

FACULTY SPOTLIGHT

Retired police officer returns to classroom

BY TOM BARTSIOKAS



RODNEY SINE

A decorated York Region police officer has come full circle, teaching in the same Seneca program that helped launch his policing career nearly 30 years ago.

Rodney Sine, a 1975 graduate of the *Law Enforcement* program (now called *Police Foundations*), retired from the York Region Police Service this November to accept a faculty position with Seneca College.

“It was always my goal to come back here to Seneca,” says Rodney, who had previously taught in the program part-time. “This is where I wanted to be when I retired. I wanted to come back and teach the students what I was taught, and in the process, hopefully make a difference in someone’s life.”

Rodney’s distinguished policing career began in 1976 after successfully completing Seneca’s two-year *Police Foundations* program.

A twice-decorated Police Officer of the Year, Rodney eventually moved to a number of different divisions including the Detective’s Office, Intelligence, Drug Investigations, Child

Abuse and the Community Services Bureau.

In a career filled with a number of citations and awards, he says it’s his work in the community that he is most proud of today.

“Throughout my career I’ve been very fortunate to be on the positive side of police work,” says Rodney. “I wasn’t a big arresting detective; rather my focus was on the proactive side of community policing.”

As the Officer-In-Charge of the Community Services Bureau, Rodney spearheaded a number of positive policing initiatives in York Region, the biggest of which was the Community Safety Village.

Located in Bruce’s Mill Conservation Area in Stouffville, the six-acre learning centre teaches safety lessons to school kids from across the region.

The village features a three-acre miniature community with police and fire stations, a town hall, working railway crossings and 25 other miniature buildings.

More than a 100 kids come through the village each day to learn how to be street smart, and how to protect themselves from everyday dangers in their homes and communities.

“That was one of the best things I did in my career,” says Rodney, who

>>>PLEASE SEE **RODNEY** ON PAGE 4



Ecology scholarship winner

As part of his work in the *Integrated Environmental Site Remediation* degree program, Collin Osborne measures the water levels of one of three wells located outside at Newnham Campus. These wells have been installed to determine the height and direction of groundwater flow. Collin recently was awarded a \$1,000 scholarship for his academic and environmental achievements from the Ontario chapter of the Imperial Order of Daughters of the Empire (IODE). Seneca has a number of scholarships and bursaries available. For more information contact the Financial Aid Office.

GRADUATE SUCCESS

Seneca grad new CP24 anchor

Melissa Grelo, a 2005 graduate of Seneca’s *Broadcast Journalism* program, is the newest addition to CP24’s weekend anchor lineup.

It’s a remarkable achievement for this former school teacher who only started her broadcasting career two years ago.

“I’m appreciative of what I have achieved so quickly in my career,” says the 29-year-old Toronto native.

From her very first day in Seneca’s *Broadcast Journalism* program, Melissa knew right away she made the right decision to leave her teaching career behind.

Having previously studied at university, she says the Seneca program’s hands-on, interactive approach to instruction was a refreshing change to the theory-based learning she had grown accustomed to.

Through the program, she learned every aspect of putting a television news show together, from researching stories and checking sources to writing scripts and the importance of on-air performance.

She says all that training and her “go getter” attitude helped her secure an internship with *The New VR* in Barrie, which ultimately opened the door to her journalism career.

In fact, two weeks into her internship, Melissa was offered a job as the new morning show weather specialist.

“When they told me I was going to be doing the weather, live, five times a morning, I remember being excited but at the same time I had this overriding feeling of fear.”

That fear, however, was quickly replaced by confidence, and by the end of her first day, Melissa knew she had found her true calling.

The following year, when *The NewVR* was rebranded as the *A-Channel*, Melissa switched beats and became the morning commuter specialist. Once the morning show finished, she would grab her microphone and head out to file stories for the six o’clock news. Her reporting style and upbeat on-air performance caught the attention of news

>>>PLEASE SEE **CP24** ON PAGE 2





The 2004-2009 Strategic Plan set down the guidelines for Seneca to remain a leader in post-secondary education by addressing issues such as the quality of education we offer, our access initiatives, our financial stability, and our international efforts. In all, seven areas were covered and goals were established (the full document is available online at <http://www.senecac.on.ca/cms/about/strategic.jsp>).

