

## ON CAMPUS

### Donation of *Sun Rays* to brighten student life

Whether it's before or after class, Mohamed Karim can often be found using an express access station.

The 20-year-old, who is studying civil engineering, takes advantage of the Newnham Internet service daily to check his e-mail and to access MySeneca.

Express access stations have been installed at the campus as part of a pilot project to offer students in-between classes quick access to the Internet.

The opportunity for the service started when Seneca's Resource Development department secured a donation worth more than \$200,000 from Sun Microsystems Inc. for its *Sun Ray 150* Computers.

"Seneca is an innovator and leader in education and the use of technology," says Shirlene Curtis, Vice-President Resource Development. "Our partnership with Sun Microsystems Inc. allows us to continue to lead and offer our students a service that is valued and responsive to their needs."

Now that the pilot project has proven to be successful, the installation of the remaining express access stations is getting underway.

"The initial installation was just the first phase," says Clare Vozza, Manager of Client Services at Seneca, who is leading the expansion of the pilot project. "Our long-term plan has always been to have express access stations in place for all our students to use."

When Seneca received the donation from Sun Microsystems, Clare's team examined how other institutions used *Sun Rays*. To prevent long user waits, they decided on setting them up as express access stations without seating.

The installation was partially funded by an iBox suggestion

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PHOTO BY TOM BARTSIOKAS

### A Great Day for a Knight

Animation Art students had their Life Drawing class taken outside to the Seneca@York courtyard for a medieval assignment. On Nov. 3, more than 20 students were given the noble task of sketching a knight in shining armour with his trusted horse. The exercise, which was arranged through the School of Communications Arts, trains students in observational and expressive drawing.

## GRADUATE SUCCESS

### From waiting tables to studying the genome

BY TOM BARTSIOKAS

Leslie Wyard used her Seneca training to go from waiting tables to working in a high-tech research lab.

The 40-year-old lab technologist's career shift began five years ago when she was the first co-op student selected to work in Seneca's Biotechnology Centre for Applied Research and Training (BCART).

During her eight-month placement at the \$2-million biotech research facility, Leslie received hands-on training in the latest laboratory techniques and technologies.

"I learned specific skills at BCART that I'm applying to my job now," says Leslie, who graduated in 2002 from Seneca's Biotechnology Technologist

Research (BTR) program. "I'm not sure how marketable I would have been without the experience I had."

At BCART, Leslie was given the opportunity to assist in the lab's first applied research study, which was done in collaboration with St. Michael's Hospital and the University of Toronto.

The study's results were published in a peer-reviewed journal and Leslie was given the rare honour of having her name listed as an author — a credit usually reserved for the scientists or researchers who lead the study.

"BCART enables our students to develop cutting edge hands-on skills," says Xiaomao Li, Principal Investigator

and Co-ordinator of BCART.

"Keeping on top of the fast-paced and fast-changing biotech industry is not easy, but it is something that BCART strives for."

Prior to enrolling in the three-year BTR program, Leslie worked as a waitress in the restaurant industry for 15 years.

She decided to go back to school as a mature student after becoming interested in biotechnology, and, specifically, the work being done with the Human Genome Project — a 13-year project that mapped out the complete sequence of human DNA.

"I couldn't stay in the restaurant industry indefinitely. I needed to make

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THE PRESIDENT'S FILE



Many of us may not yet feel engaged by the ongoing federal election campaign, but now that the holidays are behind us, I think we should all start listening more closely.

As I write this, education has not yet become a hot topic on the campaign trail, but I hope that will soon change.

As the President of the country's largest college, I feel post-secondary education is a topic that should be at the forefront of the election, and I've created an election blog

(short for web log) called *Connect with your future* (<http://www.senecac.on.ca/connect>) to encourage discussion. I'll be posting my thoughts, and asking you for yours. In addition, there will be links to other blogs, forums and election web sites.

The Internet has given us a new way to encourage dialogue and engagement, and I hope this blog will play some part in that.

I'd also like our students to better understand the election process and how it affects them. The College is working with local media to sponsor and hold All Candidates Meetings at several of our campuses. In this way, we will be bringing the electoral process to Seneca's students, alumni and community in a dynamic way. Times and locations will be posted on My.Seneca as plans are formalized.

