

Seneca PARTNERS

A Donor Newsletter from the Office of Resource Development

Winter 2008

Did You Hear the Buzz?

HSBC "THE WORLD'S LOCAL BANK" REACHES OUT TO SENECA STUDENTS WORLDWIDE

HSBC Bank Canada has made an investment in the success of Canadian and international students at Seneca College.



(Left to right) Seneca's Mascot, **Sammy Sting**, President **Dr. Rick Miner**, **Richard McHowat**, Chief Operating Officer, HSBC Bank Canada, **Maureen Dey**, Dean, Arts and Commerce, **John Bodolai**, Vice-Chair, Board of Governors, and **David Tsubouchi**, Honourary Co-Chair, Markham Campus Campaign Cabinet, celebrate HSBC Bank Canada's new scholarships.

HSBC recently established a \$200,000 endowment to provide two annual scholarships for students of Seneca's Centre for Financial Services. On November 1, 2007, Seneca and HSBC announced the scholarships at a recognition ceremony held at the Markham Campus.

Markham regional councillor Gordon Landon, members of the Board of Governors and Markham Campaign Cabinet, along with Seneca staff and students and even Seneca's Mascot, Sammy Sting, were on hand to celebrate and present HSBC with a special thank you.

"Seneca is proud of the partnership that has been established with HSBC Bank Canada," said Seneca President Dr. Rick Miner.

"These scholarships will help our Canadian and international students reach their academic goals and become the future leaders of the financial services sector."

The HSBC Bank Canada Business Studies Scholarships will be awarded to undergraduate students enrolled in Seneca's Centre for Financial Services programs who have demonstrated high academic standing and financial need.

The donation will be split to establish two endowment funds worth \$100,000 each. One will be available to Canadian students and the other to international students. In addition, the scholarship available for Canadian students will qualify to receive matching funds from the provincial government through the Ontario Trust for Student Support (OTSS) program, increasing the endowment to \$200,000.

"The scholarship HSBC Bank Canada has established makes such a difference in the lives of students who want to be successful. Not only does it help students financially, but it also acknowledges their accomplishments and motivates them to continue to do their best. HSBC is offering us a great opportunity and I hope other companies will follow their example."

– Erick Zepeda, International Business student from Mexico, spoke about the impact HSBC's scholarship will have on Seneca's international students.

"At HSBC Bank Canada we call ourselves 'The world's local bank', and we try to live up to that statement every day in how we conduct our business and in how we support our communities," said Richard McHowat, Chief Operating Officer, HSBC Bank Canada. "We believe that students should focus on how to excel in their studies instead of how to finance them. And this is why we are pleased to be able to endow these scholarships for deserving Seneca College students who are interested in pursuing careers in international business."

The first of the HSBC Bank Canada Business Studies Scholarships was presented at the Seneca student awards ceremony in March.

40 Seneca
YEARS OF EXCELLENCE

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It's a Deal: Seneca's mascot, **Sammy Sting**, and student ambassadors thank HSBC for establishing a \$200,000 endowment in support of Canadian and international students enrolled in the Centre for Financial Services programs at Seneca.

How Did Seneca College Get its Name?

NEW WIKI ANSWERS THAT QUESTION AND MORE.

If you've ever wondered where the name Seneca came from and how the College began, here's a new way to find out. Introducing, the **Seneca History Wiki**. Through research and first-hand observation, Seneca retiree Newman Wallis has compiled a historical retrospective of the College's key accomplishments over the last 40 years. You'll find extensive information about the people and events that have made Seneca the leader in post secondary education it is today.

Mr. Wallis has done a wonderful job in compiling the research so far, but there are still more stories out there.

A Wiki is an interactive forum where visitors are able to register and then edit or add to the content. If you have information to share, we'd love to hear from you. Visit The Seneca History Wiki at www.senecac.on.ca/40/, click on "History Wiki" to register, and then create a new entry. With your help we can uncover Seneca's full story.



Planning Ahead

JIM STREETER. PROFESSOR. ROLE MODEL. GRATEFUL.

Jim Streeter is a born educator.

A teacher of English, Jim has taken the term "lifelong learning" to heart. For almost 40 years, he has dedicated himself to helping his students become better communicators and better people. He has taught students in disciplines ranging from fashion arts to business to nursing.

And he has done it all at one place: Seneca.

"I have always felt being in the classroom was an honour and a privilege," he said. "And you have to treat everybody in front of you with the highest respect."

Jim's many years at Seneca have been spent primarily at the Newnham Campus in the School of English and Liberal Studies. He also served briefly as a coordinator at the former Sheppard Campus and as a student advisor at the Markham Campus. Now semi-retired, Jim teaches English and art history part-time at the King Campus. He is also a member of the Seneca Retirees' Committee.