This plan has served us well; yet, good strategic plans are never static. They need periodic review to make sure the original destination is still the desired point of arrival.

In that vein, Seneca has decided to review the work it completed some three years ago.

In order to do that, we must ensure that any decisions made at this time reflect the real needs of Senecans and the external community. That, in fact, is one of the strengths of our current Strategic Plan. It was created after a great deal of consultation, and that's something we plan to repeat.

I have already held preliminary round-table discussions in December, and these will continue during the coming months. By meeting with Senecans and community representatives, we will add new ideas to our plan and continue to build our national reputation.

As this is the first edition of *The Senecan* in 2007, I want to wish everyone the best for the new year. It promises to be an exciting year with Seneca marking its 40th anniversary starting in September. Keep an eye on My.Seneca for announcements on how we will mark this milestone event. ■

Dr. Rick Miner is President of Seneca College. He can be reached by e-mail at president@senecac.on.ca

Seneca Board adds two new members

Seneca has added two new members to its Board of Governors.

Patricia Barbato is the President and CEO of COTA Health, a leading provider of rehabilitation and mental health services in Ontario. Ms. Barbato brings with her a wealth of senior leadership experience to Seneca. Prior to COTA, she was the Vice-President, Corporate Services and Chief Financial Officer for Providence Healthcare. She also served as Managing Director at Bayshore Healthcare, a private provider of health care services. Ms. Barbato is a graduate of the University of Waterloo and is a Chartered Accountant as well as a Certified General Accountant. Throughout the years, she has been involved extensively with a number of charities and non-profit groups, including Big Brothers and Big Sisters of Canada and the United Way.

Nash Lakha is President and CEO of Parmalat North America. Mr. Lakha has worked for many years in the dairy business and in the operating activities of Parmalat Canada and Parmalat USA. During his 25-year career with the company, he has served as CFO, Vice-President of Planning and Compliance and Director of Finance. Mr. Lakha is a graduate of the University of Western Ontario's Executive Management Program. He is a Chartered Management Accountant, as well as a Certified Management Accountant. He is also a member of the Financial Executives Institute, the Treasury Management Association of Canada and is an international associate member of the American Institute of Certified Public Accountants. ■

Western cities look at Seneca assessors

Calgary, Edmonton and British Columbia are looking to students in Seneca College's *Real Property Administration — Assessment and Appraisal* program to fill the shortage of property assessors created by the booming housing market in Western Canada.

Representatives from the cities of Calgary and Edmonton and the province of B.C. are travelling to Seneca to interview students in the College's program for jobs starting in April.

"The City of Calgary recognizes Seneca College as one of the primary providers of education in property assessment appraisal, particularly in the area of providing that training to university grads in a full-time course format," says Brian Moore, Deputy City Assessor for the City of Calgary. "We look to Seneca to provide assessors for the City of Calgary in the future."

The *Real Property Administration — Assessment and Appraisal* program is a two-year program that focuses on property valuation, financing, and real estate appraisal. Seneca also offers an

accelerated, one-year program for those with a university degree or college diploma.

Students learn about property law, appraising, municipal taxation and urban planning, property assessment and taxation, data processing, statistics and construction techniques.

"This program is gaining a national reputation for creating job-ready graduates," says Paul Sloggett, Program Co-ordinator.

"Students in this program can graduate with a job offer to work in Calgary, Edmonton, or B.C. in their back pocket."

Graduates from the program receive a joint Real Property Assessment Certificate from Seneca College and from the Real Estate Division of the Faculty of Commerce and Business Administration of the University of British Columbia.

Graduates are also accredited by the Institute of Municipal Assessors (I.M.A.).

For more on the program visit: <http://www.senecac.on.ca/fulltime/RPA.html> ■

>> CP24, FROM PAGE 1

executives at CHUM Television who offered her a job at CP24 this past summer.

As the station's newest anchor, Melissa delivers breaking news to Toronto audiences every weekend.

When she is not on-air anchoring, she is working behind the scenes writing news copy for the program.

Her immediate goal is to eventually make the transition to the coveted six o'clock news team on *CityNews*.

"I'm progressing there," she says. "They have a very clear program for their new reporters at *City*. I've got my eye on the prize, and after that I just want to take the time to produce amazing stories consistently everyday."