It's expected that voter turnout at this election will be lower than normal due to the time of year. That could make your vote all the more important, and shows why we should all be informed, discuss the matters most important to us, and exercise our democratic right to vote. ■

Dr. Rick Miner is President of Seneca College. He can be reached by e-mail at [president@senecac.on.ca](mailto:president@senecac.on.ca)

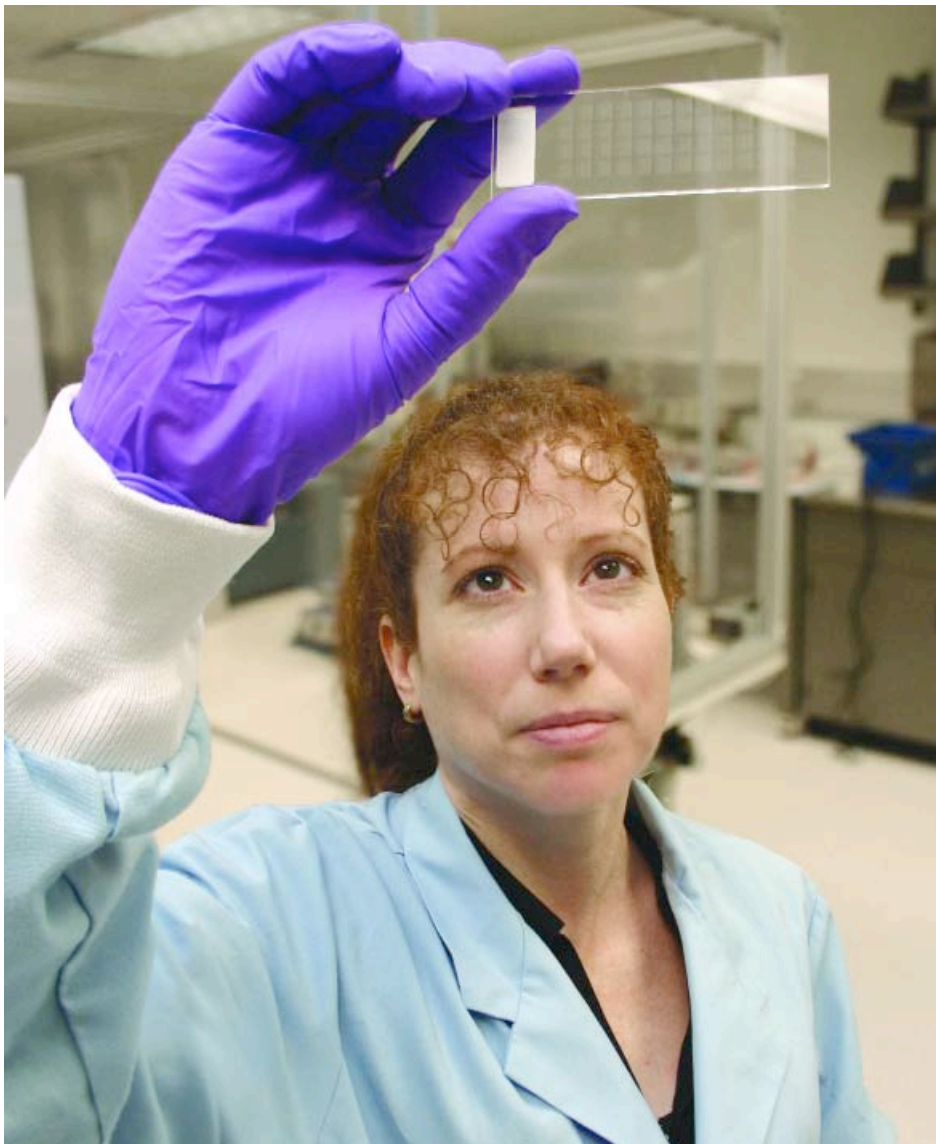


PHOTO BY RICHARD DOUGLAS

Leslie Wyard holds up a glass slide that contains thousands of human genes. Before becoming a lab technologist, the 2002 Seneca graduate worked as a waitress for 15 years. Today, she credits Seneca's Biotechnology Technologist Research program for getting her career started.

