loyalist’s Second Career program in 2009, after losing my job due to a plant closure. Given my work experience and online certifications, I received direct entry into the second year of the Business Administration program. With a solid foundation from Loyalist, I was well prepared for this role.”



**Barinder Gill, Buyer/Materials Coordinator**  
2011 Business Administration and 2012 Materials Management

“I have the rewarding and challenging responsibility of handling all domestic and international purchasing activities for Impacto. Each day holds something new so there is never a dull moment.

“When I graduated from high school in Cobourg, I enrolled in the Business program at Loyalist. The faculty team is phenomenal – caring individuals with the common goal of wanting their students to succeed. Even though I have graduated, they continue to inspire me and advise me on ways that I can improve.”



**Erin McAdam, Sales Support Assistant**  
2012 Business Sales and Marketing

“I like that Impacto is a family business that started here in Belleville.

“The relationships that Loyalist faculty members have with business people in our community and across Canada are a great asset to students. It enables grads to find a company that’s right for them. I use the things that I learned in College every day.”



**Mary Beth Webster, Operations Analyst**  
2012 Business and 2013 Business Administration with advanced certificates in Human Resources Management and Operations Management

“I’m responsible for more than \$2 million in inventory, which is made up of over 4,500 parts in three warehouses, housed in three countries. I work with a great group of people who have welcomed me. They help me to learn and succeed in my new role.

“In one of my Loyalist classes we were responsible for contacting a business professional and inviting them to present to our class. It was a great opportunity to learn about Impacto and make a lasting connection within the industry.”



**Kishor Pyakurel, Accounting Clerk**  
2013 Accounting advanced diploma

“People are the most important part of any organization and I really admire my colleagues. At Impacto, I carry out accounts receivable tasks and functions.

“Because of my previous education in Nepal and India, I was given advanced standing in the Loyalist program and was able to complete my diploma in a shorter length of time. As a student, my communication, presentation and accounting skills were enhanced, instilling high standards, which I have brought to my current position. The faculty’s ability to link knowledge to workplace situations has been invaluable to me.”

*President Eric Lehtinen also values the Loyalist connection.*

*“With sales doubling over the last five years, Impacto was looking for dynamic, educated employees to continue our growth moving forward. Loyalist graduates have been an excellent addition to the Impacto team.”*

# Not for the Complacent

A member of Loyalist's first Broadcast Engineering Technology (BRET) class, Brett Hancock graduated in 2011 with a three-year advanced diploma and accreditation as a Certified Broadcast Technologist.



**"You need to be current with technology as it is introduced—I find that very exciting."**

As a Loyalist student, Brett completed field placements with Dome Productions in Toronto, where he made a positive impression working on mobile production units. The moment he graduated, Dome hired him as a Mobile Engineering Technician.

Brett's day often starts with a flight to whichever city is hosting a televised event. As a lead engineer, he is responsible for the mobile production unit—a control room on wheels. Throughout the day, he deals with all things technical, inside and outside the mobile—configuring routers, audio consoles and video production switchers—ensuring that the show comes together from an engineering standpoint.

Broadcast Engineering Technology is not a career for the complacent. It is an ever-changing industry in which technicians need to continually grow and obtain new knowledge. "I'm well suited for this career path because I'm eager to learn new skills," says Brett. "You need to be current with technology as it is introduced—I find that very exciting."

I love the challenges that I am presented with. Being responsible for everything on the technical side of a national and international broadcast keeps me very interested in what I do. It's rewarding to start something new each day, with new people, in a new city—and work toward the goal of bringing it to air.

"The opportunities for advancement are vast," adds Brett. "The broadcast engineering field is a small community. However, there are many sides to the industry and different paths you can take. You can work with cameras, audio equipment, create schematics, build circuits, IT, product development or radio frequency communications—the choice is yours."

Looking back, Brett believes the program provided a launch pad to his career. "It taught me a vast range of skills that are crucial in the world of broadcast engineering. As a student, it was great to know that employers were waiting to hire the qualified individuals that the program produces."