Thanks to Jim's thoughtfulness, his connection with Seneca will continue for generations—

long after he has "shuffled off this mortal coil." Jim has decided to make provisions in his will for the establishment of a student bursary through his estate.

"I did a lot of thinking about it before I finalized my will," he said. "Because I have spent well over half of my life at Seneca and have had really wonderful, nourishing experiences, I wanted to give something back to the College. When I pass on, a percentage of my estate will go to set up a bursary."

Jim thought carefully about the criteria of his bursary. He would like the award available for General Arts and Science students who are succeeding academically, but, for financial reasons, require assistance in order to stay in school.

Jim speaks of the many inspiring stories of student perseverance that he has come across during his Seneca career. He remembers one student—a single parent, with young children at home—

who got the highest mark in Jim's English class.

"The challenges for that student to get to an 8 o'clock class and still have to tackle homework at 10 o'clock at night—not an easy role," said Jim.

For Jim, leaving Seneca in his will is the ultimate legacy to his lifelong commitment to the students of Seneca.

"It is a way of saying 'thank you' for the gift of a rewarding career."



Jim Streeter (left), along with fellow Seneca retiree Dick Grannan.

We Remember...Frank Ridley



Through a life of teaching at Seneca College and coaching at all levels of hockey, Frank helped to guide and mentor hundreds of children and young adults. Everyone who knew him was better for the experience.

To honour his memory, a permanent endowment has been established in Frank's name.

The **Frank Ridley Memorial Endowment** will support Faculty of Business students in the achievement of their education. Recipients of the award will have sound academic standing and demonstrated leadership and involvement in Seneca's student community. To honour Frank's love of hockey, recipients will also be involved in Seneca athletics and live Frank's values of dedication, compassion and caring. The College is proud to honour Frank's legacy of learning with this special financial award.

To make a donation in honour of Frank, or a loved one close to you, please contact the Office of Resource Development.

Taking Stock of Our Assets

SCHOOL OF ACCOUNTING AND FINANCE REUNITES FOR THE FIRST TIME

On February 7, 2008 the School of Accounting and Finance celebrated its 35th year with its first ever reunion.

Organized by current students with support from the School of Accounting and Finance and sponsorship from Seneca Alumni, the evening drew a capacity crowd of 130 students, alumni, co-op partners, sponsors, faculty and retirees.

The highlight was an excellent keynote address by Marjorie Kyle, Director of Finance for eBay Canada. Marjorie told of how she left an organization with 50 direct reports, took a pay cut and became the "lone ranger" in finance at eBay. She also shed light on the eBay philosophy of accounting.

"Accounting departments and staff," informed Kyle, "are there to facilitate the business – not impede its process." Her proof that it works? All three of her staff members have been recognized with internal awards for innovation, excellence and integrity.

The event was hosted at The Acrobat Lounge (Yonge & Eglinton), co-owned by accounting graduate, Khalid Afzal (ACF '02).

The atmosphere was enhanced by the music performed by another alumnus, Brad McGoey, a 2006 graduate from Seneca's Independent Music Program (IMP). Guests networked, mingled and laughed their way through the evening accompanied by wonderful décor, fabulous food and a selection of acoustic classic and contemporary rock hits.

The event, by all accounts, was a success.



Taking everything into account: Members of the Student Leaders in Accounting and Finance (SLAF) club – (clockwise) Fauad Nasir (front, centre), Nabeel Khilji, Michael Mascrenhas, Mohit Verma, Ben Weibin Zhou, Min Yi Su and Mei Tian – celebrate the School of Accounting and Finance's 35 year reunion.

Photo: Richard Seto, CMP '07

For information about organizing a class reunion for your school or program, contact Seneca Alumni at 416.491.5050 x2960, or alumni@senecac.on.ca



School of Accounting and Finance Reunion held at the Acrobat Lounge on February 7, 2008. Photo: Richard Seto, CMP '07

Did You Know?

THE RESULTS ARE IN...COLLEGE GRADUATES GET AN "A"

Colleges Ontario reported that employers give college graduates high marks. According to an annual survey, over 90 per cent of employers surveyed are satisfied with the college graduates they hired within the last year.

