



# E PERIENCE DURHANI COLLEGE YOUV WAY

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Please email alumni@durhamcollege.ca with your comments, questions or suggestions.

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#### **ABOUT** THIS ISSUE

The awardwinning DC Alumni magazine is written, designed and published by the Communications and Marketing department to complement the Reflections publication prepared three times a year by students in Durham College's (DC) Public Relations program. Both are available by visiting our Alumni publications page.











# Message from the president

In past editions of our magazine, I have invited alumni to reconnect with Durham College (DC) and learn more about the 50th anniversary celebrations we are planning for 2017.

I have done so because our 50th anniversary is shaping up to be an incredible celebration, and we can't look back or ahead without engaging our alumni. Our large family of alumni and their amazing personal and professional successes serve as constant reminders of the difference college graduates make in our communities. Those successes and so many other contributions are a large focus of what our 50th anniversary will be about.

Along with celebrating here at DC, I have the pleasure of chairing the Provincial 50th Anniversary committee for all of Ontario's 24 publicly funded colleges. We are planning to generate excitement and enthusiasm about how college education has evolved over the past 50 years, while also communicating the immense contributions colleges make to a strong and thriving Ontario. More importantly, we will use our anniversary to look ahead to where colleges will be in the next 50 years and have adopted the theme: "The Start of Something Amazing."

When we look to the future, we see even more positive change on the horizon; Ontario's colleges have the opportunity to be at the forefront of what's next for industry, business, culture and society. We are known for bringing together alumni, students and current employees to power Ontario's growth and expansion, and that collaboration will be even stronger as we enter our next 50 years. From our beginning in 1967 through five decades of growth and development, I'm proud to say DC has always been a leader.

As our DC Anniversary Committee continues its planning, you will be hearing more about how DC, alongside Ontario's other colleges, will be celebrating this milestone. In the meantime, I invite you to connect with our Alumni Association to learn how you can help start something amazing.

Don



# Experienced college leader joins DC as new vice-president, Academic

DC is pleased to welcome Dr. Elaine Popp to the college family as the new vice-president, Academic. Popp has more than 15 years of progressive experience in senior academic leadership within the Ontario college and broader post-secondary systems, a background that will help further strengthen the leadership team at DC.

"I am very pleased to be joining Durham College and am looking forward to working with everyone on campus to deliver a post-secondary experience that ensures our students succeed while they are on campus and long after they graduate," said Popp. "I have been particularly impressed by the college's growth in students, programs and partnerships over the past number of years – its reputation has never been stronger."

Before joining DC, Popp was the associate vice-president, Academic at Humber College, where she chaired many strategic and academic committees and oversaw the review and development of academic regulations, policies and procedures to support and guide program development, implementation and delivery. She was also involved in leading the development of institutional space allocation and request processes.

Among her roles at Humber, Popp was associate dean in the School of Hospitality, Recreation & Tourism, a program co-ordinator in the same school and program head of the Kinesiology degree program at the University of Guelph-Humber, where she designed, developed and executed curricula.

"I am confident the combination of Elaine's experience and educational background will provide a solid foundation for Durham College moving forward," said Don Lovisa, president, Durham College.



Experienced college leader joins DC as new vice-president, academic

# Senior experienced industry leaders assume chair, vice-chair roles with Durham College Board

The DC Board of Governors is pleased to announce that as of July 1, 2015, Pierre Tremblay was named its new chair.

Tremblay is a well-respected and dedicated leader in the Canadian Nuclear industry, most recently serving as president and then executive advisor for Canadian Nuclear Partners, a subsidiary of Ontario Power Generation (OPG). As a Canadian nuclear senior executive. Tremblay's extensive career at OPG has spanned over 35 years. Tremblay has been vicechair of the DC Board for the past two years and replaces Ron Chatterton, who has reached the end of his term with the Board. As Chair, Tremblay will draw on his experiences with DC and as a governor with UOIT in providing governance, oversight and leadership on behalf of a 17-member Board of Governors that represents the strengths and diversity of the communities the college serves.

"I'm very pleased to be the incoming chair at a time when Durham College has so much momentum looking forward," said Tremblay. "Over the past few years the college has realized significant growth in enrolment and programs, shown leadership with its applied research and entrepreneurship activities, and developed new partnerships, among its many highlights. I know the Board is looking forward to supporting further growth and success in the year ahead."

