

Seneca PARTNERS

A Donor Newsletter from the Office of Resource Development

Summer/Fall 2008

First-Class 'Aid' for Students

FINANCIAL AWARDS BRING HIGHER RETURNS FOR SENECA'S STUDENTS

In March, Seneca presented the 2007/08 Student Awards in ceremonies at the College's Newnham, Markham, York and King campuses.

Students, faculty and guests gathered to recognize the academic achievements of Seneca's outstanding students and thank those donors who support their efforts through generous contributions to the College's many scholarships and bursaries.



Markham Student Federation President Shelley Yoo receives a cheque from Brian Broadway, Professor, School of Marketing and e-Business. Shelley's scholarship was one of 400 awards distributed to Seneca students last year.

Every year, Seneca's Financial Aid Office is inundated with applications from students in need of financial support. This past year, the number of applicants topped 2,000.

Today, students in pursuit of a postsecondary education face an unprecedented amount of financial burden with tuition fees, books and other essential expenses, all of which have increased dramatically over the years.

At the same time, the job market has become more competitive, emphasizing the need for higher education. Graduating is a must, and access to financial aid can ultimately make the difference between graduating and dropping out—between student success and failure.

Seneca is committed to making postsecondary education accessible to all students, regardless of background or economic standing. The College is also a leader in providing financial assistance to students.

Last year, Seneca distributed over \$5 million in financial awards to assist full- and part-time students, thanks, in large part, to the help of donors like you.

Through partnerships and contributions from alumni, parents, Seneca staff and friends, students benefit from more than 400 awards each year.

"We at Seneca are blessed with very strong working relationships with industry and community partners," said Seneca President Dr. Rick Miner at the spring awards ceremony.

"Their contributions of time, advice and donations are tremendous, and their continuing support is critical to our students' success."

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Thank you!

"NINE TENTHS OF EDUCATION IS ENCOURAGEMENT."

-Anatole France

Seneca is grateful to all the donors who have established permanent endowments, annual scholarships and bursary awards for student financial aid. These sustaining gifts are the recognition and encouragement students need to alleviate financial concerns and keep focused on excelling in the classroom and on the road to graduation.

If you would like to learn about establishing an award, please contact Lisa Mills, Executive Director, Resource Development x7829 lisa.mills@senecac.on.ca

Living "Au Large"

FIRST PRESIDENT HONOURED FOR LIFELONG SERVICE TO SENECA

On May 13, Toronto's Palais Royale was filled with excitement and nostalgia as guests of the fifth annual Distinguished Alumni Awards Dinner were witness to the inaugural presentation of the Order of Seneca.

This award is one of the College's highest honours and pays tribute to those who have demonstrated exceptional contributions to Seneca through service and philanthropy. Fittingly, the award was presented for the first time during Seneca's 40th Anniversary year, and the recipient was founding president, Dr. William T. Newnham.

Dr. Newnham served as Seneca's president for 17 years, from 1967 to 1984. Under his tenure, the College realized countless milestones, including the building of the Finch (Newnham) Campus; the purchase of the King Campus;

the beginning of the Aviation and Flight Technology program at Buttonville Airport; and the opening of the Seneca Sports Centre.

During his acceptance speech, Dr. Newnham spoke of a meeting he had with the Chief of the Senecans, Chief Gray Cloud, who said, "Mr. President: The future beckons, au large," or "to the horizon" – a fitting description for Dr. Newnham's vision for Seneca.

"Dr. Newnham is the ideal recipient of the inaugural Order of Seneca," said President Miner. "His vision for Seneca 40 years ago provided the foundation for what the College has become: an institution that emphasizes innovation, creativity, skill development, industry partnership and lifelong learning."



The ideal recipient: Dr. William T. Newnham, founding President of Seneca College, is all smiles after receiving the inaugural Order of Seneca.

Photo Credit:
Karen Thompson & Adrien Veczan



What is the Order of Seneca?