# Golfers Top \$500,000 in Support of Student Success



Professor Phil Howlett (second from left) with Ron Gaston, Kim Tully and Murray Howlett

The 15<sup>th</sup> Annual Loyalist College Golf Tournament, Celebrating Student Success, raised more than \$28,300. Proceeds from the September 20 event, held at the Bay of Quinte Golf and Country Club, supported the Campaign for Loyalist College.

A total of 108 golfers participated. A barbecue lunch was generously provided by Bay Subaru, and Loyalist Culinary students prepared and served dinner. Special contests were held throughout the day, including a \$25,000 Hole-in-One sponsored by the Loyalist College Alumni Association, a \$10,000 Hole-in-One sponsored by RBC Royal Bank, and a live auction. Since the first tournament was held in 1999, proceeds totalling more than \$500,000 including provincial matching funds have been raised for student financial assistance.



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The Loyalist College Foundation was established in 1995 to provide leadership in meeting the goals for long-term development and fundraising to benefit the students and programs at Loyalist College.

# The Campaign for Loyalist College

In support of the Sustainable Skills, Technology and Life Sciences Centre



(L-R): Incoming Belleville Rotary President Paul Vandegraaf; College President Maureen Piercy; Rotary President Ian Acton; Campaign Co-Chairs Wilf Wilkinson and Bernie Ouellet

## The Rotary Club of Belleville Supports the Campaign for Loyalist College

Earlier this year, the Rotary Club of Belleville presented a cheque for \$75,000 to Loyalist College in support of the Campaign to complete and equip the Skills Centre. These funds were provided in honour of the late James Marker, a former member of the Rotary Club. Mr. Marker served as President of Belleville Rotary in 1967-68, and provided a generous bequest to the Rotary Club through his estate. In November, a walkway leading into the Skills Centre was named in recognition of his donation.

Foundation Chair and Campaign Co-Chair Bernie Ouellet; Tim Clark of Wilkinson & Company; Loyalist College President Maureen Piercy; Executive Director, College Advancement, Dianne Spencer; and Campaign Co-Chair Wilf Wilkinson

In recognition of the company's support, a plaque has been placed outside an interview room in the Career Centre



Alumni Association Vice President Richard Beare with Loyalist College Alumni Association bursary recipients Nicole Vosborough, Maryanne Gaudreault, Jared Feldman, Leah Jobb and Robert Bhola

**Major commitments to the Campaign for Loyalist College** have pushed the total support to \$5.5 million. The Campaign, which has an overall goal of \$6 million, has exceeded the target of \$1 million for student financial assistance. Additional donations in the coming months will help to complete the campaign with required equipment in the Sustainable Skills, Technology and Life Sciences Centre. Providing our students with access to state-of-the-art equipment means our graduates and their employers benefit immediately.

Leading the Campaign effort are Wilf Wilkinson, the Honorary Chair of the Loyalist College Foundation, and Bernie Ouellet, Foundation Board Chair.

"We are delighted with the results of the Campaign to date," explained Wilf Wilkinson. "While we have met the \$1 million target for student financial assistance, we will continue to confirm donations to capital in support of equipment for the Skills Centre on campus. The support of our business and community partners

has been outstanding to date, and we look forward to celebrating the \$6 million milestone in the near future."

The 121,800-square-foot Skills Centre was built in 2010-11 with a \$16.6 million investment from the provincial and federal governments. The Campaign for Loyalist in support of the Skills Centre was launched to ensure that students learn on the most advanced equipment available.

"We are indebted to our campaign co-chairs for their leadership of this campaign," said College President Maureen Piercy. "Loyalist is very fortunate to have their support in this initiative, which is the most aggressive capital campaign in the history of the College."



Our student ambassadors: Elizabeth Kryschuk, Jane West, Victoria Jolley and Natalie Johnson

Alumni and friends have an opportunity to provide support during the annual alumni appeal. In the coming months, you may receive a call from one of our student ambassadors. Please take a moment to speak with them about how a donation can be directed to the capital campaign, toward either the endowment fund for financial assistance or the capital campaign for equipment.

Please go to [loyalistcollege.com](http://loyalistcollege.com) and click on the *Give to Loyalist* tab for more information or to donate.