The best advice Melissa has for aspiring broadcast journalist students is to discover their own voice.

She says that is one of the many lessons she learned as a Seneca student.

"When I look back at my time at Seneca, I learned a great deal; not only did it shape the course of my life, but it gave me all the tools I needed to begin my career. I attribute my initial success to my teachers, and to the generous people who have given me a couple of breaks along the way." ■

Markham celebrations



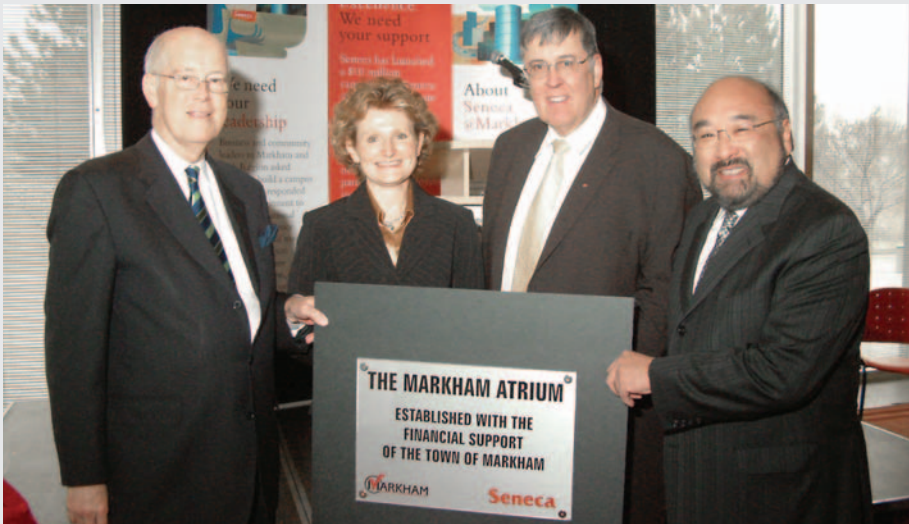
Frank Scarpitti, Mayor of the Town of Markham, presents a plaque commemorating the opening of Markham Campus to Anna Lim, Markham Campus Student President; Jean Anne McLeod, Chair of Seneca's Board of Governors; and Cindy Hazell, Vice-President Academic.



Recent celebrations at Seneca's newest campus have marked its official opening and a \$500,000 grant from the Town of Markham to the Leading Through Excellence fundraising campaign.

The Honourable Chris Bentley, Minister of Training, Colleges and Universities (left); Frank Scarpitti, Mayor of the Town of Markham; Bill Fisch, Chair and CEO Regional Municipality of York, attended the Markham Campus opening ceremony.

Seneca's Resource and Development department also held an event to recognize the Town of Markham for its grant of \$500,000 to support the new campus and its students. ■



The Markham Atrium plaque, shown above, will be installed at the Markham Campus to recognize the Town of Markham's \$500,000 grant. Pictured are Don Cousens, chair of the fundraising campaign; Jean Anne McLeod, Seneca Board Chair; Rick Miner, Seneca President; and David Tsubouchi, campaign honorary chair.



Events, galas showcase student creativity

Students usually spend their free time attending parties, but a new Seneca program is giving them hands-on experience in managing them.

Seneca's *Event Management — Event and Exhibit Design* program is providing students with the opportunity to plan, organize and design décor for some of the biggest social and charitable events held in the city of Toronto.

Since the program's launch in September, Seneca students have lent their talents to A-list events such as the Scarlett Ball, the Black and White Gala, Unmasked, Canstruction, Bloor Street Entertains and the World AIDS Conference.

"The industry's response to our program and students has been overwhelming," says John MacBride, Co-ordinator of the new one-year program. "The organizations we are working with are getting great design work and labour, while our students are getting a great learning experience."

The students' custom-made design creations were prominently on display

just recently at the Royal Ontario Museum for the 10th anniversary party of Bloor Street Entertains, a black tie



The spectacular look of some of Toronto's gala events this past year spotlighted the creative work of Seneca students studying in the *Event Management — Event and Exhibit Design* program. This new one-year graduate program gives students hands-on experience in managing the design process for special events and exhibits.



gala event benefiting the Canadian Foundation for AIDS Research.