Every year, Colleges Ontario, an advocacy and outreach association of Ontario's 21 colleges, conducts a Key Performance Indicator (KPI) survey. The survey is designed to collect and report performance in five key areas – graduate satisfaction, student satisfaction, employer satisfaction, employment rate and graduation rate. The KPIs, in recent years, have found that colleges are getting high approval ratings from students, graduates

and employers. Here are some key findings from data collected from March 2006 to February 2007:

- 92.6 per cent of employers were very satisfied with the quality of the educational preparation of college graduates;
- 90.1 per cent of college graduates found employment within six months of graduation;
- 82 per cent of graduates were satisfied with the usefulness of their college education in achieving their goals after graduation; and
- 77.4 per cent of students were satisfied with the overall quality of services, programming and resources available to them.

Want to learn more about issues in higher education and training? Visit www.collegesontario.org

Bequests help set a direction for the future. Make a lasting gift that will set our students on the path to success.

Contact Seneca's Office of Resource Development
Shirlene Courtis, CFRE, Vice President,
Resource Development
shirlene.courtis@senecac.on.ca
416.491.5050 x2034

Seneca

Thank You!

“AN INVESTMENT IN KNOWLEDGE ALWAYS PAYS THE BEST INTEREST.”

– Benjamin Franklin

Seneca is grateful to those leadership donors who, through foresight and commitment to the future of others, have created permanent endowments for student financial aid.

Established in perpetuity, the interest generated from the principal gift is dispersed as annual student awards. Most recently, donations to endowed bursary funds – awards of which demonstrated financial need is part of the selection criteria – are eligible for matching grant support through the provincial government’s Ontario Trust for Student Support (OTSS).

The following is a list of the endowment funds that have been established or increased since launching the endowment appeal in 2004. These funds have created a legacy of support toward academic achievement, contributing to the future of Seneca students today, as well as generations of students yet to come.

- Albert & Claire Haddad Endowment
- Andrew R. Crow Achievement Award
- Ann Rostrup Endowed English Bursary
- Arthur Merifield Memorial Endowment
- Aramark Food Services Excellence Award
- BMO and Bachelor of Financial Services Bursary
- BMO Financial Endowment General Bursary
- CIBC Endowed Bursary
- Canadian Healthcare Engineering Society (CHES) Award

- Fabricland Distributors Inc. Endowment
- Frank Ridley Memorial Fund
- George Hejduk Scholarship
- Greater Toronto Sewer & Watermain Contractors Association Award
- HSBC Bank Canada Business Studies Scholarships
- John D. Laing Bursary
- John Small Memorial Award for the School of Communication Arts
- Koehler Grandchildren Scholarships
- Lucia Rossi Memorial Bursary
- Malca Litovitz Prize for Creative Writing
- Marie Labatte Award
- Max Silver & Milton Brody Memorial Award
- McLean Foundation Endowed Bursary
- Michael Monty Memorial Bursary
- Parmalat Canada Endowed Bursary Award
- Pat Hall Nursing Bursary
- Peter Weis Endowed Bursary Award
- RBC Foundation Endowment for Business & Financial Management
- RBC Foundation General Endowed Bursary
- Scotiabank Bursary for Business & Financial Management
- Scott R. Gerricks Award
- Seneca Board of Governors Endowment Fund
- Sheila Spear Memorial Bursary
- Sheryl Lee Memorial Award
- Stikeman Elliott LLP Legal Bursary
- TD Bank Financial Group Endowed Bursary
- Ted Brown Memorial Bursary



(l to r) Cindy Hazell, Jennifer Rubel, Dr. Rick Miner

“The scholarship I was awarded allowed me to further my Seneca education by alleviating part of the financial burden that comes with it. I’ve really enjoyed all of the community and leadership activities that qualified me for this award. Receiving it is just the icing on the cake of my Seneca experience.”

– Jennifer Rubel, winner of the 2007 Marie Labatte Award.

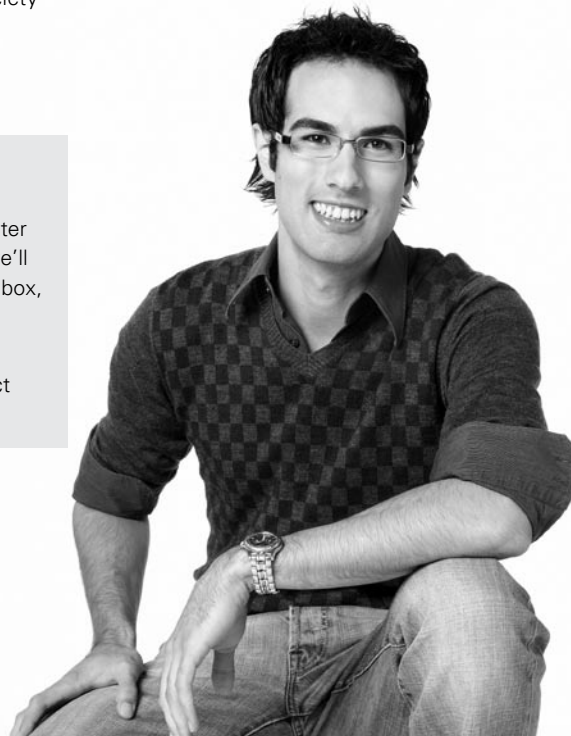
The Marie Labatte Award is a full-year Seneca College Tuition Scholarship offered to returning full-time female students who have assumed a leadership role in student government or who have participated as a volunteer in community-related activities. Strong consideration is given to candidates who plan to pursue studies in political science at the university level and/or those with aspirations to political office.

