

# The Senecan

## Seneca achievements recognized in Markham



Seneca's Markham Campus has been recognized with the Town of Markham's 2010 Achievement and Civic Recognition Award (ACRA) in the Business/Corporate Achievement category.

Seneca President David Agnew received the award from Markham Mayor Frank Scarpitti (right) during a recent ceremony at the Markham Theatre.

The ACRA's recognize individuals, businesses/corporations, community, cultural, sports and recreation organizations that have made a significant contribution and have brought recognition to the Markham community.

"Seneca is York Region's only post-secondary institution, and we are proud of the contribution we make to the success and growth of the area," said President Agnew. "We're grateful for this recognition from the Town of Markham, and it's a great testament to our employees and students, whose skills and commitment make it possible for Seneca to offer high quality services to our community."

Currently, the Markham Campus provides more than 1,700 students of all ages post-secondary education in career areas pertinent to the industries thriving in the Town of Markham — financial services, the green economy, marketing and tourism.

The iconic campus building at the intersection of Highways 404 and 7 also houses 344 staff, providing a variety of administrative and central services to the entire College. In addition to providing leading-edge education to the community, Seneca has also brought innovative partnerships and high-profile events to Markham.



PHOTO BY RICHARD DOUGLAS

## HOLLYWOOD ENDING

Growing up, Laura Diaz spent a lot of her free time at old theatres like this one, where she often dreamed of seeing her own work on the big screen. That dream will soon be realized on Valentine's Day, when the animated 3D film *Gnomeo and Juliet* is released. For the complete story, please see *Animated dream come true* on page two.

## Cullingham searching for Blind Joe Death

Professor James Cullingham's search for legendary bluesman Blind Joe Death has taken him to exotic locales and allowed him to meet with some interesting people.

The only problem is the legendary bluesman never existed. He is the pseudonym/alter ego of late guitarist John Fahey, the true subject of James' latest documentary *In Search of Blind Joe Death - The Saga of John Fahey*.

James first became aware of Fahey, and his great influence on the world of rock and roll, almost 30 years ago when he was working on the CBC's *Sunday Morning* radio program. Fahey, who never became a household name, had become a great influence on many guitar-wielding rock bands.

In 1959, his first self-published album, *Blind Joe Death*, introduced the fictional bluesman, who would appear on several Fahey albums, and a new way of playing music on a traditional acoustic steel-string guitar.

Fahey's influence is so great, that James was able to interview such guitar luminaries as Pete Townsend, the lead guitarist of The Who.

"We interviewed him for 50 minutes and he was terrific," James says. "It was a wonderful gesture on the part of one guitar playing legend paying respect to another."

James traveled to Antibes, France for his one-on-one interview with Townsend. The production of the film has also taken the Journalism-Broadcast Professor to Portland, where he interviewed other musicians influenced by Fahey and those

who knew him best, like his former wife, Melody. Additional interviews and filming are expected to take place in Washington and Mississippi.

Just like his previous documentaries, a number of Senecans are working with James on this film. Included among them are Professor Igal Hecht, who is serving as the director of photography, and Journalism-Broadcast graduate Jessica Cullingham, the film's editor. Kristin Davis, another graduate of the program, is also working on the project as a development production assistant and researcher.

An animated sequence James has in mind for the film will be created by Seneca's Animation students, and the entire documentary will be edited at the Animation Arts Centre. James says his goal is to have the film finished sometime next year. He hopes people who watch it will walk away with a greater appreciation of Fahey and his many contributions to music.

"I hope they'll take delight in Fahey's playing, and I hope that this documentary will be part of establishing his rightful place in musical history."

To learn more about the Journalism-Broadcast program, visit [www.senecac.on.ca/fulltime/JBC.html](http://www.senecac.on.ca/fulltime/JBC.html).



Journalism-Broadcast Professor James Cullingham (right) flew to France with his production crew to interview Pete Townsend, the lead guitarist of The Who. The interview was for James' upcoming documentary *In Search of Blind Joe Death - The Saga of John Fahey*.

# New to the Board



COLLEEN FLEMING

Colleen Fleming is the newest member of Seneca's Board of Governors.

Ms. Fleming currently sits on the boards of the Canadian Breast Cancer Research Association, the Human Resources Professionals Association and the Human Resources Research Institute.

She has held the positions of CEO, Canadian Breast Cancer Foundation; President & CEO, Career Edge Organization; President, Laura Secord Inc.; Senior Vice-President, Nestlé Canada Inc.; President of C. Fleming & Associates Ltd.; and Director, Retail of Canada & US Operations, Tabi International.

