

# The Senecan



## WOODBINE BACKS A WINNER

Seneca's *Broadcasting – Television* program has developed a reputation for putting graduates on the fast track to success. Just ask Nick Pimenoff. This 2007 graduate works as a camera operator for Woodbine Entertainment and is part of a broadcasting crew, which is responsible for producing four race shows a week for Canadian networks.

For the complete story, please see Television grad on right track on page 2.

## Transition program helps students with learning disabilities

There are decisions in people's lives that make a difference.

For Bridgette Fountain, enrolling in Seneca's Summer Transition Program was one of them – it changed her life for the better. The *Fashion Arts* student had come to Seneca reading at a Grade Six level and knew that things had to change if she was to succeed at college.



Bridgette Fountain

"I tried to hide my learning disability," says Bridgette. "I went through school struggling to read and write and never spoke up for myself to ask for help."

Two years ago she was one of the first Senecans to complete the four-day program, designed to assist first-year students with learning disabilities make a successful transition into the College.

Since then, Bridgette has progressed well through her courses and this year she plans to graduate from Seneca with a diploma in *Fashion Arts*.

In July, more than 40 first-year students took part in the program and had the opportunity to hear Bridgette's story. She'd been asked to speak to them, and she was more than happy to share her story.

"What I learned at the program really made a difference," she says. "I gained confidence in my abilities that I never had before."

Through the program, Bridgette was encouraged to use the latest software that assists individuals with their reading and writing.

And by using these tools, combined with some Academic Upgrading programs, she is reading and writing at a college level.

Sherri Parkings, a co-ordinator with the program, says one of its goals is to help alleviate some of the anxieties students with learning disabilities face when entering the college environment.

"After their four days, students feel like they belong," says Sherri. "They get the opportunity to meet other students with learning disabilities and learn about all the support the College has in place to help them be successful in their area of study."

The Summer Transition Program is offered through the Seneca's Counseling and Disability Services department. It is funded by the Ontario government and supported at Seneca by community agencies such as the Trillium Marketing Group.

To learn more, visit <http://www.senecac.on.ca/cms/student/healthservices.jsp>

## Volunteers learn to be leaders

It's a definite win/win. Seneca students can earn a credit while helping the community, thanks to a new subject in the Faculty of Business.

In January, 28 Newnham students enrolled in *Leadership in Society* – with an intriguing requirement. They had to complete 20-hours of volunteer community service so they could see social change in action, witness different leadership styles and build their own leadership skills.

And it proved to be a life-changing experience for them. "This course changed me," says Amreen Sameja, a third-year *Accounting and Finance* student. "I always wanted to volunteer more in the community and this course gave me the motivation I needed."

Amreen taught children in a Sunday school in Toronto's west-end and has since expanded her volunteer commitment by assisting children with developmental disabilities.

"I want to continue to do more in my community," she says. "To be a great leader, you have to lead by example and that's exactly what I'm trying to do."

Ali Navaidbakhish had a similar reaction in a completely different setting – by putting hammer to nail.

The third-year *Civil Engineering Technology* student chose his volunteer community service after hearing guest speaker Neil Hetherington, Habitat for Humanity CEO, Toronto and Seneca alumnus, talk about his organization's mission to build affordable housing for people in the community.

"Volunteering gave me the opportunity to meet new people, learn new skills and, most importantly, make a difference," says Ali. "If it wasn't for this course I don't think I would have ever discovered this great organization and volunteered with them."

Other course assignments involved interviewing community leaders, writing cause-related essays and giving class presentations based on their community service.

Because of positive feedback from both students and the community, *Leadership in Society* will be offered again this September to all Seneca students as a general education elective through the School of English and Liberal Studies.

Returning to teach the course is Professor Sandy Naiman, a Seneca alumna, former *Toronto Sun* journalist and life-long volunteer who has won awards for both her writing and her community service.

"Sandy was our first and only choice to teach this course," says Paula Gouveia, Chair, English and Liberal Studies. "With Sandy as their teacher students will discover that giving back not only feels good, it's vital for good community and corporate citizenship."

Ali Navaidbakhish

"Volunteering gave me the opportunity to meet new people, learn new skills and, most importantly, make a difference."