"This program is different from others where students just show up to events and volunteer," says Serena Rugelis, a 21-year-old aspiring event manager enrolled in the program. "We actually have management roles and supervise different areas of design from

start to finish."

Prior to the Bloor Street Entertains event, Serena says she was given



the project management task of constructing a giant-sized Hershey's Kiss from cans of food.

The Hershey's Kiss — made from 4,200 cans — was the centerpiece for Toronto's annual Canstruction competition, which challenges design students, architects and engineers to design and build innovative structures

made from canned food in just one night.

"That was a great learning experience for me," she says. "Every event we've worked on has taught us different lessons in dealing with clients, managing volunteers and handling crisis situations."

John says the curriculum for the *Event Management — Event and Exhibit Design* program is designed to allow students to take what they've learned in the classroom and apply it directly to the events they are working on.

He says all this work being given to Seneca students is a reflection of our students' skills and professionalism.

"We've had nothing but great feedback from our industry partners," he says. "They are extremely happy with the work our students are doing, and a number of them have asked us to come back next year. That's a great compliment to our students."

Seneca's *Event Management — Event and Exhibit Design* program is a one-

>>PLEASE SEE **EVENTS** ON PAGE 4

CONTINUING EDUCATION

Faculty dedication supports student's dream

BY TANYA MARISSIN

Sue Nittoly made the dress her daughter-in-law was married in, and seeing her walk down the aisle wearing that dress was a special moment.

It's a moment that represents her accomplishments as a student of Seneca's Continuing Education *Fashion Program* and the dedication of the faculty who have helped her with this and other projects.

"I was really frightened to make the dress," says Sue. "But my instructors Donna (Gilpin) and Mary (Duldouras) gave me the confidence to do it."

Donna, who has taught at Seneca for 17 years, would come straight to Seneca from her day job as a product manager for Sears Canada to work with Sue on the dress before class started at 7 p.m.

"I just guided her, and she did all the work — from drawing sketches to drafting a pattern to the finished product," says Donna.

Students in the part-time *Fashion Program* learn the essential sewing and apparel construction skills, including drafting, pattern-making and garment construction techniques, to create a variety of garments.

Students can choose from a variety of elective subjects, like bridal wear and sewing business practices, to personalize the program to suit their interests.

It took three months to make the silk and organza wedding dress, when Sue relied on Donna's sewing expertise to get through some tricky situations.

"Donna even gave me her work phone number in case I ran into any problems," says Sue. "I had to call her in the middle of the day for a quick lesson."

With a new-found talent for making wedding dresses, it wasn't long before a next-door neighbour was knocking on her door.

"My neighbour had an idea for a wedding dress and asked if I can make it," says Sue. "By then I was taking the bridal wear course with Mary so I knew that I could do it with her help."

Mary, who has been an instructor at Seneca for 12 years and is the Co-ordinator of the *Fashion Program*, helped Sue with the tougher points of creating the dress for the wedding that took place this past summer.

"The best part of teaching is sharing a student's success like this," says Mary.

Sue graduated from the program this past October and has started a home-based business, Fashion By Sue, which, naturally, includes the creation of wedding dresses. She has also continued her friendship with Donna and Mary.

"Who would have thought?" says Mary. "You help a student, you get a friendship in return."



PHOTO BY RICHARD DOUGLAS

Sue Nittoly proudly holds up a photo of the wedding dress she made for her daughter-in-law with the help of Seneca professors Donna Gilpin and Mary Duldouras. Sue learned all about creating bridal wear as a student in Seneca's Continuing Education *Fashion Program*.

For more information on Seneca's Continuing Education programs visit: http://www.senecac.on.ca/parttime/cr-list_all.html ■



Connect@Seneca Week contest winners

In celebration of College Week, which ran from Nov. 6 to 10, 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.

Police Foundations student Chris Shantz (pictured above with Seneca President Rick Miner) was this year's laptop winner.

Seneca student Anna Jakobsmeier and Seneca Professor Denise Wales were both iPod winners.

Seneca announces 20 Green Scholarships

Seneca announced the creation of 20 Green Scholarships from the College's new Centre of Excellence in the Built Environment.

The entrance scholarships are worth a year's tuition, approximately \$6,000, and will go to 20 students who apply, meet the entrance requirements and are accepted into Seneca's Bachelor of Applied Technology in Integrated Environmental Site Remediation program in the fall of 2007.

