

Fleming Ties

Linking Fleming College Alumni, employers and communities in partnership.
A Fleming College Foundation publication.

SUMMER 2010



Our World – Their Classroom

International Trade students on the steps at the International Court of Justice, "Peace Palace" in Den Haag (the Hague), Netherlands FULL STORY, SEE PAGE 5

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Fleming Ties: A semi-annual magazine published by Fleming College

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Cover shot and additional photo for 'Our World - Their Classroom' printed with permission of Peter Malkovsky, Fleming College Faculty.

Message from the President

Welcome to the latest edition of *Fleming Ties*, our tribute to **Fleming College alumni**.

It is a very busy time at the College, with plenty of construction underway and many new initiatives in program **delivery and services**.

We have recently completed our 2010-2015 Strategic Plan. For the next five years, Fleming College will continue to help students discover individual pathways to their future, providing them with the knowledge, skills and values to successfully lead them forward.

In addition to our Core Promise to Students, two statements stand out in our Strategic Plan: *Fleming Serves* and *Fleming Creates*. These phrases capture our intent to both our students and our communities to consistently evolve through constant evaluation and enhancements in our facilities and curriculum. Through this promise, Fleming has committed to leading the way in innovation as we effectively deliver our programs and services.

We also hope that as graduates leave Fleming, they take with them this inherent commitment to service and innovation. Fortunately, our new graduates can often look to past generations of alumni as role models in this regard, as these pages of Fleming Ties will attest.

Finally, thank you to all our alumni who give so generously to the College, whether through donations, time or valued expertise.

I wish you continued success in your career and do hope for more opportunities to meet alumni and hear your stories of the role Fleming has played in your lives.

~ Tony Tilly, President
 Fleming College



A fresh approach to Fleming Ties

Fleming Ties is changing!

Maintaining a connection to your alma mater can be a rewarding part of your life. It is our hope that you will use *Fleming Ties* to re-discover old friendships, develop new professional relationships, get involved with events and reunions or learn more about enhancing your education through continuing education.

Your semi-annual magazine will now focus exclusively on areas of interest to Fleming's 58,000 alumni. Changes to the format include resurrecting Faculty Focus and highlighting more alumni benefits and perks. Throughout the magazine you will find many opportunities to contribute to future editions. In order to continue improving *Fleming Ties*, your Alumni Association is asking you to share your photos, ideas and feedback.

We want to hear from you.

Comments on articles and ideas for upcoming stories can be emailed to: Leona DeCarlo, Editor, at: ldecarlo@flemingc.on.ca

Please send your photos and personal updates to: alumni@flemingc.on.ca

Advertising opportunity inquiries can be directed to Nicole Grady, Alumni Officer, at: ngrady@flemingc.on.ca



Leona Decarlo,
 Editor Photo: Wayne Eardley



Nicole Grady,
 Alumni Officer

To Tweet or Not to Tweet: Twitter 101

Jeannine Taylor, Creative Arts Administration, 1981

Twitter was once used mostly by techies and bloggers, but a surge during the past two years into the mainstream professional market has many people testing how to “Tweet”. The question I am asked as an internet marketer frequently is “why use Twitter”? Many people visit twitter.com, setup an account and sit back, thinking “is that it, and what’s next?” Like most internet marketing tools, Twitter requires some attention over time to cultivate results – and followers.

What is Twitter?

Twitter is a free social networking and micro-blogging service that allows users to send updates (limited to 140 characters) via SMS, instant messaging, email, to the Twitter website, or any one of the multitude of Twitter applications available. Twitter can be accessed via the Twitter.com website, or by installing special applications on your desktop computer, cell phone or other mobile device. Serious “Tweeters” use third party applications and rarely visit twitter.com. Many “tweets” (the actual message sent) are sent via mobile devices.

How to use it

Some people just jump in and start tweeting via Twitter.com. Using the web site directly is not a method that I recommend. I feel that the high abandonment rate (over 85%) of Twitter user accounts may be in part due to a high expectation of what twitter.com offers. Tweeting via the website Twitter.com is like watching paint dry. People setup accounts and wait for something exciting to happen. Twitter is a networking process – and sitting back on the sidelines is not conducive to that process. Finding a way to become immersed in the “data stream” – finding a method that can fit with your daily activities – is a great way to integrate Twitter into your routine. The data of Twitter includes a general home feed (everything the people you are following are Tweeting); direct message to you and those you send out; “mentions” of you – other people who mention or retweet you; and your lists of followers and those you are following. As a user, you can “follow” people and in doing so, have them “follow” you. A generally accepted etiquette is to follow those who follow you.

I highly recommend using one of the many excellent software tools to sort your feeds, tweets, followers and accounts. Software that is designed to organize your feeds, searches, mentions (of you!) and replies is much more useful – and fun. Many of these tools are also available with mobile versions to help you with your (new) Twitter habit.