# PRESIDENT'S FILE

You may have missed the news this summer about a record being set. We at Seneca didn't because we were paying close attention. The record in question involved the first solar powered car crossing the arctic circle.

In truth, this record had probably not been set before because no one had thought to do it. That being said, it is still a remarkable accomplishment of a man named Marcello da Luz and a team of volunteers who created the Xof1 – that's short for Power of One – solar car.

Marcello is the driving force behind this ambitious project, which, as of this writing, is still aimed at breaking an established solar powered distance record. I hope he makes it. This project is his dream, and it's this kind of dream that Seneca is proud to support.

Students and faculty at our Centre for Advanced Technology created some of the custom metal parts Marcello needed to make the car a reality. This included parts of the rear wheel assembly as well as special arms that lift the top of the car from the chassis and allow the driver access. To show his gratitude, Marcello conducted a ceremonial "soft" launch of his record-setting drive at Newnham Campus (pictured left). Due to legal restrictions in Ontario, the car actually started its run in Buffalo.

Environmental issues have always been front and centre at Seneca due to the programs we offer. Years ago, we created the Centre for the Built Environment to bring these programs together and in doing so created a North American leader in providing education on urban sustainability. Curricula in the programs have proven popular enough to be taught across Canada. And when it came time for Seneca to create its first degree programs, *Environmental Site Remediation* was one of them.

We've also conducted research on environmental issues, including the porous pavement project at King Campus that looks at a new way to divert water from catch basins. This project was a partnership with the Toronto Region Conservation Authority, Environment Canada, Oak Ridges Moraine Foundation and Wal-Mart Canada. A partnership with the Canadian Institute for Steel Construction resulted in the creation of a small scale wind turbine and a study of its capacity and safety.

On a day-to-day basis, our Facilities Management department is continuing its work of reducing the impact our campuses have on the environment. This includes our recycling program which won the 2007 Gold Ontario Waste Minimization Award for excellence and leadership in waste reduction and diversion initiatives from the Recycling Council of Ontario.

Other measures the department has implemented include computer monitoring of energy use, retrofitting old lighting with new efficient systems and updates to our heating and air conditioning systems. They've even created a solar water heating demonstration that could, one day, supply Seneca with much of its hot water without relying on electricity or gas heaters. All of this work adds up, reducing the College's expense and lessening our impact on the environment.

In the coming months, there will be more environment-based news coming from Seneca. We will be introducing our Revitalization Institute as a new global research and education organization.

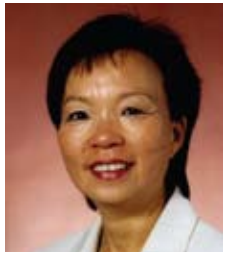
I'm proud to say Seneca will continue looking for new ways to address growing environmental concerns and contribute to a greener society.

*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)*



## From the Board

Seneca's Board of Governors has elected Helen Hayward as Chair and Patricia Barbato as Vice-Chair. The new officers will serve their two-year terms starting September 1.



*Helen Hayward*

Helen Hayward takes over the position from Jean Anne McLeod. Ms. Hayward is a Director with Western Management Consultants in Toronto. For more than 20 years, she has consulted for public and private sectors, helping clients with change management, business and strategic planning and training.

Patricia Barbato is the President and CEO of COTA Health, a leading provider of rehabilitation and mental health services in Ontario. Ms. Barbato brings 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.

### Returning Vice-Chairs

John Bodolai is President of SkillsMeridian Inc.. Mr. Bodolai has more than 18 years of business experience in the areas of sales, technology and accounting, along with industry experience in banking and the manufacturing industry.

Denise Cole is a Partner with StrategyCorp Inc., a government relations and public affairs firm with offices in Toronto and Ottawa. As a key player in federal, provincial and municipal governments for almost two decades, Ms. Cole was Director of Policy in the Office of the Premier of Ontario, Chief of Staff to the Ontario Minister of Education, and a Policy Advisor to the Prime Minister of Canada.

### New to the board

Ruby T.C. Wong is a lawyer and partner with Cassels, Brock and Blackwell LLP. For more than 20 years, Ms. Wong has served as a business law specialist, serving the commercial needs of clients primarily in the areas of business acquisitions and divestitures.