Prefer email?

Would you like to receive this newsletter by email? If so, please email us and we’ll ensure that the next issue is in your inbox, not your mailbox.

Send your email to:

resources@senecac.on.ca or contact Lisa Mills at 416.491.5050 x6414.



Keep on the Lookout

FOR THESE UPCOMING EVENTS

MAY 8, 2008

Markham Board of Trade show
Markham Campus
Register at www.markhamboard.com

MAY 13, 2008

Distinguished Alumni Awards Dinner
Palais Royale
Proceeds support the Alumni Bursary Fund

SEPTEMBER 22, 2008

Alumni Invitational Golf Tournament
Scarboro Golf & Country Club
Proceeds support the Alumni Bursary Fund

For more information contact
Lisa Mills at 416.491.5050 x6414 or
resources@senecac.on.ca



Make Your Donation Count...Twice

There are thousands of employers in North America that believe in the importance of giving back to the community.

One way companies demonstrate this is by establishing a matching gift program. "Matching Gift" companies match the donations of their employees, directors, retirees and/or spouses to educational institutions and other not-for-profit organizations.

Does your company match donations? Check with your Human Resources department to find out. Here is a list of some companies that have a history of matching donations:

- 3M Canada Inc.
- Abbott Laboratories Canada Ltd.
- Adobe Systems Canada
- Aecon Group Inc.
- Agilent Technologies Canada Inc.
- Aim Trimark Investments
- Alcan Inc.
- Alcatel Canada Incorporated
- Allstate Insurance Company of Canada
- Allstream Inc.
- Astral Media Inc.
- ATCO Ltd.
- ATCO Electric Limited
- ATCO Gas Ltd.
- ATCO Pipelines Ltd.
- Bank of America, National Association (Canada)
- Bank of Nova Scotia
- Boehringer Ingelheim Canada Ltd.
- Boeing Toronto Ltd.
- Bowater Canada Inc.
- Brookfield Asset Management Inc.
- Brunswick Mining And Smelting Corporation Ltd.
- Canada Bread Company Ltd.
- Canadian Tire Corporation Limited
- Canon Canada Incorporated
- CGC Inc.
- CHC Helicopter Corporation
- Cameco Corporation
- Campbell Soup Company Ltd.
- Cisco Systems Canada Co.
- CMC Electronics Inc.
- Coop Atlantic
- Computer Associates Canada Co.
- Corby Distilleries Ltd.
- Credit Union Central of Ontario
- Dominion Construction
- Dundee Corporation
- Dynamic Mutual Funds
- Economical Mutual Insurance Company
- Empire Life Insurance Company
- Encana Corporation
- Enerflex Systems Ltd.
- Exxonmobil Canada Ltd.
- Falconbridge Limited
- Farm Credit Canada
- Fednav Limited
- Four Seasons Hotels Inc.
- General Electric GE Canada Inc.
- General Mills Canada Inc.
- GlaxoSmithKline Inc.
- Great Lakes Power Inc.
- Great-West Life Assurance Company
- Harlequin Enterprises Ltd.
- Hershey Canada Inc.
- Hewlett Packard Canada Ltd.
- HJ Heinz Company of Canada Ltd.
- Honeywell Ltd.
- Husky Energy Inc.
- IBM Canada Ltd.
- IGM Financial Inc.
- IMAX Corporation
- Imperial Tobacco Canada Limited
- Inco Limited
- ING Direct
- Ingersollrand Canada Inc.
- Investors Group Inc.
- JanssenOrtho Inc.
- JDS Uniphase Canada Inc.
- Johnson Controls Ltd.
- Labatt Breweries of Canada
- Lafarge Canada Inc.
- Lombard Canada Ltd.
- Mackenzie Financial Corporation
- Manitoba Telecom Services Incorporated
- The Manufacturers Life Insurance Company
- Manulife Financial Corporation
- Marks Work Wearhouse Ltd.
- McDonald's Restaurants of Canada Ltd.
- McGraw Hill Ryerson Ltd.
- McKesson Canada Inc.
- Medtronic of Canada Ltd.
- Molson Canada
- Murphy Oil Company Ltd.
- National Bank of Canada
- Nexen Inc.
- Northrock Resources Limited
- Nova Scotia Power Incorporated
- Owens Corning Canada Inc.
- PCL Construction Group Incorporated
- Pfizer Canada Incorporated
- Pitney Bowes Canada
- Potash Corporation Of Saskatchewan Inc.
- PPG Canada Inc.
- Pratt And Whitney Canada Corporation
- Procor Ltd.
- QLT Inc.
- Reckitt Benckiser Canada Inc.
- Rothmans Inc.
- Royal and Sun Alliance Canada
- Sanofi Aventis
- Sanofi Pasteur Limited
- Sanofi Pharma Inc.
- Saskatchewan Wheat Pool
- Saskferco Products Inc.
- Sasktel
- Shell Canada Limited
- Sierra Wireless Inc.
- Starbucks Coffee Company
- State Street Trust Company Canada
- Stelco Inc.
- Sun Life Financial
- Sun Microsystems of Canada Inc.
- Suncor Energy Inc.
- Teck Cominco Limited
- TELUS Communications Inc.
- TELUS Corporation
- TELUS Quebec Inc.
- Tembec Inc.
- Thyssenkrupp Budd Canada Inc.
- Tolko Industries Ltd.
- Transamerica Life Insurance Company of Canada
- Transcanada Corporation
- Transcanada Pipelines Limited
- Transcontinental Inc.
- Ultramar Ltd.
- Vancouver International Airport Authority
- Wyeth Canada
- Xerox Canada Inc.