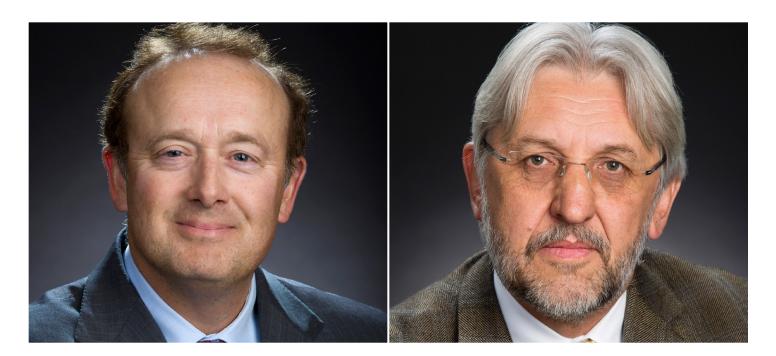
In addition, Dan Borowec is now vice-chair, which also became effective July 1, 2015. Borowec is an experienced senior community leader, including his current role as director of economic development and tourism for Northumberland County. With a background in both post-secondary education and community economic development, he has brought extensive experience to his role on the board over the past three years.

To learn more about the DC Board of Governors, visit www.durhamcollege.ca/bog.

#### DC is also pleased to welcome five new governors:

- Rick Johnson, senior consultant, Capital Hill
   Group (parent of a DC alumna)
- Kristi Honey, director, Financial Information Management Services, Regional Municipality of Durham (DC alumna)
- Jim Wilson, principal, Arch. Bishop Anthony Meagher Catholic Continuing Education Centre, Durham Catholic District School Board (DC alumnus)

- Kevin Griffin, professor, Paramedic program, School of Justice & Emergency Services, Durham College
- Charlie Qaqish, student, Paralegal program, School of Justice & Emergency Services, Durham College



Durham College welcomes Pierre Tremblay (left) and Dan Borowec (right) as new chair and vice-chair of its Board of Governors.

# Durham College celebrates student success at 2015 spring convocation

DC celebrated success with more than 3,800 students graduating during Spring Convocation on Monday, June 8, Tuesday, June 9 and Wednesday June 10 at the General Motors (GM) Centre in downtown Oshawa. Friends, families and college employees were in attendance to recognize the post-secondary accomplishments of this year's graduating class.

"Convocation is very special celebration of our graduates, their hard work, and success," said Don Lovisa, president, Durham College. "It allows the entire college community, our alumni, parents and families to celebrate our newest graduates. Every year I am so impressed with the quality of our graduates and often reflect that our future is in good hands. We are all so proud of what our students achieve in their studies and accomplish in their lives."

To address this year's graduates, DC welcomed back alumna Amanda de Souza, a 2008 graduate from the Advertising program and current part-time instructor in the School of Media, Art & Design and alumnus Mike

Arsenault, a 2008 graduate from the Sport Business Management program and current on-camera presenter and field reporter at The Weather Network, CBC (the weekend edition of The National), CBC News Network, and CBC Toronto.

Amanda encouraged the graduates to, "remember how powerful opportunity feels because from here on out, your mistakes are now your accomplishments. Do not be afraid of this inevitability. From these mistakes you will learn everything not only about your chosen career, but about yourself. How you recover from these failures and what you learn is what will define you, not what life throws at you. Life doesn't happen TO you. It happens FOR you."

Mike's advice was, "get your foot in the door. Even if it's not what you want to do it can still give you answers, it's still valuable experience and it gives you a lot of networking opportunities."

Three alumni were also presented with the Alumni of Distinction Award:

#### VANESSA HUGHES, ALUMNA OF DISTINCTION AWARD

#### Human Resources – Business, 1990

Soon after graduating from the Business – Human Relations program, Vanessa gained employment with Ontario Hydro and then with its successor company Ontario Power Generation (OPG), where she worked in the HR department. During her now 25-year career with OPG she was an OPG's Power Within Award winner, has worked at both the Pickering and Darlington nuclear stations and has worked her way through the company's Corporate Relations and Communications department where she is now senior manager, Corporate Relations and Communications at Pickering Nuclear.