Dr. Syed Zulfiqar H. Gilani is a visiting scholar with the University of Toronto. Throughout his career, Dr. Gilani has held senior academic positions at the post-secondary level. Most recently he served as Director at the Centre for Higher Education Transformation, Rector Foundation University, and Vice-Chancellor at the University of Peshawar, one of the largest and most prestigious universities in Pakistan.

Richard S. Lim is a professional accountant with broad experience in general management. He currently works as a consultant for AOSurvey Company Limited and this year was named one of the 100 outstanding Certified General Accountants in Canada. Prior to joining AOSurvey, Mr. Lim was Vice-President of the Association of Strategic Alliance Professionals, a leading global professional association dedicated to alliance formation and practice.

## Television grad on right track

### It's post time at Woodbine Racetrack.

The jockeys are on their horses. The horses are at the gate.

Seneca Broadcasting – Television graduate Nick Pimenoff is in the stands, but he's not betting on the race. In fact, it's probably the other way around. Woodbine gambled on him, and it looks like they backed a winner.

Nick is one of the large crew it takes to televise horse racing to other tracks and produce four race shows a week for Sun TV and The Score, an all sports station in Toronto.

It's not unusual for Broadcasting – Television grads to find work in areas that normally wouldn't be associated with the program – like the world of horse racing.

"We have graduates working everywhere," says Program Co-ordinator Blair Richardson.

"Video production houses, audio visual departments of corporations, school boards and government departments are just some of the other areas where our

Broadcasting – Television graduates are finding employment."

Nick, who had no knowledge of horse racing, got his job because he came well prepared for television production.

"I showed up, they gave me a camera and asked if I knew how to use it." As it turned out, the camera was identical to one he had used at Seneca.

"They sent me out onto the grounds, and I began recording everything I could. When I came back they were blown away with the video I had."

Blair says that Nick's story is not that rare, due to the broad scope of training Seneca students receive that includes camera operation, script writing, directing, editing and audio and video production.

"Our graduates are working in the industry as producers, directors, production co-ordinators, production managers, editors and camera operators," he says.

Another feature of the program are its three television studios and access to the latest camera equipment and editing software.

Demand for this program is so great that each year more than 1,000 students apply.

"The training you receive is truly phenomenal," says Nick. "It is amazing how much you learn in two years."

With the experience he is getting from working at Woodbine, Nick hopes to one day move on to create and produce his own shows for television.

"That's the long-term goal. But for now being at the track with my camera is perfect."

For more information on the Broadcasting – Television program, visit, <http://www.senecac.on.ca/fulltime/RTVT.html>

# Employment training is icing on the cake

For Sabrina Singh success was a piece of cake, but it took some help to realize that.

That help came in the form of coaching offered by Seneca's Faculty of Workforce Skills Development and one of its many job training programs.

"Our coaches are leading experts in the industry," says Sue Pestell, Employment Advisor with the faculty. "They work one-on-one with clients and give them all the tools needed to launch successful businesses."

The Self Employment Benefits (SEB) Program, for example, helps unemployed people create jobs for themselves by providing them with various types of support when they start up a business. Assistance includes one-on-one coaching, workshops and income support.

Sabrina was referred to the program last year after losing her job. She had an idea about opening a cake decorating business but had no idea where to start. Her entrepreneurial training as an SEB client helped her develop a business plan and included training in marketing, sales, financial management and

business operations. There was also information and advice available on accessing funding support.

"They prepared me well," she says. "Before I graduated, I had a solid idea and a completed business plan in my hand."

As a result, Sabrina's company Sugar Buds, which specializes in designer cakes, continues to grow. Demand for her cakes has grown so much in its first year of operations that Sabrina is planning to take on a partner to help keep up with client demand.

"I really went out on a limb with my business and it's proving to be very successful. If anyone is interested in starting a business, and has the opportunity to take this program, it is phenomenal and it prepares you well."

To learn more about the SEB program, visit: <http://www.senecac.on.ca/cms/community/seb.jsp>



Sabrina Singh started a cake decorating business thanks to the help she received through The Self-Employment Benefits (SEB) Program, a job training program offered through Seneca's Faculty of Workforce Skills Development.

## Mural is fundamental display of student success

Everyday, more than 100 York Region school children will be introduced to the work of students from Seneca's *Art Fundamentals* program. The work in question is a seven by nine foot mural hanging on the walls of The Community Safety Village in Stouffville where police teach safety lessons.