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a change and college was the obvious choice for me because it was going to get me a job."

Today, Leslie has been applying what she learned at Seneca working for The University Health Network Microarray Centre. The Toronto-based research facility specializes in creating microarrays, which allows biologists to analyze thousands of genes simultaneously instead of one at a time.

For the last two years, Leslie and the Centre's research team have been using microarrays to study the difference in cancer tissue and normal tissue. The team's ultimate goal is to find the gene switch that turns cancer off.

"I'd love to be able to say we will find a cure for cancer," says Leslie, who works on the production end of the study. "Hopefully, eventually, we will."

Seneca's BTR program provides students with practical and theoretical training and is designed to prepare them for careers as research technologists.

For more information on the Biotechnology Technologist Research program visit: [www.senecac.on.ca/fulltime/BTRC.html](http://www.senecac.on.ca/fulltime/BTRC.html) ■

# Board gives approval to five new programs

Seneca students will soon have access to five new Ontario College Graduate Certificate programs. The Board of Governors has given the College the green light to establish the following programs:

**Interactive Marketing** is designed to prepare students for today's interactive marketplace. Students will learn how to use the latest technology to develop customer-focused interactive marketing programs. Graduates will be prepared for careers as Interactive Marketing Specialists, Interactive Media Professionals and Advertising Managers.

**Brand Management** is designed to prepare students for the increasingly complex marketplace, where competitive differentiation is key and long-term strategies are required to manage and grow the equity of a corporate brand. Graduates will be prepared for careers as Brand Managers, Assistant Brand Managers, Brand Strategists, and Brand Consultants.

**Business Intelligence Research Analyst** will train students for careers in the emerging Business Intelligence (BI) field. Organizations use BI today to analyze data and help them make better business decisions. Students in the program will gain skills in conducting advanced research by collecting, analyzing and interpreting data. Graduates will be prepared for careers as Competitive Intelligence Analysts, Business Intelligence Analysts and Security Analysts.

**Event Management – Event and Exhibit Design** will give students the necessary knowledge to gain employment and to advance their career success with the special events and exhibit industry. The program focuses on managing the design process for special events and exhibits; specifically the analysis, planning, budgeting, sourcing and creation of décor, props and visuals. Graduates will be prepared for careers as Special Events Organizers, Trade Show Planners/Designers, Assistant Event Co-ordinators, Junior Exhibit/Event Designers, Assistant Creative Directors and Festival Organizers.

**Spa Management** responds to the increase in demand for individuals with the skills and knowledge required to effectively and profitably manage a salon or spa. Students will be trained in all areas of spa management including human resources, financial planning and leadership. ■

## Board of Governors meeting schedule

DATE	PLACE	TIME
January 25	Newnham	4 p.m.
March 29	Seneca@York	4 p.m.
May 31	King	4 p.m.
June 28	Newnham	5 p.m.

Do you have an idea that will make Seneca an even better place?

# ibox

ibox — short for idea box — is a suggestion box with a difference. The difference is up to \$2,500 to help you make your idea a reality. I'm encouraging students, faculty and staff to oversee projects that will improve life at Seneca or enhance/increase Seneca's visibility and reputation.

Help make a difference. Send in your suggestions today. With your ideas, Seneca will be an even better place to work and learn.

For more information, submission criteria and an electronic submission form, click the ibox link on My.Seneca or call ext. 2637.

Regards,

Rick Miner  
President



# Markham construction update



PHOTOS BY RICHARD DOUGLAS & TOM BARTSIOKAS

Construction is progressing at the Markham Campus, located at Hwy. 7 and Hwy. 404. On Dec. 13 one of two new air-conditioning units were lifted to the ninth floor (pictured above left, top right). Construction also continues on the exterior staircase and inside where the new staircase in the main lobby atrium (pictured above right) is being built in preparation for the expected volume of traffic in the building. Seneca's Markham campus officially opened its doors in September. Tourism students were the first to start their classes at the College's newest campus, and were joined by Business Computing Systems students in January.

## STUDENT SUCCESS

# Senecan launches new urban magazine

Not every Seneca student runs an international magazine while attending class, but that's exactly what Adrian McKenzie is doing.