## Graphic Design, 1983

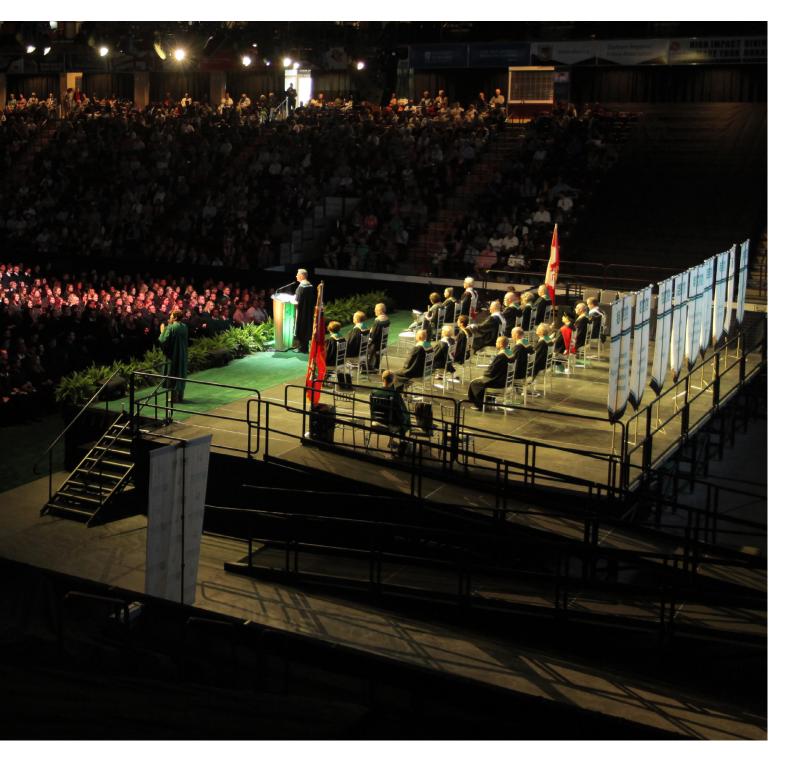
Matt graduated from DC's Graphic Design program in 1983. Having completed his

program placement with Toronto-based Typesettra Limited, he was hired as a typographer upon graduation, something he considers to have been an important stepping stone in his design career. Throughout the years, Matt has worked with various design firms in Toronto and Vancouver and has run his own firm for over 15 years. He has also been a CGD-certified member and active volunteer with the Society of Graphic Designers Canada (GDC) since 1990, serving as national president from 2002 to 2004. Matt has also sat on many committees, including Durham College Graduate Student Portfolio Reviews, the Canada Post Stamp Advisory Committee and the Kwantlen University College Program Advisory Committee. Matt, along with fellow alumnus, Bob Wheller, also created the current DC shield logo. He continues to support young designers through mentoring and as a sessional instructor with Emily Carr University of Art and Design (ECUAD) and the British Columbia Institute of Technology (BCIT).

## Graphic Design, 1983

Since graduating from the Graphic Design program in 1983, Bob has been involved with many projects in various countries from Toronto to Australia. Now calling the U.K. home. Bob has been the Creative Director with London-based publishing company, The Team, for nearly 10 years. Bob has worked on a few notable and recognizable pieces, including creating the Durham College logo in 1989 with fellow alumnus, Matt Warburton, and more recently, the Royal Mail Stamp commemorating the 75th anniversary of the Battle of Britain. Although he lives abroad, Bob carries his Durham College experiences with him, visiting colleges in the U.K. to speak with Graphic Design students.





# The Centre for Food serves up more Jamie Kennedy

DC is serving up more Jamie Kennedy through an expanded partnership with the celebrity chef and Centre for Food (CFF) ambassador, in support of student success.

With this commitment Kennedy will interact with students in the classroom, labs and fields; work with staff and faculty; and participate in student special events. The community will have the opportunity to taste the chef's talents through a special Jamie Kennedy menu offered on Thursdays at Bistro '67 – the CFF's green-certified teaching-inspired restaurant.

"As the ambassador for the Centre for Food we have seen chef Kennedy's work in action first-hand," said Don Lovisa, president, Durham College. "We are very excited that we'll see more of Jamie on campus and with our students, offering them more opportunities to explore the field-to-fork philosophy and enhancing DC's best-in-class education across culinary, hospitality, event management, food science, agricultural and horticultural programs."