# Graduates Where Are They Now?



## Loyalist Grad Premieres Animated Short Film at TIFF

3D Video Production graduate Chris McMahon premiered his 3D animated short film *The Chaperone 3D* at the Toronto International Film Festival (TIFF) in September.

*"We wanted to show *The Chaperone 3D* at major festivals on a professional level," explains Chris. "We submitted it to TIFF, and it was selected. Being at TIFF was unbelievably exciting."*

Chris, a Montréal resident, worked on the film with animation company ThoroughBread Pictures. This wasn't his first time partnering with the company. Together, they also created the animated shorts *Why Was I Out There?*, *Knee Breakers* and the award-winning *Vaseline & Pepper*. On *The Chaperone 3D*, Chris worked as the Cinematographer, Stereographer and Director of Photography. He was also a stunt double for the character Ralph, and most importantly, was responsible for the motion design of the film, bringing the final animations to life.



## Sales and Marketing Grad Helps Businesses Grow

Elisha Purchase, Manager of Economic Development and Communications for the Municipality of Brighton, graduated from Loyalist's Business Sales and Marketing program in 2007.

She is responsible for the promotion, growth and development of the municipality's economic base—retaining and expanding existing business, and securing new economic opportunities.

*"I love working with and assisting businesses, whether they plan to start a new enterprise or grow an existing one," says Elisha. "This could entail developing a business plan or using social media tools, as well as providing links to government funding opportunities and programs available through business and resource centres."*



## Photojournalism Grad Gives Back to Loyalist

David Lucas has worked with some of the top names in the Canadian newspaper industry. Since he graduated in 1997 from Loyalist's

Photojournalism program, he has held photojournalism positions with the Canadian Press, the Ottawa Sun, Metro and the Toronto Sun. David is now the Night Photo Editor at the Globe and Mail, responsible for ensuring the best images are selected, and being on top of any breaking news or early assignments on his watch.

A busy career and personal life haven't stopped David from maintaining strong ties with Loyalist. He is a member of the Photojournalism advisory committee – something he considers one of the program's greatest strengths.

*"Students have a phenomenal networking opportunity here. Some of Canada's top photojournalists and picture editors are on the advisory board, helping guide the program and the students throughout the year. You will not find that type of mentorship anywhere else."*



## Television and New Media Production Grad Goes to Hollywood

Twenty-eight-year-old Jesse Korosi, a 2005 Loyalist College Television

and New Media Production graduate, has garnered attention for his achievements as Dailies Producer on the 3D summer hit movie *Pacific Rim*, which generated \$38.3 million on opening weekend.

In addition to *Pacific Rim*, Jesse has also worked as a playback editor for films such as *The Time Traveler's Wife*, *Four Brothers*, *Jumper*, *Saw II*, *Saw IV*, *Saw V*, and *The Incredible Hulk*. After graduating from Loyalist, Jesse moved to Los Angeles, where he made a name for himself in Hollywood television shows such as *Defiance*, *Falling Skies* and *Revolution*.



## 'Lean' Manufacturing in the Skilled Trades

Jason Glenn graduated from Loyalist College's Manufacturing Engineering Technician program in 2008 and now works as an Engineer Technician at Kennametal Stellite in Belleville.

*"My company participates in 'lean' manufacturing production techniques, which create a culture of continuous improvement, employee empowerment, and waste minimization," Jason explains. "I learned to implement these types of projects at Loyalist. I am very pleased to be working in this field and there is no doubt that the shortage of skilled trade professionals positively impacts employment opportunities."*



## 2001 Nursing Graduate Follows her Passion North

Joy Peacock's career decisions have taken her on a rewarding and diverse journey, including working as a clinical nurse in an acute care teaching hospital, an administrator and a nurse leader.

*"Moving north has allowed me to challenge myself and enrich my career in ways I never thought possible," she explains. "Adventure, at this point in my life, is a rich and rewarding experience – one I do not take for granted. I savour every opportunity to make a positive difference. Canada's North is phenomenal, one of the last frontiers in our great country."*



## Mother Follows Son Back to School for Rewarding Career in Enforcement

Nancy Roy knew that public safety and enforcement skills were in demand. Her son Kyle had studied Protection, Security and Investigation at Loyalist and completed a placement at the Hastings and Prince Edward Counties Health Unit, which led to a job. Nancy decided to follow his lead and successfully completed the two-year program in Protection, Security and Investigation, graduating in 2012. Today, Nancy has a rewarding career as Tobacco Enforcement Officer, ensuring compliance with the *Smoke-Free Ontario Act*.