The Order of Seneca was created in 2007 by Seneca's Office of Resource Development to honour those who have contributed to the College through exceptional service or philanthropy. It recognizes visionaries and honours leaders and advocates for Seneca and postsecondary education in Canada.

Recipients are chosen by the Order of Seneca Selection committee, chaired by Shirlene B. Courtis, CFRE, Vice President, Resource Development.

Those considered for the Order of Seneca set the highest standards, make the grandest commitments and serve as the College's premier supporters and exemplary leaders who have given Seneca its direction, its identity and its heart.



FORE!

On September 22, Seneca friends, partners and alumni took to the links of the exclusive Scarborough Golf & Country Club for the fifth annual Alumni Invitational Golf Tournament presented by Johnson Inc.

Guests played in support of student success, as all proceeds from the tournament were directed to the Alumni Bursary Fund. Your participation in next year's tournament will help to continue this legacy.

To find out how to register your foursome in 2009 or to get more information on our sponsorship package, please contact Linda Hendy, Executive Director, Seneca Alumni at 416.491.5050 x7831 or linda.hendy@senecac.on.ca



Did You Know?

We are more than halfway towards the \$10 million goal for "Leading Through Excellence: The Campaign for Markham Campus.

Time is of the essence. Our goal is to have the remaining funds raised by the beginning of 2009.

If you believe in providing students in York Region a local option to get the education they need to succeed, please contact Shirlene Courtis, CFRE, Vice President, Resource Development, at 416.491.5050 x7821 or resources@senecac.on.ca

DEFINITELY A CUP HALF-FULL

Scholarships and bursaries are awarded on a variety of criteria, including academic achievement, financial need, extra-curricular activities and demonstrated leadership qualities.

This year, among the 490 awards presented, was the prestigious Seneca Cup – the highest academic award available to a graduating student of the College. Recipients show excellence in academic achievement and demonstrate a commitment to improving student life at the College. This year's recipient was Jessica Co'Dyre, a graduate of the Recreation Facility Management Program.

While maintaining a 4.0 grade point average, Jessica served as a peer tutor and president of the Seneca Recreation Council. In addition, she led the Council to extend volunteer efforts in community initiatives like Unity for Our Community, Race for Race, Big Brothers Bowl for Kids and Pennies for Preemies. She also coordinated the Blood Typing Clinic, residence and campus orientations, Thanksgiving and Christmas lunches, while participating in open houses, program orientations and intramurals.

"Throughout my time at Seneca I was the recipient of many financial awards, and these awards allowed me to return for a third year and obtain a second diploma. The awards were great motivators, and I truly believe I would not have been as successful without them," said Jessica.



President Rick Miner and Tina DiSimone, Dean, Applied Arts and Health Sciences present the 2008 Seneca Cup to Jessica Co'Dyre (centre).

A Window of Opportunity

THE HUDSON'S BAY COMPANY DISPLAYS SENECA WITH STYLE

If you were walking by the Hudson's Bay Company's (Hbc) flagship store on Bay and Queen between May 9 and June 2, you may have noticed Seneca was on display.

This spring, Hbc generously donated window space to showcase garments from Seneca's Fashion Resource Centre. The display presented a retrospective of fashion over the last four decades to mark the College's 40th Anniversary. Among the designers featured were Emilio Pucci, Ruth Dukas, Claire Haddad, Yves St. Laurent, Maggie Reeves, Tu Ly and aspiring designers from Seneca's Fashion Arts program.

Seneca's Fashion Resource Centre is a "living library" of the history of fashion in Canada, housing over 10,000 garments and accessories from the mid-1800s to present. Acquired through the generosity of donors, the garments and accessories are incorporated into the Fashion Arts curricula.

Seneca's School of Fashion & Merchandising offers programs in fashion arts, fashion merchandising, cosmetics techniques & management, aesthetics, costume studies, floral design, spa management, event management and event and exhibition design.

Curricula are kept current through the input of academic advisory committees, consisting of professional in Canada's competitive and dynamic fashion marketplace.