Ms. Fleming holds a bachelor of arts degree from Carleton University, an MBA from Heriot-Watt University, Edinburgh Business School, a Human Resources Specialist certification from the University of Toronto, along with a Human Resources Compensation Committee certification and a Chartered Directors designation from the Directors College.



PHOTO BY RICHARD DOUGLAS

## Keeping the supply chain moving

Dien Chin has proven he can deliver the goods — literally.

This 24-year-old is in charge of the supply chain for major retail accounts at Nestlé Canada. His job is to get Nestlé products, such as coffee, chocolate bars, ice cream, frozen foods, milk and nutritional products, onto store shelves and into the hands of consumers more efficiently.

Although most shoppers are unaware of it, the distribution of goods to thousands of retail stores every day requires precision planning.

"Supply chain affects every aspect of a business," Dien says. "One single mistake and you can put your organization and your clients at risk."

Dien decided on a career in supply chain management during his third year of studies in Seneca's *Business Administration* program. The first four semesters of this program are common to all programs in the School of Business Management and provide practical and innovative training in management theory. In their final year, students can choose from four advanced diplomas.

The challenge of getting goods from the manufacturer to store shelves is what attracted Dien to major in *Purchasing and Supply Management*. Courses in purchasing, vendor selection, logistics and the role of technology in product transportation taught him how the process works.

To learn more about his chosen field, Dien became involved with Seneca's Association for Operations Management chapter. Being a part of the chapter gave him the opportunity to network with North American leaders in supply chain management by regularly attending industry conferences and events.

Faculty of Business Professor Mary Drane says Seneca's chapter is one of the many examples of the strong ties the program has with industry. She says the learning experience is further enriched through seminars, plant tours, case analysis and business simulations.

"The opportunities are there for students who want to step up and participate," Mary says. "It pays off and our student successes continue to grow with each graduating class."

Thanks to the work he is doing at Nestlé, Dien's retail client list at the company keeps getting bigger. He was recently awarded the Walmart account—a multi-million dollar client with 318 stores across Canada. Now every time Dien shops at a Walmart, he can't help but smile when he sees a Nestlé product on the shelf for customers to purchase.

"Seneca was the catalyst that opened the door and my eyes to supply chain management as a career," Dien says. "Without my Seneca training I wouldn't be where I am today."

To learn more, visit [www.senecac.on.ca/fulltime/BAO.html](http://www.senecac.on.ca/fulltime/BAO.html).

## Animated dream come true

To say that Laura Diaz is a major fan of animation is to put it mildly.

How many other teenagers take the time to teach themselves Maya, one of the complex 3D animation programs used by Hollywood animators?

Not surprisingly, all of that practice has paid off for Laura, whose work will be featured in the upcoming animated film *Gnomeo and Juliet*.

The film, which is being produced by Elton John, takes William Shakespeare's classic romance and puts it in the world of garden gnomes.

Having the opportunity to see her work appear on the silver screen is a dream in the making for this talented graduate.

"It's really quite amazing," she says. "Not many people get the opportunity to do what they love."

From the time she saw her first Disney movie, Laura knew she was going to work in animation.

Having learned all she could on her own, she enrolled in Seneca's *3D Animation* program, where she discovered lighting and compositing and decided this was going to be her specialization.

"That was the highlight for me," she says. "Making characters move didn't excite me. It was giving everything the final look — the magic — that's what attracted me to lighting and compositing."

Soon after graduating from the one-year program, Laura was hired as a lighter and compositor for an animation studio in Halifax, thanks to her impressive portfolio of course work, created at Seneca.

She worked at the company for more than a year on popular children's shows for the CBC before returning to Toronto to accept a position with Starz Animation — the country's leading digital animation studio.

Since joining the company, Laura has worked predominantly on *Gnomeo and Juliet*. As a lighter and compositor, it's her job to add shades, colours, textures and layers to animated scenes.

The 27-year-old estimates that she has a couple more months of work left on the film before she'll move on to her next assignment.

Until then, she is counting down the days to the film's release, which she plans to watch for the first time with her family.

"I can't wait to see it with them," she says. "They had a hard time understanding what my job was until I sat them down and showed them the process. Now they couldn't be happier for me."

To learn more about Seneca's *3D Animation* program, visit [www.senecac.on.ca/fulltime/DAN.html](http://www.senecac.on.ca/fulltime/DAN.html).

## Career is Wilson's new high note

It's like a jazz riff — going in unexpected directions. That's how John Wilson describes his transformation from musician to law clerk.

For years, John had lived paycheck-to-paycheck, working as a jazz musician and a part-time music teacher.

After some serious soul searching, he decided to find a career that would stimulate his mind and provide him with a sustainable income.