The mural, which took two weeks to paint, depicts a family garage and will be used to reinforce lessons about fire safety – in this case, to show a possible family meeting area during a fire.

Seneca students Paul Millerd, Michaela Young, Karen Gold, Bryan Briones and Samantha Ricaplaza created the mural.

"Usually you do your work in class and no one sees it other than the teacher,"

says Bryan. "Your goal as an artist, however, is to get your work out there for people to enjoy it, so it was nice to win this competition."

Professor Phillip Woolf created a contest for graduating *Art Fundamentals* students after the police service requested Seneca's help. Students formed groups and were given the assignment of creating a design that was "child friendly" depicting a car in a garage.

Twenty groups prepared submissions and made presentations that were evaluated by police representatives.

"This was a great opportunity for our students to work on a real life project with a client from start to finish," says Phillip. "It's not often that students get the opportunity to work on something that will be seen by thousands of people."

Phillip and Professor Bill Suddick, who teaches *Illustration* in the School of Communication Arts, are in talks with York Region Police to have future *Art Fundamentals* students create more murals for the Safety Village.

"This is a wonderful opportunity for students to showcase their creative work in a well-used and much-loved public space," says Bill.

To learn more about the *Art Fundamentals* program, visit <http://www.senecac.on.ca/fulltime/AFD.html>

## Premier unveils Second Career strategy at Seneca



Premier Dalton McGuinty (right) speaks with Seneca students Stefano and Fabrizio Beninati at the Centre for Advanced Technologies.

Premier Dalton McGuinty unveiled Ontario's Second Career training program at Seneca's Centre for Advanced Technologies this summer.

The new program will help workers who have lost their jobs or haven't been employed within the last year find new careers.

Seneca's Faculty of Workforce Skills Development will co-ordinate the strategy's implementation at the College and will unveil the Seneca programs to be offered as part of this government-funded training strategy. Participants will be funded to take one of our one- to two-year certificate or diploma programs.

"We have selected a range of Seneca programs that respond to skills shortages and reflect Seneca's strengths," says Dean Stan Talesnick. "In order to build on the provincial strategy, Seneca has created a larger initiative to help meet today's training needs using the Second Career initiative as a launching point."

One of the features of Seneca's Career Change initiative will include transition programs for internationally trained individuals and short-term skills development courses for workforce re-entry that meet the ever-changing needs of employers.

For more information, visit <http://www.senecac.on.ca/careerchange/>



A mural installed at the York Region Community Safety Village was created by students in the *Art Fundamentals* program. The artwork will be used in children's safety training conducted at the village by York Region police. Students competed to create the winning design, which took two weeks to paint. The one-year *Art Fundamentals* program gives students a strong foundation in traditional arts with instruction in such areas as drawing, colour theory, photography and art history.

# NEWS DIGEST



## Seneca launches new 905 ad campaign

Seneca President Rick Miner (right) introduced the College's new 905 ad campaign at the Markham Campus. As part of his announcement, President Miner unveiled a bus, covered in Seneca advertising, that will be appearing on York Region roads throughout the year. The aim of the 905 campaign is to make Seneca a larger presence in the community while connecting the York Region with Seneca. It includes advertisements on York Region buses, in Go Train stations and on Go trains, in York Region malls, and in the region's newspapers. On hand for this announcement was Markham Deputy Mayor Jack Heath.



## Senecans at the Beijing Olympics

On August 19, Jason Burnett won the silver medal in the Men's Trampoline event. The 21 year-old from Etobicoke is set to enter his first semester of the Fire Protection program this fall.

In the women's artistic gymnastics competition, Sport Seneca gymnast Elyse Hopfner-Hibbs finished 16th overall. Since 2000, Elyse has been training at the College with coaches Carol-Angela Orchard and Brian McVey through a unique partnership between Seneca and the Toronto District School Board which provides facilities and coaching for athletes aspiring to compete at the world class level.

"To have Senecans at the games, participating in the events and coaching, is a source of great pride for us all," says President Rick Miner. "On behalf of Seneca, I would like to congratulate Jason and Elyse on their showings and for setting an example for future Canadian Olympians."