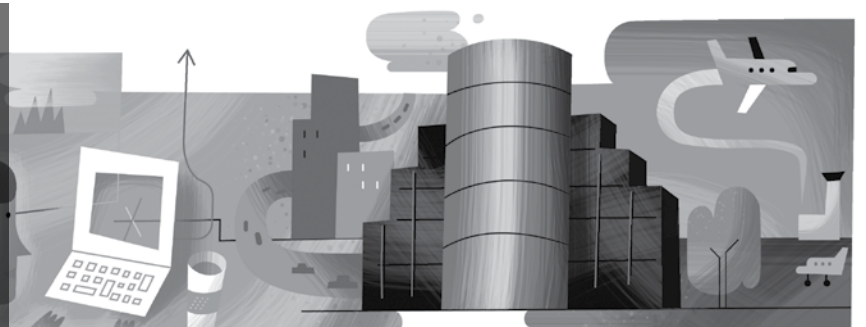
Thank you, Hbc for opening your doors, rather, your windows, to showcase Seneca and the many brilliant students designing the future...today.



Celebrating fashion over the decades: Hbc helps Seneca mark four decades of fashion by displaying pieces from Seneca's Fashion Resource Centre

A Warm Welcome

Seneca is proud to welcome Gordon Landon and Stephen Chait as the newest volunteers supporting Leading Through Excellence: The Campaign for Markham Campus. Both are long time advocates for Seneca, Mr. Landon as a Regional Councillor with the Town of Markham and Mr. Chait as Markham's Director of Economic Development.



CAMPAIGN UPDATE: A Success Story is Unfolding —Two Gifts, One Goal

Allstate Insurance and Johnson Inc. “Insure” Student Success through Campaign Support

Allstate Insurance Company of Canada and Johnson Inc. Insurance are both in the business of ensuring their clients are well taken care of. With recent major gifts to Leading Through Excellence: The Campaign for Markham, Seneca students will also benefit.



Seneca is in ‘good hands’ with Allstate as Michael Donoghue (second from left), President and CEO, Allstate Insurance Company of Canada, presents a cheque to (left to right) Seneca President Dr. Rick Miner and Honourary Co-Chairs of the Markham Campus Fundraising Cabinet, David Tsubouchi and Don Cousens.

IN ‘GOOD HANDS’ WITH ALLSTATE

Allstate has invested in the futures of Seneca students with a \$120,000 leadership contribution to Leading Through Excellence: The Campaign for Markham Campus.

On May 6, Seneca recognized Allstate’s donation to postsecondary education at a reception hosted by President Dr. Rick Miner at Seneca’s Markham Campus—previously the corporate headquarters of Allstate Canada.

On hand to help thank Allstate were Don Cousens, former Mayor of the Town of Markham and David Tsubouchi, both honorary co-chairs of the Markham Fundraising Cabinet.

“Seneca has enjoyed its ongoing relationship with Allstate,” said President Miner. “We are grateful for this industry leader’s role in the future of Seneca and their support of our Business Insurance students.”

The Allstate Insurance Company of Canada Scholarship Fund will consist of two \$1,000

scholarships to be presented annually to second-year Business Insurance students who exhibit exceptional academic achievement, leadership and are pursuing careers in the insurance sector.

“Allstate takes great pride in being able to give something back to the communities where we do business, especially here in Markham,” said Michael Donoghue, President and CEO of Allstate. “By working together, Seneca and Allstate will ensure that the next generation of insurance professionals have the skills and expertise to provide customers with the high-quality customer service they deserve.”

THE ‘GOOD DEPENDABLE PEOPLE’ OF JOHNSON INC.

Johnson Inc.’s dedication to postsecondary education started long before the company became an affinity partner to Seneca’s Alumni Association in 2004. It began in the early 1900s with its founder, Percie Johnson.

Barely five feet tall, Percie’s energy and intelligence were boundless. So, too, was his desire to better the quality and integrity of the insurance business in his home of Newfoundland.