The Digital Media Arts student is the co-founder and creative director of *Urbanology* — North America's newest urban lifestyle magazine.

In just one-year, the magazine has developed a strong readership and was recently nominated for Publication of the Year by the Urban Music Association of Canada.

"We went from nothing to something," says Adrian, who co-founded the publication with his childhood friend, Priya Ramanujam in the basement of her mother's Malvern home. "We just finished our first-year and it can only get better now."

*Urbanology*, launched last January, covers all facets of urban culture including news, politics, fashion, sports, technology, business and the arts.

Adrian, who used his own savings and money from friends and family to start the magazine, describes it as "real journalism on urban lifestyle."

Growing up in Malvern, the 24-year-old always dreamed of starting his own publication as a platform to showcase his graphic design skills.

In 2004, he enrolled in Seneca's Digital Media Arts program (DMA) to learn more about the visual arts profession.

"Everything I have done at Seneca, I have been able to relate back to *Urbanology*," says Adrian, who is back this semester after taking nearly a year off. "Anyone can open a design book for dummies, but that won't give you what you need to design professionally."

The DMA program at Seneca prepares students to meet the growing demand for visual artists. Graduates of the program have gone on to establish successful careers in a variety of communications fields including web design and interactive design for film, TV and advertising.

Now that he is back in class, Adrian will have the tricky task of balancing his magazine commitments with his college work.

"It can get stressful at times, but graphic design releases my stress," he says. "Being my own boss also helps."

*Urbanology* is published four times a year and is sold on newsstands across Canada and the U.S. For more information on the Digital Media Arts program visit: [www.senecac.on.ca/full-time/DMA.html](http://www.senecac.on.ca/full-time/DMA.html) ■



Mohamed Karim, a Civil Engineering student, surfs the web in between classes using express access stations at Newnham Campus. The stations were installed to give students quick access to the Internet.

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submitted by Clare. Under the pilot project, 18 express stations were installed in the Library and Computing Commons and in the student lounge areas in Building A.

"The set-up we developed allows students who are passing by the workstations to stop, log in and quickly do what they have to do before they are off to their next class," says Clare.

Students at Seneca's other campuses can expect to see the same layout when the remaining *Sun Rays* are installed. A plan is currently being finalized, which will determine when and where the next express access stations will be installed.

Students who have never used *Sun Rays* before will find them extremely user friendly. Often referred to as thin client computers, they hold no data or applications on them. Instead, they are strictly access portals to the Internet, powered by a central server. To get started, all users have to do is log in with their Seneca user name and password and click on the web browser.

"We live in a world of communications, so having more stations available to students makes sense," says Mohamed. "It's a great service for students to get quick access to the Internet, especially when they are on the go." ■

## Seneca Employment Resource Centre opens its doors

On Nov. 7, Seneca held an open house at its newest Employment Resource Centre in Scarborough.

The Employment Resource Centre offers free employment resources and services to area job seekers.

On hand for the open house was Toronto City Councillor Mike Del Grande (Ward 39 Scarborough-Agincourt), City Councillor Bas Balkissoon (Ward 41, Scarborough-Rouge River), MPP Derek Lee (Scarborough-Rouge River) and Seneca President Rick Miner.

## Ontario Colleges Marketing Competition

Seneca hosted the 26th annual Ontario Colleges Marketing Competition from Nov. 17 to 18.

During the two-day contest marketing students from across Ontario competed in a series of events designed to test their ability to demonstrate their expertise in various marketing techniques.

Seneca's marketing team placed in five of the 11 contest categories, and finished fourth overall in the competition.

The competition categories were judged by industry leaders including Susan Murray, Executive VP, Chief Marketing Officer, Young & Rubicam; Chuck Mangan, Supervisor Implementation Consultants, D&B Canada; Andrea DeNoble, Recruitment Supervisor, Enterprise

Rent-a-Car; Bryan Press, VP, English Advertising Sales, Alliance Atlantis; Mike Fenton, President & CEO, NABS Canada and Debbie McKenzie, President, American Marketing Association, Toronto Chapter, and Worldwide Marketing Manager, IBM.