## Student discussion board new feature on My.Seneca

A general discussion board for Seneca students is available on My.Seneca.

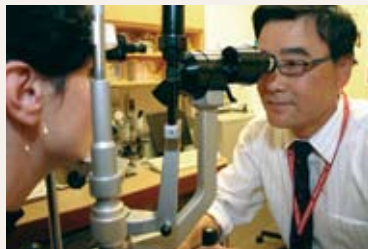
This new feature was created to foster discussion among students regarding all areas of academic and social life at Seneca. It's also a forum for students and student groups to promote events at the College's many campuses. The discussion board can be accessed under the Student Services Tab.

## Seneca offers first full-time Opticianry program in the GTA

Seneca's program is the first full-time program to prepare students in the GTA for employment opportunities in retail optical dispensaries, contact lens clinics as well as medical clinics in Ontario, across Canada, and internationally.

Launched this fall, it will give students the specialized knowledge and skills required to safely and competently dispense contact lenses, eye glasses, and vision devices.

As part of their training, students will work in the Seneca College Vision Clinic and will complete 1,000 hours of field experience. Graduates of the two-year diploma are also eligible to take the national licensing examination as well as eye glass and contact lens examinations.



## Seneca's Paralegal\* program receives accreditation from the Law Society of Upper Canada

Seneca is one of the first colleges in Ontario and the first in the GTA to have a Paralegal\* program accredited by the Law Society of Upper Canada.

Seneca's program underwent a rigorous screening process to ensure that its program offerings meet the standards and competencies for paralegal education program accreditation set out by the Law Society of Upper Canada.

"Seneca's program receiving this accreditation means that it meets the highest standards and our students graduate with all of the skills and knowledge necessary to be successful paralegals," says Wanda Forsythe, Chair of the School of Legal and Public Administration. "The accreditation process brings recognition and validation and most importantly, it protects the consumer."

Seneca offers a traditional Paralegal\* program which is a four semester (two year) college diploma. Students who wish to complete their training faster, have the option of the Paralegal\* accelerated program, which is a three semester (12 months) college diploma.

\*Name change pending approval by the Credentials Validation Service, previously titled *Court and Tribunal Agent*.

## Seneca documentary wins at Texas film festival

Dishonour Defied, a documentary written and directed by Journalism – Broadcast graduate Azra Rashid, won a Silver Remi Award for Women's Issues at the 2008 WORLDVEST Houston International Film Festival in Houston, Texas.

Produced in association with Seneca's School of Communication Arts, the documentary tells the story of Mukhtar Mai (right) who was gang raped in a remote village in Pakistan. Unlike many women before her, Ms. Mai decided to confront her assailants, taking her battle to the highest courts in Pakistan.

Dishonour Defied highlights Ms. Mai's courage and her life after the tragedy. It's also the story of other women and girls struggling for their rights in Pakistan in the wake of the Mai case.



## Event Management – Event and Exhibit Design program recognized for innovation

The Canadian Foundation for AIDS Research Award for Innovation is presented to a corporation, individual, or group who has developed a project that is imaginative and breaks new ground by developing an innovative approach to either fundraising or raising awareness of HIV and AIDS.

This year's recipients were students from Seneca's Event Management – Event and Exhibit Design program. Under the guidance of Seneca professors John MacBride and Brian Wickens, students designed The Party for Bloor Street Entertains as their year end project. The event brings AIDS awareness to the public and the student's designs are a highlight of the evening, drawing much attention from supporters and attendees.

## Jessica Co'Dyre earns Seneca's highest academic award

Jessica Co'Dyre, a graduate of the Recreation Facility Management program, is the 2008 recipient of the Seneca Cup. Jessica received the award at convocation from President Rick Miner and Tina DiSimone, Dean, Applied Arts and Health Sciences.

This award is the most prestigious that can be given to a graduating student at Seneca College. A student must show excellence in academic achievement and demonstrate an active commitment to improving the quality of student life at the College. In addition to maintaining a 4.0 GPA each semester, Jessica served as a peer tutor and has served the past year as the president of the Seneca Recreation Council. Under her leadership, the council was highly motivated and extended their volunteer efforts in such community initiatives as Unity for Our Community, Race for Race, Big Brothers Bowl for Kids and Pennies for Preemies.



**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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