The result of his vision is a business that involves four generations of the Johnson family, including Percie’s son Arthur—the first Newfoundlander to earn a university degree in commerce.

Johnson’s dedication to helping young people realize their dreams continues to this day. The company was built upon core traits – conscience, vision and ambition.

Johnson Inc.’s gift to Leading Through Excellence: The Campaign for Markham, as

well as a multi-year sponsorship agreement and affinity revenue commitment with the College, will help change the lives of many Seneca students.

Johnson Inc.’s donation to Seneca was recognized at the Markham Campus on May 12. Seneca was pleased to welcome Johnson Inc. President Ken Bennett, who was visiting Seneca for the first time from the Johnson Inc. corporate headquarters in St. John’s, Newfoundland.

“Johnson Inc. has been a steadfast supporter of Seneca and our alumni,” said President Miner. “Their financial support towards the success of Seneca’s students and alumni is deeply valued.”

For information about how to you can support Seneca, contact Shirlene Curtis, CFRE, Vice President, Resource Development at 416.491.5050 x7821 or resources@senecac.on.ca. You can also visit www.senecac.on.ca and click on “Support Seneca.”



Celebrating Johnson Inc.’s contribution to Seneca are (left to right) Doug Sollows, Senior Regional VP, Johnson Inc.

– Central Canada, Ryan Mitchell, Alumni Association President, Ken Bennett, President, Johnson Inc., Linda Hendy, Executive Director, Seneca Alumni, Darren Desmarais, Regional Manager, Home –Auto Consulting, Johnson Inc. – Central Canada, Doug Munn, VP, Plan Benefits & Consulting, Johnson Inc. – Central Canada, Melissa Wiseman, Director, Alumni Association, Helen Bates, Regional Manager, Human Resources and Catherine Turner, Senior Consultant, both from Johnson Inc. – Central Canada.