## Seneca grad wins sales award

Seneca Marketing Administration graduate Laura Ng was recently presented with a \$1,000 Sales Excellence Award from the Canadian Professional Sales Association.

Five regional Sales Excellence Awards were given to Canadian students who best demonstrate through academic performance and class participation the concepts taught in their program.

Laura was President of the American Marketing Association of Seneca College and was on Team Seneca for two years at the Ontario College's Marketing Competition.

## Distinguished Alumni Award winners announced

Five outstanding graduates have been selected by a committee of their peers and faculty to receive the 2005 Distinguished Alumni Award at a special dinner in their honour.

They include: Paolo Baldassarra (Precision Machining, 1984), Larry DeFlorio, (Computer Animation, 1997), Alan Frew (Nursing, 1982), Catherine Martin (Animal Health Technician, 1990) and Rodney Sine



PHOTO BY TOM BARTSIOKAS

## Honoured by the Mayor

Tainu Variana (centre) was presented with a certificate of achievement for successfully completing the Jane/Finch Multi-media Project — a City of Toronto initiative designed to help young people in vulnerable neighbourhoods gain access to employment opportunities. Mayor David Miller (left), Seneca President Rick Miner and Manager, Community Safety Secretariat, Manjit Jheeta presented certificates to all 10 of the program's participants at a special ceremony held at Seneca@York Dec. 2. Seneca is a partner in the project, which trained students for 10 weeks in print media, photography, Abode Illustrator, PhotoShop, PowerPoint, resume writing and job searching.



PHOTO BY TOM BARTSIOKAS

## In the Driver's Seat

Sina Safarzadeh Amiri was given a brand new car to drive in September. For 15 weeks, the third-year marketing administration student was behind the wheel of a 2005 Supercharged Chevrolet Cobalt SS. He received the vehicle as part of General Motor's Student Area Manager (SAM) Program, which gives marketing students in Canada the opportunity to become product representatives for GM at their university/college. Sina was one of five student applicants in Ontario chosen to be a SAM representative.

(Law Enforcement, 1987).

The Distinguished Alumni Awards dinner is being held on March 23 at the Sheraton Parkway Toronto North in Richmond Hill. Tickets are \$60 each and are on sale at the Seneca Alumni office.

## Seneca Sting Rugby team win Eastern Canadian Championship

The Seneca Sting Rugby Team captured their second consecutive Eastern Canadian Collegiate Rugby Championship in November with a 45-5 trouncing of the John Abbott Islanders of Montreal.

The victory extended the Sting's five-year winning streak to 44-0.

## Seneca Professors release new books

Seneca Psychology Professor Frank Marchese has penned a new book of poetry titled, *Verses in the Key of "C"*.

The collection of 28 poems are on the subject of romance.

In 2000, Frank wrote *Passion and Promised Vision*. Both poetry books are available in Seneca's bookstores.

Mark Rohlehr, a Professor with the School of Public Safety and Police, has written a security book titled, *Fundamentals of Law and Security Administration*.

The book is geared towards those who are interested in learning about the disciplines of law and security

training, and is available for sale through Emond Montgomery Publications. For more information visit: [www.emp.on.ca](http://www.emp.on.ca)

## Student entrepreneurs showcase new products

On Nov. 24 more than 25 new products and services were featured at the New Venture Trade Show run by students in Seneca's International Business and Business Administration programs.

Products and services on display included: portable hand soap technology, new laundry accessories, uniquely-flavoured bubble teas and aromatic steam lamps.

The culmination of an 11-week project, the trade show gives approximately 100 students the opportunity to create a business venture and showcase their ideas.

## Connect@Seneca Week contest winners

In celebration of the province-wide College Week, which ran from Nov. 7 to 13, Seneca held its Connect@Seneca Week contest.

Anyone spotted wearing the Seneca logo received a scratch-and-win ticket with a ballot on the back for the chance to win a laptop computer or one of two iPods.

This year's contest winners were Bobby Torraville (laptop), Marg Hill (iPod) and Yousef Ismail (iPod).



The Senecan is published by the Marketing and Communications department of Seneca College of Applied Arts and Technology.

For questions about circulation of The Senecan, call 416.491.5050 ext. 2350. Submissions or questions about articles in The Senecan should be sent to:

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