Kennedy is a pioneer in 'farm to table' practices, and recipient of the Order of Canada for his promotion of Canadian cuisine and the use of organic, sustainable and locally-sourced foods. His expertise will enhance DC's leadership in the field-to-fork food movement – a vision at the heart of the CFF, and a concept that is shaping the future of local food and farming industries to help maintain Ontario's strong agricultural tradition.

"Canada is becoming a real hub for creating culinary uniqueness using fresh ingredients from local farms, and Durham College is a leader in this movement," said Kennedy. "Students are learning to draw inspiration by following the field-to-fork philosophy, and I have reached a point in my career where sharing of knowledge is key. It's important to instill this ideology in younger cooks, and I'm looking for practical ways to get involved."



Celebrity Chef, Jamie Kennedy (middle) has expanded his partnership with Durham College to include a more hands-on role in supporting students studying at the Centre for Food.

He added that with programs like DC's, both students and the Ontario food industry have a bright future ahead of them, and he's excited to be a part of it.

Kennedy, who owns and runs a farm and vineyard in Prince Edward County, has applied the slow food philosophy in every aspect of his business. His seasonal methods of cooking continue to inspire progress in agricultural and gastronomical communities nationwide.

## New Pathways Agreement with Trent University offers diploma to degree options for media students

Building on a long-standing partnership of offering pathway programs to assist students in making the transition from diploma to degree, DC and Trent University signed a new agreement that will fast-track students to a college diploma in Journalism and a university degree in Media Studies in only a four-year timeframe.

The new pathways program agreement was signed July 8, 2015 at Trent University Durham by Don Lovisa, president of Durham College and Dr. Leo Groarke, Trent University president and vice-chancellor. It will allow graduates of DC's two-year Journalism – Web and Print and Journalism – Broadcast and Electronic Media programs to pursue a Bachelor of Arts degree in Media Studies at Trent University in Peterborough or at Trent University Durham, where the Media Studies degree is being offered for the first time in fall 2015.

"This is another example of our progressive and long-standing partnership with Trent University," said President Lovisa. "Developing new pathway programs for our students ensures they get the best of both a college and university education – technical, professional and theoretical training along the way to earning a diploma and degree. That means when they graduate they are better-positioned with employers and for finding professional success."

This agreement marks the first partnership between Trent and DC's School of Media, Art and Design (MAD). There are now more than 14 diploma-to-degree pathways in place between DC and Trent University, providing degree completion opportunities for graduates of the college's business, General Arts and Science, computing, Environmental Technology, Police Foundations and Pharmaceutical and Food Science Technology programs. The two institutions are also currently working on two additional pathways from the School of MAD at DC into Media Studies at Trent University, to be finalized in fall 2015.



# Durham College brings culinary expertise to Peruvian college

DC was awarded a contract from Colleges and Institutes Canada (CICan) to partner with the Centro Experimental de Formación Profesional (CEFOP), a technical and vocational college in Trujillo, Peru. Funded by the Department of Foreign Affairs, Trade and Development (DFATD), the contract sees DC working with CEFOP to share the college's experiences and expertise in the areas of culinary arts and gastronomy, while helping to update and enhance their current curriculum.

A team from DC consisting of Katie Boone, Project Coordinator with the college's international office, and David Hawey, Chair of DC's Centre for Food (CFF), Durham Region's first-ever post-secondary presence focused on the field-to-fork concept, and Adriana Reyes, an employee of the international office and a student with DC's Team Experience, recently returned from Peru where they began work with the CEFOP to ensure its graduates are learning and developing the skills they need to meet the demands of the labour market.

"This is a very exciting partnership for all the institutions involved," said Boone. "We have been working closely with a team in Trujillo with the goal of developing programs that, while innovative, also have a realistic implementation strategy that be sustainable well beyond the lifespan of the project, which concludes in March 2017."



Current project highlights include establishing strong links with the rapidly growing culinary, hotel and tourism industry in Trujillo and reviewing and updating CEFOP's current curriculum to help its students graduate with a relevant and well-rounded skills base; a skill base that combines technical knowledge and innovative and creative culinary practices that are characteristics of graduates from DC's CFF.

Also included in the partnership is a teacher-training and professional development plan that match the demands of the new curriculum. CEFOP and DC will compare management experiences so that both colleges can learn from the practices that help both institutions excel nationally and internationally.