Donor Established Student Awards Annual Scholarships and Bursaries

- Abacus Mortgages Inc. Award (Legal & Public Administration)
 - ACL & Associates Leadership Award
 - Agilent Technologies Scholarship
 - Altus Derbyshire Scholarship
 - Appraisal Institute of Canada Award (Legal & Public Administration)
 - Association of Municipal Tax Collectors of Ontario Award (Legal & Public Administration)
 - Borden Ladner Gervais Legal Assistant Program Award
 - Campus Living Centres Academic Award
 - Captus Press Award
 - Caribbean Cultural Committee Scholarship
 - CFUW Aurora-Newmarket Bursary
 - CHUM FM Scholarship
 - Criminal Lawyers' Association Award
 - Delores Lawrence Scholarship
 - Edmond Montgomery Continuing Education Law Award
 - Genworth Financial Canada Award (Legal & Public Administration)
 - Greg Szabo Memorial Award
 - Industrial Alliance Award
 - Institute of Electrical and Electronic Engineers (Toronto Section) Award
 - Institute of Municipal Assessors Scholarships
 - Jeremiah Thomas Peter Visentin Memorial Award
 - Jim Hilts Memorial Award
 - Kay Staib Memorial Scholarship
 - Margaret Prunty Award
 - MCAP Service Corporation Award
 - Michael Elhaddad Memorial Scholarship
 - Mortgage Intelligence Inc. Award
 - Mr. SUB Scholarship
 - Ontario Land Economists Award
 - Pearson Education Top Student Award
 - RPA Szeto Award
 - SABE Scholarship
 - Snap Studios Inc Bursary
 - Stantec Bursary Award
 - Steve MacLean Memorial Scholarship
 - The Greater Toronto Hotel Association Award
 - University Women's Club of North York Bursary
 - Wyatt Tyszka Memorial Scholarship
- Permanent Endowments**
- A & L Computer Award
 - Aboriginal Student Bursary
 - ACL & Associates Ltd. Bursary
 - Adecco Endowed Bursary Fund
 - Adworks Mailing Awards
 - Air Flight Technology Award
 - Albert & Claire Haddad
 - Alex Miklos Alumni Fund
 - Alex Millar Memorial Bursary Fund
 - Amex Canada Inc Travel and Tourism Award
 - Andrew Lindup Award of Excellence
 - Andrew R. Crow Achievement Award
 - Ann Rostrup Endowed English Bursary Fund
 - Anne Elkin Memorial Award
 - Apotex Inc. Scholarship
 - Aramark Canada Award
 - Arthur Merifield Memorial Endowment
 - Atkinson Charitable Foundation Bursary
 - Azeem Kayum Endowed Scholarship
 - BMO Financial Group Endowed Bursary (Faculty of Business)
 - BMO Financial Group Endowed Bursary
 - Board of Governors Endowment Fund
 - Bob Hesketh Memorial Award
 - Bruce Cane Bursary
 - Bruce Mickleburgh Award
 - Business Admin. Award for Academic Achievement
 - Canadian Healthcare Engineering Society (Ontario) Award
 - Carol L. Paasche ECE Bursary
 - Cathy James Memorial Fund
 - Changing Faces Boutique
 - Chawkers Foundation Bursary
 - CIBC Bursary for Business & Financial Management
 - Civil Resources Eng. Endowment
 - David Somerville Award
 - Donald Sim Scholarship
 - Ejaz Meghji Memorial Bursary
 - Endowed General Bursary Fund
 - Esthetician Award
 - Fabricland Distributors Inc. Endowment
 - Faculty of Applied Arts & Health Sciences Bursary
 - Faculty of Business Bursary
 - Faculty of Continuing Education & Training Endowed Bursary Fund
 - FAN 590 Award
 - Fashion Arts Achievement Award
 - Frank Ridley Memorial Fund
 - Frank Rock Award
 - Frasca International Award
 - General Education Endowment
 - Geoffrey Spurrll Scholarship
 - George Hejduk Endowment Fund
 - Gerry Pinder Award
 - Glaxo Wellcome Awards Fund
 - Golf Course Technician Alumni Award
 - Gordon Parker Award
 - Greater Toronto Sewer & Watermain Contractors Association
 - Helen Best Scholarship
 - HSBC Bank of Canada Business Studies Scholarship for International Students
 - HSBC Bank of Canada Business Studies Scholarship
 - International Business Endowment
 - International Student Award
 - J.E. Waters Award
 - James Parkes Award
 - Janssen-Ortho Inc.
 - Jennifer MacKenzie Endowed Bursary
 - Jim Smith Award
 - John D. Laing Bursary Award
 - John E.A. Jones Memorial Bursary
 - John Small Memorial Award for School of Communication Arts
 - King Campus Bursary Fund
 - Koehler Grandchildren Bursary Fund
 - Kris Singh Award
 - Larry Thomas Saifd Trillium Award
 - Laura Flanagan Memorial Fund
 - Law Enforcement Endowment
 - Leo Couprie Awards
 - Lesa Edmonds Bursary
 - Liz Stark Memorial Award
 - Lucia Rossi Memorial Endowment
 - Malca Litovitz Endowment Fund
 - Marie Labatte Award
 - Maurice Joseph Weisfeld Memorial Awards
 - Max Silver & Milton Brody Memorial Bursary Fund
 - McLean Foundation Endowed Bursary
 - Michael McKenzie Scholarship
 - Michael Monty Endowed Bursary Fund
 - Michael Ward Memorial Scholarship
 - MLE "Second Chance" Scholarship
 - Morris Watkin Memorial Scholarship Fund
 - Nathan Smith Memorial Endowment Fund
 - Nelson Abraham Memorial Bursary
 - Nicola Guarino Memorial Scholarship
 - Norn Garriock Award
 - Nursing Endowment
 - Parmalat Endowed Bursary Fund
 - Pat Hall Nursing Endowment Fund
 - Peter Weis Endowed Bursary Award
 - Proctor & Gamble Award
 - RBC Foundation Endowed Bursary
 - RBC Foundation Endowed Bursary (Faculty of Business)
 - RLS/RFM Endowment Award
 - Ross McCreath Scholarship
 - RTV Alumni Fund
 - SAC King Campus
 - Sandra Jorstad Memorial Award
 - School Animation Scholarship Competition Award
 - School of Computer Studies Bursary
 - School of Fashion & Merchandising Alumni Bursary
 - School of Legal & Public Administration Bursary
 - Schools of Technology Bursary
 - Scotiabank Endowed Bursary
 - Scott R. Gerricks Endowed Bursary
 - Seneca Alumni Endowed Bursary
 - Seneca Alumni Varsity Scholarships
 - Seneca College Board of Governors' Entrance Scholarships
 - Seneca Cup
 - Shelia Spear Endowment Fund
 - Sheryl Lee Memorial Award
 - Stantec Endowed Bursary Fund
 - Stephen E. Quinlan Next Generation Bursary
 - Stikeman Elliott Endowment Fund
 - Student Life Achievement Scholarships - Leadership
 - Sun Life Financial of Canada Achievement Award
 - Susan Anton Clark Award
 - TD Bank Financial Endowed Bursary
 - Ted Brown Memorial Endowment
 - Thomas Chiang SFPE Memorial Bursary
 - Tim Gill Memorial Award
 - Tom Proctor Award
 - Tommy Hilfiger (Canada) Award
 - Val Azzoli - Scholarship Bursary
 - Veterinary Technician Program Bursary
 - Vivienne Poy Creative Knitwear Award
 - W. Roy McCutcheon Alumni Award
 - William Kent Davidge Memorial Award
 - Wiretron Technologies Inc. Bursary