An interest in law led him to Seneca's *Law Clerk* program. Because he already had a university degree, John enrolled in the accelerated stream and graduated within one year.

"Seneca changed my life," he says. "I've been given this wonderful opportunity and I'm quite happy."

John came into the *Law Clerk* program with no knowledge of Canada's legal system or any experience. Within weeks, however, he was learning about the Canadian Constitution, the Charter of Rights and Freedoms and human rights legislation. By his third semester, John found himself working in a law office as part of a four-week field placement, designed to give students experience in the industry before they graduate. Once his placement ended, John was rewarded with a full-time job offer.

"I wouldn't have made it through if it wasn't for my Seneca training," he says. "I have been to a number of post-secondary institutions, and this is the best post-secondary experience I have had because of the staff and faculty, who help you every step of the way."

The law firm John was hired by as a student has since been acquired by Fogler, Rubinoff LLP — a prestigious Toronto-based law firm. John is now working in the Environmental Department of Fogler, Rubinoff LLP as an environmental law clerk, where he manages a number of policy and litigation files.



Students studying in Seneca's *Law Clerk* program are trained to assist lawyers in private law offices and in the legal departments of government and industry.

Areas of concentration include real estate, corporate and commercial law and litigation. Graduates of the program go on to careers as law clerks and legal assistants. To learn more about the *Law Clerk* program, visit [www.senecac.on.ca/fulltime/LCKA.html](http://www.senecac.on.ca/fulltime/LCKA.html).

# Baker rises to the challenge

For someone who was 'bread' for the business, the loss of the family bakery could have been a crippling blow.

This was the situation Kostas Katsamakidis found himself in shortly after graduating from Seneca's *Business Administration - Retail Management* program.

The family bakery he worked in as a child was sold, and for the first time in his life, Kostas wasn't sure of his next step. It took a few months of planning, but Kostas would select a new path. He'd start his own business: Select Bakery.

"Select Bakery is my greatest achievement so far," Kostas says. "From what I learned at Seneca, I was able to apply to my business — and that really helped me out."

As a child, while all his friends played outside, Kostas spent his days at the family bakery in the kitchen learning how to make traditional Greek pastries like baklava and galaktoboureko. By the time he entered his teens, this budding entrepreneur was a full-fledged baker. With his culinary skills intact, Kostas wanted to learn more about the retail business in order to expand his family's bakery. After looking up programs online, he came across Seneca's *Business Administration - Retail Management* program and immediately enrolled. Through the program, he learned how to run all aspects of a business, thanks to courses in human resources, accounting, finance, international business and marketing.

As soon as Kostas graduated, he was ready to apply everything he learned to his family's business, but he never had the chance. His father received an offer and sold the bakery and Kostas found himself unemployed.



Kostas Katsamakidis used the training he received in Seneca's *Business Administration-Retail Management* program to open his own bakery business.

"It was a huge shock for me," he says. For six months, Kostas was without work. Never one to get discouraged, he used that time to figure out his next career move. With the knowledge he gained at Seneca, and his experience working for his father, Kostas decided he was going to start his own bakery from the ground up. It took him 18 months from the time he graduated from the College to open the doors to Select Bakery and, needless to say, it was time well spent. Now entering its eighth year of operations, Select Bakery has grown into a successful business, surpassing all of Kostas' expectations.

In addition to creating many pastries, breads and cakes in house, Kostas used his international business education to expand Select Bakery's product offerings by importing international foods such as cheeses, olive oils and other specialty items.

The move has helped the bakery's cash register keep ringing, which is music to Kostas' ears.

"The training I received in the program gave me a great understanding of how to run a business," he says. "Retail is all about detail, and if you are competitive and like to stay ahead of everyone else, this is the program for you."

To learn more about the *Business Administration - Retail Management* program, visit [www.senecac.on.ca/fulltime/BAR.html](http://www.senecac.on.ca/fulltime/BAR.html).



PHOTO BY TOM BARTSIOKAS

The Redbird has landed  
Landing a plane in the presence of a crosswind is one of the most challenging and potentially dangerous maneuvers a pilot can perform.

Flight degree student Tariq Alibaksh is doing just that, battling a serious crosswind, but he's doing it in the safety of the Buttonville Campus. Like all the simulators the program uses, the College's newest, the Redbird XWind, allows students to learn and be tested in ways that would be impossible in real planes. While crosswinds are a very real part of flying, they cannot be depended upon during instruction, and are often considered too dangerous. But, with the simulator, instructors can call up any scenario and provide students with the practice they'll need to handle the real event successfully when it occurs up in the air.