*"My son Kyle was a tobacco enforcement officer at the Health Unit when I asked to do my placement there. He is now with the Metro Toronto Police. When his job was posted, I applied and was offered the position. I have no doubt that the impression I made during my placement contributed to my success in getting the job."*



## Journalism Graduate – Telling People's Stories

Kenneth Jackson, a 2003 graduate of the Print Journalism program, started his career as a reporter and photographer for various community newspapers and Metro Ottawa. He then spent three years with Sun Media as a crime reporter before assuming his current position as a reporter with the Aboriginal Peoples Television Network. His role at APTN includes producing and reporting for the nightly broadcast, writing for the website, editing and posting other reporters' stories, and managing the social media accounts.

In June 2012, Kenneth and fellow reporter Jorge Barrera won an investigative journalism award for their story "Water Exploitation – Bruce Carson" at the Canadian Association of Journalists' Awards in Toronto.

**Got a story to share? Tell us!**  
[alumni@loyalistic.on.ca](mailto:alumni@loyalistic.on.ca)

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Alumni Social Hour



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

On Facebook.com/LoyalistCollegeAlumni:

In September, we said:

Today is Orientation Day on campus! When was your first-year Loyalist Orientation?

You said:

Randi Ferguson:

2005! Happiest year of my life. Found my husband 3 days after moving into Rez!

Kelly McIntosh Currie:

1991! Whew, long time ago!

Allan Kinney:

2006! What a blast Loyalist was! Miss it a lot!

Maureen McDonald:

1992...time flies by – enjoy Loyalist, it'll be some of your best memories ever kids!

Kent Matheson:

Seems like a century ago. 1982.

Martha Gregory Vickers:

1978.....seems like yesterday LOL!

Kerry-Anne Newsome Forsythe:

1991...great memories!!

Other posts by you:

Gordon Smith:

The campus that I remember was one building... the Pioneer Bldg. 1976. Unbelievable how the College has progressed. I hope to revisit in 2014.

Sherry Crummy:

This spring makes 25 years since I graduated from Loyalist. Advertising class of '88!! Wow, time flies. A few of us are trying to plan a reunion in Belleville. Hoping we can find all our classmates.

Valerie Tunstall:

This spring marks 38 years since I graduated from Loyalist and the Chemical Engineering Technology program. It definitely does not seem that long ago. Just wondering where all my classmates are now?

On Twitter @LoyalistGrads:

We said:

Did you have Bob Millard as a Business prof? Check out this new #MeetOurFaculty video produced by @LoyalistTVNM: ow.ly/nhoBO



You said:

Rob Huddleston (@RobHuddleston)

@loyalistgrads @LoyalistTVNM @BobLoyalistBiz will always be a mentor of mine, he shaped me into the Busi man I am today. Great clip!

Jaqueline Bogart (@JBogart20)

My old prof from @LoyalistCollege! Very smart man: RT @loyalistgrads @LoyalistTVNM: ow.ly/nhoBO

Other Tweets by you:

Mark Giunta (@GiuntaNews)

Wearing red and some white today... My 91XT-shirt! #Loyalist4Life @LoyalistCollege @loyalistgrads

Steven Buechler (@Stevenbuechler)

Hey @loyalistgrads I got my copy of "Lasting Connections" today! Thank you so much for helping me keep in touch! @LoyalistCollege

Stephanie Sant (@santcakes)

@loyalistgrads If I had all the money in the world, I would go to school forever. #LoyalistCollege #besttimeofmylife

Have a life update? We'd love to share it! Email your story to [alumni@loyalistic.on.ca](mailto:alumni@loyalistic.on.ca) and we might use it in the Spring 2014 Lasting Connections.

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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](http://melochemonnex.com/contest). Actual prize may differ from image shown.

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