The Green Scholarships were announced in Ottawa on Nov. 6, where experts on sustainable development from around the country gathered for the annual Real Property National Workshop, which focuses on "Greening Real Property for

Sustainability."

Seneca's newest Centre of Excellence, the Centre for the Built Environment, will be a source of expertise in brownfield remediation, hosting technologists, technicians, trades people and others who specialize in the life cycle sustainability of the environment.

Seneca students win provincial marketing competition

Seneca marketing students won the championship trophy from the annual Ontario Colleges' Marketing Competition (OCMC), making it the first time that Seneca has won the competition.

Sixteen students from Seneca's Marketing Administration program took part in the competition which was held in Ottawa from November 16 to 17.

The two-day event saw more than 200 marketing students from 15 colleges across Ontario compete for their college to become provincial champion.

There are 11 events which students compete in, including a quiz contest, case studies, a mock job interview and a sales presentation.

The OCMC is an annual event that is organized by 15 provincial colleges with marketing programs. Business people and marketing industry experts serve as judges for the competition.

Seneca Career Services has a new partner

Adecco, Canada's leading recruitment solutions and human resources consulting agency, has joined with Seneca Career Services and opened an office at Newnham Campus to help serve the employment needs of students, graduates and alumni.

A ribbon-cutting ceremony was held at the campus on Nov. 16 to celebrate this new partnership.

Adecco is located in Building B, lower



PHOTO BY RICHARD DOUGLAS

Finance Minister visits Seneca

The Honourable Jim Flaherty (above, centre) spoke with Seneca students during a Nov. 27 visit to Newnham Campus. The Federal Minister of Finance toured the College's applied research facilities and highlighted the government's post-secondary education initiatives for students.

level, in front of Tim Hortons.

The following employment services are offered by Adecco in addition to those currently available at Seneca Career Services: onsite representation, accessibility to Adecco's national job bank, exclusive expert testing and training services and job placement assistance.

Seneca students attend Education Without Borders Conference

Seneca students Kinturaj Vaghela (*Computer Programming and Analysis*), Nora Demerjian (*Creative Advertising*), Stephanie Bertini (*Broadcast-Journalism*) and Anna Lim (*Marketing Administration*) have been selected to attend the Education Without Borders Conference being held this February in the United Arab Emirates.

The Senecans were chosen from

more than 60 applicants to represent the College at this year's international conference.

Seneca's Student Services Department and International Student Services are sponsoring the students to attend this event.

Senecans market sponsorship conference

Seven students from Seneca's School of Marketing and e-Business recently lent their event marketing management skills to *The Sponsorship Report's* annual sponsorship conference.

Cristina Nicolica, Chris Partridge, Ashanthi Ruwanpura, Zsolt Schuller, Kamalia Shillingford, Cindy Tsai and Domna Traikas assisted with pre-marketing, day of event coverage and the conference's post-evaluation.

The Sponsorship Report is Canada's best-known sponsorship publication.

>> **EVENTS**, FROM PAGE 3



Seneca's *Event Management — Event and Exhibit Design* students constructed this Hershey's Kiss using 4,200 cans for Toronto's annual Construction competition. The annual event challenges design students, architects and engineers to build innovative structures from canned food in just one night.

year program aimed at design graduates with backgrounds in visual merchandising arts, fashion arts, fine arts, graphic design and interior design.

The program provides students with the necessary skills and knowledge to gain employment and to advance their career success within the special events and exhibit industry.

For more information on Seneca's *Event Management — Event and Exhibit Design* program visit: <http://www.senecac.on.ca/fulltime/EVT.html> ■



>> **RODNEY**, FROM PAGE 1

worked on the \$5 million project for eight years before it officially opened last year.

"The village has been toasted as being the best in all of North America, and I was just lucky enough to be part of it."

With 30 years of police experience under his belt, Rodney's new goal now is to transform Seneca students into Ontario's next generation of police officers.

He plans to achieve that goal by sharing the lessons he learned in the police service and at Seneca.

"There's nothing better than having a former police officer stand in front of you and teach you what the job is really like. I know the positive impact my teachers had on me and my goal is to follow in their footsteps." ■



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

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