While it is a valuable teaching tool, the Redbird is also being used in a research project in the School of Aviation and Flight Technology called *Innovation Through Simulation: Enhancing Canada's Next Generation of Pilots*. The goals of the project, funded by the Natural Sciences and Education Research Council, include the enhancement of Seneca student and faculty experience in applied research and increasing research capacities and expertise in the field of aviation. It's also meant to identify and assess new uses of technology for flight training, while advancing Canada's applied research expertise in the field of pilot skills. For more information about *Aviation and Flight Technology* at Seneca, visit [www.senecac.on.ca/school/aviation/index.html](http://www.senecac.on.ca/school/aviation/index.html).

# Finding her way back to school

Her journey to work involves a ferry ride to Georgina Island on Lake Simcoe.



STEPHANIE MARTIN

It may not be the fastest way to get work, but Stephanie Martin doesn't mind. It's a short journey compared to the one that originally brought this graduate of Seneca's *Liberal Arts* program to her current job as a York Region school teacher.

That started several years ago, back when Stephanie would never have imagined herself in this position, or seen herself as a college and university graduate.

She'd left high school shortly before graduating and later came the responsibility of raising her family. All parts of her journey, more-or-less as expected. And then the truly unexpected happened: Seneca.

With her children older and the ongoing support

of her husband, the question of Stephanie's aspirations once more came to the forefront.

"I knew I wanted to be a teacher, but I didn't think I could get into university," Stephanie says. And that's where the *Liberal Arts* program comes in, serving as an important waypoint on Stephanie's journey. Modeled on the American junior college system that prepares students for university studies, Seneca's *Liberal Arts* program has helped more than 2,000 students prepare for university and graduate schools.

"This program gave me the confidence to pursue my dream," Stephanie says.

Students complete two years of liberal arts studies at Seneca, with a strong emphasis on literacy, critical thinking and numeracy. The results speak for themselves: graduates have been accepted to universities throughout North America, and there are now transfer agreements with the University of Toronto, Trent University and York University, which have Seneca graduates entering the third year of Bachelor of Arts programs.

"If you are serious about succeeding at university, this is the program you want to be in," says *Liberal Arts* Chair Peter Meehan.

Stephanie agrees. After graduating from Seneca, she completed a psychology degree at York. Her journey continued through teacher's college, and that led to teaching at the Waabgon Gamig First Nation School — and her watery commute.

"This program changed me immensely," she says. "It gave me the courage to go on with my education, and it made me feel confident as a learner." To learn more about the *Liberal Arts* program, visit [www.senecac.on.ca/fulltime/LAT.html](http://www.senecac.on.ca/fulltime/LAT.html).

# NEWS DIGEST



## Ministers Milloy and Dombrowsky visit Seneca

The Honorable John Milloy, Minister of Training, Colleges and Universities and the Honorable Leona Dombrowsky, Minister of Education (centre), visited the Early Childhood Education Lab School at Newham Campus in September. Their visit was an opportunity for the ministers to witness the progress of people who have returned to school in Ontario to pursue careers as early childhood educators (ECEs) through the Second Career program, which helps laid-off workers learn new skills and retrain for new careers in high demand. Pictured above (from left to right): Mary Fisher, Chair, School of Early Childhood Education; Tina DiSimone, Dean, Faculty of Applied Arts and Health Sciences; Ministers John Milloy and Leona Dombrowsky; David Agnew, Seneca President and Cindy Hazell, Senior Vice-President.

## More students chose Seneca College this September than ever before

Seneca College had the highest student enrolment this fall in its 43-year history.

"We're delighted that more students than ever before are choosing Seneca for career-focused programs delivered by great faculty and staff," said Seneca President David Agnew. "Each one of our more than 160 programs is offering relevant, high-quality education leading to more than 500 careers and professions."

With a full-time student population of 20,945, Seneca's enrolment has grown 4.6 per cent from fall 2009, which included more than 2,600 international students. Seneca also has a total of 477 Second Career students retraining for new careers.

## Seneca students put event skills to work at Ironman Triathlon

Third-year *Business Administration - Marketing (Event Marketing Management Specialization)* students recently spent the weekend in Ontario's cottage country, but it wasn't to rest or relax. Instead, the students helped in the event co-ordination of the Subaru Muskoka Ironman Triathlon, which saw racers from around the world swim 1.9 kilometres, then bike 90, and run 21.

"This was a great start to our event year," said student Eric Lieu. "It gives us a taste of what to expect when we enter the event industry."

This marked the second straight year Seneca students lent their event management skills to the triathlon. Throughout the semester, students in the program will work with other industry clients to assist them in planning and executing their events.