DC is acting as the Canadian project lead for all work done in Trujillo and Centennial College is a supporting partner.

For more information about DC's CFF please visit www.durhamcollege.ca/cff.

### More options to study abroad for DC students

DC students will soon have the option to study in India.

A new window for DC has been opened as it announces the signing of a memorandum of understanding (MOU) with India's National Skill Development Corporation (NSDC), to provide education and hands-on training in the automotive and agricultural sectors.

The signing was one of 10 MOU's announced recently by Colleges and Institutes of Canada (CICan) and the offered programs will be branded by CICan, NSDC and participating Indian partners.

DC president Don Lovisa applauds Indian Prime Minister Modi's leadership in upgrading the skills of India's workforce. The agreement partners Canadian colleges with an institution in India to develop a joint venture arrangement for skills training geared towards students studying in applicable sectors. "Our automotive programs offered at our Whitby campus and the agricultural work we're currently undertaking at the CFF are helping prepare our students for the demands of a complex and changing world," said Lovisa. "This is a very exciting development for the college."

Recently, Dr. Satender Arya, CEO of the Indian Agricultural Sector Skills Council, visited the CFF, which has not only allowed him to view its developments in agriculture and see the college's programming in action, but has allowed for more developing partnerships abroad to position DC as an international presence.

Although the MOU with DC is currently signed only for the automotive and agriculture sectors, the college is also preparing to work in India in the Early Childhood Education (ECE) field, which could be added to the NSDC framework in the near future.



A new partnership with India's National Skills Development Corporation will provide enhanced education and hands-on training for students in the automotive and agricultural sectors.

#### Alumni Profile

## GROWING, NURTURING AND GIVING BACK — A TILLAART FAMILY TRADITION

Just as a seed or sapling grows and gives back through food, medicine and oxygen, the Tillaart family – owners and operators of Dutchmaster Nurseries in Brougham, Ont. – has generously given back to Durham College (DC) the fruits of their labour.

"When we learned about the extensive development and student opportunities at DC's Centre for Food (CFF), we knew we wanted to help," said Betty-Anne Gifford (Tillaart). "The field-to-fork philosophy really resonates with my family, so when DC approached us for a donation we said, 'absolutely."

Recently the nursery donated a variety of shrubs and trees to the CFF's pollinator garden, including serviceberry, winterberry and flowering currants. The pollinator garden is more than a safe haven for pollinators – insects crucial to sustaining natural food sources and our ecosystem – it also provides learning opportunities for students in the Horticulture – Food and Farming and Horticulture Technician programs, where they can hone their skills and practice plant identification.

Dutchmaster Nurseries also hosts field placement students from the CFF, and hopes the programs offered there will spur a new generation of love for gardening.

"It's so important for youth to see the benefits of plants and how they contribute to the health of both people and the environment," she said. "And it's something they can achieve right in their own backyard."

Giving back isn't the only tradition in the Tillaart household. Gifford and her brother Marlin both attended DC's General Business – Marketing program in 1983 and 1980, respectively. Upon graduation, Gifford was immediately offered three positions in the marketing industry, but her heart remained planted in the nursery.

"Sometimes I walk through the nursery and just smell the flowers," said Gifford. "Working with a living product is so different. Every season they change, and visiting clients or driving by areas that carry our plants is like watching our children grow."



Betty-Anne Gifford (pictured) is part of the Tillaart family, owners and operators of the international business — Dutchmaster Nurseries. She and her brother, Marlin, are Durham College alumni, and regularly give back to the college through plant donations to the Centre for Food and student placement opportunities.

Gifford's passion for plants dates back to her childhood. When her parents told her they were opening a nursery on their livestock farm back in 1971, she was ecstatic. Then 20,000 trees arrived, all of which had to be planted by hand.

Without hesitation, Gifford, her parents and her five brothers and sisters dove in and got their hands dirty, planting all 20,000 trees. It was on that day that Dutchmaster Nurseries, now an international business, began to grow.

"We were taught from a young age that everyone contributes," said Gifford. "I remember being six-years-old and operating a tractor. If it broke down I was expected to try and fix it before asking for help. It was all hands on deck, and we still operate that way today."