(Source: BigOnline Database, February 2008)

For more information on matching gift programs, contact Lisa Mills, CFRE, Executive Director, Resource Development, at 416.491.5050 x6414 or lisa.mills@senecac.on.ca

“It’s the intention, not the face-value of the gift, that is weighed.”

Seneca (5 BC - 65 AD), Letters to Lucilius, 62 A.D.



Shirlene B. Courtis, CFRE
Vice President, Resource Development

A MESSAGE FROM THE VICE PRESIDENT, RESOURCE DEVELOPMENT

This spring, we are appealing to Senecans to help strengthen the bursaries for our students through the annual Faculty & Staff Giving Campaign.

Everyone at the College works endlessly to create the exceptional learning environment that brings more students to Seneca than to any other college in Canada.

Yet, we often forget that many factors can combine to make it difficult for students to finish their programs. Unlike many university students, a large percentage of college learners have dependents—sometimes parents, sometimes children—and many are studying part-time while trying to pay the bills. Any help we as Senecans can provide goes a long way.

Quietly and without fanfare, many of us have stepped forward. Senecans like Arts and Commerce Dean Maureen Dey, Counsellor Anny Verhovsek and Anthony Van Odyk, Program Coordinator, School of Fire Protection Engineering Technology, not only give of their time and resources, they are also vocal advocates for our students.

These leaders know first hand, the impact Seneca has on our students and do what it takes to keep them in the classroom. We hope more will join in.

Participation is always powerful. Yours could change a life.

Along with our generous staff members, we have seen a collection of business partners lend a hand to Seneca over the last few months.

The College has recently received gifts in support of the Markham Campus \$10 million Leading Through Excellence campaign from companies such as Allstate Insurance Company of Canada, and Johnson Inc. And before the holidays, we paid tribute to HSBC Bank Canada and Avaya Canada, both of whom have made outstanding contributions to the College.

Day by day, Seneca is becoming more of a fixture in the Markham community. The Markham Campus is the latest addition to the College’s family of campuses around the GTA. As lifelong learning becomes increasingly necessary, we want students to have local options to expand their careers and upgrade their skills. But we need your help to make it possible.

Contributions to Seneca can come in so many forms—gifts of stocks, bequests, annual donations, in-kind gifts to name a few—and every bit helps. With each action we make that keeps our students in the classroom, we are acting to improve the future.

I am confident that everyone at Seneca will continue to build strong relationships with our many stakeholders. We are always meeting with business leaders, alumni, government representatives and philanthropists, telling them about the successes our students are experiencing, and how they, with Seneca’s help, are building our future communities, locally and globally.

Our students need your encouragement too. Join us in giving them the education they need to lead, innovate and succeed.

These days, education is a lifelong investment. Thank you for being a part of Seneca’s ongoing commitment to its students.

Shirlene B. Courtis, CFRE
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IN THE NEXT ISSUE:

**And
The Winner Is...**

**A BANQUET FIT FOR A
DISTINGUISHED ALUMNI**

Seneca PARTNERS

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