A Message from the Vice President, Resource Development



Shirlene B. Courtis, CFRE
Vice President, Resource Development

their future your bequest

ESTABLISH A LEGACY OF LEARNING

Contact Seneca's Office of Resource Development to make a lasting gift that will change a student's life.

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Seneca

Seneca PARTNERS

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Charitable Registration No. 10796 7168 RR0001

Ralph Waldo Emerson once said "Do not follow where the path may lead. Go, instead, where there is no path and leave a trail." Across Seneca's campuses we see trails being blazed on a regular basis.

Take, for example, Azra Rashid and Jessica Cunningham, whose groundbreaking documentary "Dishonour Defied" won a Silver Remi Award for Women's Issues at the 2008 Houston International Film Festival. This accomplishment not only recognizes the brilliant work of two exceptional students, it also highlights a fantastic collaboration with Seneca professors Stacey Johnson and James Cullingham and the College's School of Communication Arts.

Or there is Ashlynn Fisher and Colette Daley, who recently spent two weeks in Jamaica, with 23 others Senecans, volunteering on behalf of "Students Crossing Borders," a work study program where students provide assistance in impoverished areas of Kingston.

These accomplishments are continuing Seneca's tradition of excellence and community service: foundations established at the College in its earliest days thanks to President Dr. William Newnham. In May, Seneca honoured Dr. Newnham with the inaugural Order of Seneca.

Dr. Newnham was a pioneer of Ontario's college system and set the standard for quality in education and career training that Seneca holds today. As the College continues to provide students the tools they will need to thrive in the global economy, it will look to visionaries like Dr. Newnham to help blaze new trails with their expertise, volunteerism and philanthropic contributions.

So many of Seneca's community and business partners have led the way with contributions to student bursaries, endowments and Leading Through Excellence: The Campaign for the Markham Campus. We are more than halfway towards securing the \$10 million needed to fully equip this dynamic new Campus.

But there is still more to be done, more trails to blaze and more students to help.

Seneca has become a leader in polytechnic education by providing students multiple paths for their academic and career goals. Their accomplishments come when they have access to the best education in Canada and the resources necessary to afford it.

Your help makes it possible. Thank you for your continued support of Seneca's students. Your generosity is helping to change the lives of today's students and tomorrow's leaders.

Warm regards,

Shirlene B. Courtis, CFRE

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