Dutchmaster is currently owned and operated by three of the six Tillaart kids, and while they have moved mostly from the field to the office, they remain very much involved in the nursery's day-to-day operations. "If a delivery has to be made, I'll jump in the truck and visit our clients," said Gifford, who enjoys maintaining those personal relationships, some of which include Toronto Centre Island, Toronto City Hall, the Hershey Centre, Supercentres and Tribute Homes. "And it keeps my skills sharp," added Gifford, who as a female growing up in a male dominated industry often worked twice as hard to show the boys she could keep up.

As a family-run business, Gifford said there are certainly differences of opinion, but the siblings will go from giving each other a piece of their minds to hosting family gatherings and enjoying each other's company in the same day.

"It's our livelihood, and as we move into our third generation, we are all deeply and passionately committed to our work," said Gifford. "Along with a solid work ethic, it's the reason we have achieved success."

Success they are all too happy to share.

For those interested in following in the Tillaart family footsteps, visit DC's crowdsourcing fundraising initiative – Field-to-Fork: Sowing the seeds of our community – to support expansion of the CFF.



## Game night with the Oshawa Generals

In celebration of DC Alumni Night, the Alumni Association invites you to join them at the General Motors Centre to cheer on the Oshawa Generals as they face off against the Peterborough Petes on home ice.

Enjoy a great Canadian sport and reconnect with fellow alumni over snacks and beverages. We look forward to seeing you there!

#### FRIDAY, NOVEMBER 27

7 p.m. – Pre-game reception

7:35 p.m. – Oshawa Generals vs. Peterborough Petes

General Motors Centre 99 Athol St., Oshawa, Ont.

Tickets are \$25 for suite level, and include a pre-game reception, snacks and non-alcoholic beverages. To purchase tickets, please call the Alumni office at 905.721.3035.



PHOTO BY IAN GOODALL, GOODALL MEDIA INC.

# Upcoming events



#### DC Alumni Association – Annual General Meeting

Wednesday, September 16 7 p.m.

Durham College, Centre For Food 1604 Champlain Ave. Whitby, Ont.

All DC alumni are invited to attend, please RSVP to lori.connor@durhamcollege.ca.

#### **Harvest Dinner**

Thursday, September 24 5:30 p.m. – Cocktails 6:30 p.m. – Dinner

Durham College, Centre for Food 1604 Champlain Ave. Whitby, Ont.

Visit www.durhamcollege.ca/harvestdinner for more information and to purchase tickets.



#### **Fall Convocation**

Thursday, October 29 6:30 p.m.

General Motors Centre 99 Athol St. Oshawa, Ont.

#### **Fall Open House**

Saturday, November 14 10 a.m. to 2 p.m.

Oshawa and Whitby campuses and Pickering Learning Site

Visit www.durhamcollege.ca/openhouse for more information.