## Seneca recognized by City of Toronto for energy efficiency

On October 15, the City of Toronto's Better Buildings Partnership program presented Seneca President David Agnew with two cheques for \$175,910 and \$170,745 in recognition of the college's efforts to reduce its carbon footprint.

Seneca's efforts in energy efficiency largely involve lighting retrofits throughout the Newham Campus and the installation of a chiller plant (air conditioner) in the SportsCentre.

## Seneca faculty member receives George L. Geis Award for best doctoral dissertation

Professor Lydia Boyko (School of Accounting and Financial Services) has been honoured with the George L. Geis Award for 2010 for her winning doctoral dissertation, *An Examination of Academic Department Chairs in Canadian Universities*.

Lydia, who is also an Associate in the Centre for Financial Services, completed the research as part of her doctoral studies at the Ontario Institute for Studies in Education of the University of Toronto.

Each year, the Canadian Society for the Study of Higher Education presents the award for the best dissertation published in Canadian higher education.

For her dissertation, Lydia studied university department chairs from a Canadian perspective, documenting the progression of the job over time and the trends and issues that shape the position today.

"Seneca congratulates Lydia on this outstanding recognition," said Seneca President David Agnew. "We are proud of her achievement and are thrilled to have the expertise of Seneca faculty acknowledged for the second year in a row."

## Students win laptops for confirming early



Seneca President David Agnew (third from left) and Associate Registrar Sheldon Grabke (left) presented five new Toshiba laptop computers to students as part of the Confirm Early draw, held by the Registrar's Office on September 28. The winners are: Laurence Esposito (*General Arts*, King Campus), Alicia Nemeth-Bergeron (*Business Administration - Human Resources*, Newham Campus), Christopher Byl (*911 & Emergency Services Communications*, King Campus), Ieshia Thomas (*Child & Youth Worker*, King Campus) and Mina Samiee-Zafarghandy (*Social Service Worker - Immigrants & Refugees*, Seneca@York). Another laptop giveaway is planned for the winter semester. All students who have paid their fees by no later than October 15 and are full-time students after the tenth day of classes (January 24, 2011) will qualify for the draw.

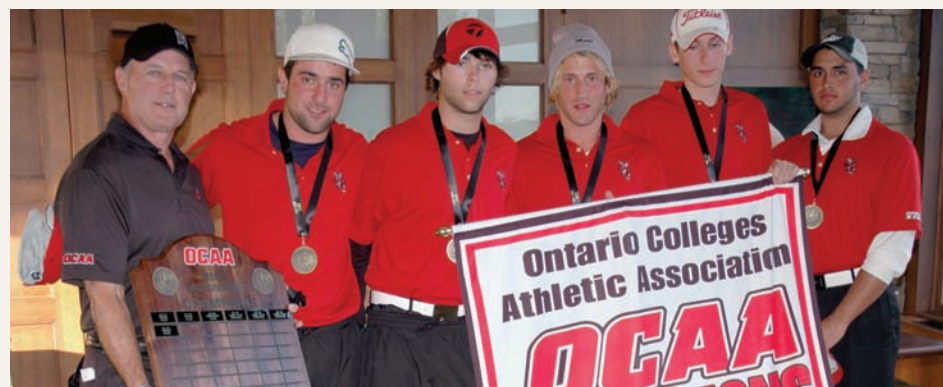
## Seneca Professor volunteers in Haiti

Nine months after a 7.0 magnitude earthquake struck Haiti, killing 200,000 and destroying 300,000 homes, the need for assistance in the region still remains strong.

Since that time there have been several companies and individuals who have lent their help. Included among them is Seneca Professor David Juarez.

David, who teaches in the Centre for the Built Environment and Civil Engineering Technology, recently traveled to Haiti, where the master electrician donated his company's services to re-establish lights and power to people's homes.

## Seneca golf team wins OCAA gold medal



The Seneca men's golf team walked away with gold at the 2010 Ontario Colleges Athletic Association (OCAA) golf championships.

The Sting captured the Division II Team Championship this week at the Raven Club at Lora Bay in Thornbury, Ontario. Helping the team to victory were: Nelson Lopez (*Civil Engineering Technology*), Joseph Bisson (*Fire Protection*), Mike Terrion (*Golf Course Technician*), Graham Hines (*Business Administration - Marketing*), Jack Kelly (*General Business*) and their coach Brian Moffatt. This win was Seneca's first in golf in more than a decade. In fact, the College had not fielded an OCAA championship golf team since 1995 and has not had an individual golf winner since 1994.

# Seneca

For questions about circulation of The Senecan, call 416.491.5050 ext. 7010. Submissions or questions about articles in The Senecan should be sent to:

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