#### Alumni benefit of the month

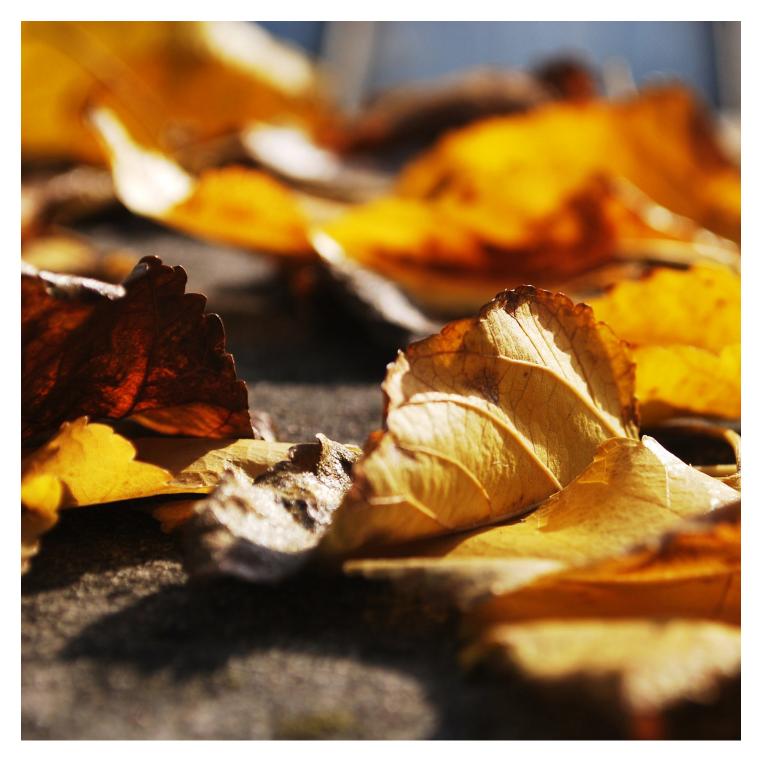
LA-Z-BOY FURNITURE

# **Enjoy comfort** in style

Whether you want to redecorate an entire room or are just looking for that perfect piece, La-Z-Boy Furniture has everything you need to bring stylish comfort into your home. As a Durham College Alumni, you are part of the La-Z-Boy Preferred Customer Purchase Program, guaranteeing you a savings of eight to 50 per cent off home furnishings and accessories.



We're counting down to Durham College's (DC) 50th anniversary in 2017. Stay connected with us to be in the loop on DC's celebration activities. Update your information here and connect with us on LinkedIn.



#### New and notable

COLLEGE NEWS

\$55,000 donation from the Trillium Automobile Dealers Association to support student success DC was honored to receive a donation from the Trillium Automobile Dealers Association (TADA) to establish the Trillium Automobile Dealers Association Award, which will be awarded annually, for five years, to four second-year students.

"We value our partnership with Trillium Automobile Dealers Association, and are grateful for their generosity," said David Chambers, associate vice-president, Office of Development and Alumni. "Student success is at the forefront of Durham College and this award, which will be offered as bursaries to students facing financial challenges, will provide additional support and opportunities for these students to achieve their goals."

The \$55,000 bursary will be disbursed at \$11,000 per year, and awarded to two students in the Motive Power Technician – Service and Management program and two from the School of Business, IT & Management, who are studying Accounting, Entrepreneurship, Human Resources, and Operations Management – Business Administration. Each year's recipients will be selected by DC's Financial Aid and Awards office.

"TADA is very happy to provide this support to Durham College, said Dave Fraser, education coordinator, TADA. "Our main goal as an association is to connect more and more of our members with the most qualified candidates of the future."

For more than 100 years, TADA has been a leader in progressive and innovative work on behalf of new car and truck dealers within Ontario. They strive to establish and maintain fair and uniform business practices, standards of advertising and training, and proactive programs to enhance customer service for consumers.

TADA launched their innovative Career Start program in 2014, which encourages new car dealers to form relationships with high school and post-secondary schools, host career fairs, showcase career opportunities at the Canadian International Auto Show, and promote careers through print brochures and social media advertising.



The Trillium Automobile Dealers Association (TADA) presented Durham College with a \$55,000 donation, which will be awarded to two students in the Motive Power Technician — Service and Management program and two from the School of Business, IT & Management.

#### New and notable

Durham College recognized for being social media savvy

DC was recently ranked among the top 20 performing Canadian post-secondary institutions on Facebook and Twitter by Engagement Labs – a technology and data company that provides full-service, next-generation social technology solutions for marketers.

The colleges and universities were graded based on an eValue score, which measures the institution's social media and digital marketing efforts and awards a score out of 100. Criteria includes the level of engagement, the unique reach content received and how frequent, fast and well the organization responds to conversations generated on their social media sites.

This is the second time in 12 months that DC has been recognized for having one of the top social media presences within Canadian post-secondary institutions, having been noted as one of Canada's top 10 social colleges of 2014.

"We're always looking for innovative and meaningful ways to connect with prospective and current students," said Carol Beam, executive director, Communications and Marketing at DC. "For us, communication is a two-way street and it's just as important to engage with our stakeholders as it is to share information. This helps us establish an inclusive and transparent community both on campus and online."

In 2014, DC launched a major multi-platform social media Experience DC campaign – the most progressive marketing campaign in the college's history. Fourteen students from all walks of life provided an authentic perspective of college life at DC.

The campaign was so successful that it will run again throughout the 2015/2016 academic year, but has expanded to include employees and alumni.

Many of DC's employees and departments, including DC President Don Lovisa, are already active on social media to provide a more exclusive look at all the exciting programs, highlights and events happening on campus.

Join the conversation! Follow DC on Twitter and/or like us on Facebook to share your thoughts, ask questions, learn more about the college and stay current with important dates and events.