Who is using it?

Twitter was launched in March 2006. For the next two years, it was largely only used by members of the technology community. Twitter is the fastest-growing social media site, soaring from 2.7 million unique visitors in December 2008 to 190 million users in June 2010 a growth of over 1500%.

It is estimated that at least 40% of Canadians are using Twitter.

The explosive global growth starting in late 2008 can be attributed to exposure in the media including Obama’s use of Twitter during the Presidential election campaign and increasing adoption and usage of Twitter by celebrities. In early 2009, there were only 40 major Canadian companies and organizations with Twitter accounts. There are now thousands coming on board. Many federal, provincial and municipal governments and politicians are also using Twitter and most media maintain an account. Unlike most social media such as Facebook and MySpace, the average age of Twitter users is older.



Jeannine Taylor, Creative Arts Administration, 1981 Photo: Michael Cullen

How can you or your business use Twitter?

There are many ways that you can use Twitter for professional use as a “micro blog”. Think of it as a method to send out short bursts of information to your customer base. If you are successful in building up your “followers” from within your customer base, your captive audience will await your “tweets”. A simple link from your web site to “Follow us on Twitter” will build up your followers. It is also easy to add a Twitter “widget” to your web site which displays your tweet stream. The beauty of this medium is that it fits with the rapid pace of information delivery that has become the norm. People using Twitter *choose* to use it, and are receptive to the messages of those that they choose to follow. Build your Twitter profile, get involved and they will follow!

Jeannine Taylor is Publisher of [kawarthaNOW™](http://kawarthaNOW.com), and an expert in internet marketing. Reach her on Twitter at [@kawarthaNOW](https://twitter.com/kawarthaNOW) or [@wiredwoman](https://twitter.com/wiredwoman).

Are you addicted to Twitter? Shy away from Facebook? Let us know what you think about our guest editorial or any of our stories and we’ll feature your comments in our next issue’s mailbag. Email to alumni@flemingc.on.ca or mail to Leona DeCarlo, Fleming College, 599 Brealey Drive, Peterborough, ON K9J 7B1.

Fleming Ties provides a forum for alumni to express a variety of views. All opinions expressed in guest editorials are those of the individual authors. Their articles do not necessarily reflect the views or opinions held by Fleming College, Fleming College Foundation or the Fleming College Alumni Association.

Local Businesses supporting Fleming Students

Dream: Fleming International Culinary Festival

Fleming College hosted the 14th annual International Culinary Festival on Wednesday, March 24th.

Fleming College Foundation would like to thank the sponsors who made this event possible. The event grossed approximately \$25,000 in support of bursaries for students enrolled in specific programs from the School of Business, Computing & Hospitality.

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Royal Encounters of the Fleming Kind

Collective gasps were heard throughout the Brian L. Desbiens Galleria and Technology Wing on Tuesday June 29, 2010 as President Tony Tilly unveiled a tribute to our namesake, the inventor of standard time and one of Peterborough, Ontario's most famous residents, Sir Sandford Fleming.



Queen Elizabeth II and Alumnus Phil White, unveiling the artist concept of stone sculpture. Rideau Hall July 2010.
Photo printed with permission of Phil White

A bronze likeness of the famous Canadian inventor will be erected at the Sutherland and Frost campuses this fall. A third, plaster casting of the bust will be on display at the Haliburton campus. The sculpture of Sir Sandford was produced by Fleming alumnus and Dominion Sculptor of Canada, Phil White.

Phil is an Art Conservation Techniques graduate from the class of 1988. Phil is only the fifth Official Dominion Sculptor since the creation of the position in 1936. This highly competitive and prestigious position is responsible for creating all of the internal and external stone, wood carving and sculpture on Parliament Hill as well as the care and conservation of all federally commissioned sculptures. One of only three Canadian Artist positions within the federal government, he is Canada's official sculptor.

Commenting on the process of creating the busts, Phil said, "I wanted to capture the young Fleming, full of ideas and vision for the future. I put a lot of myself into the sculpture too as I thought about the way that I felt as I was leaving the college, full of excitement for the career that was to come."

"Phil's sculpture brilliantly captures the essence of Fleming – his vision and strength of purpose. It is a masterful tribute to an extraordinary person," said Dr. Tilly.

The busts were not the only unveilings Phil was scheduled for that week. Upon his return to Ottawa on Wednesday, June 30th, Phil stood by a table in the middle of the House of Commons surrounded on all sides by press, heads of government and security. The reason: the unveiling of his most prestigious project to date, a stone portrait. It's subject - Her Royal Highness, Queen Elizabeth II who was present to see Phil's creation.

"It was quite an experience, and all went really well. A bit nervous at first...once the Queen came into the room everything seemed to be more relaxed...When she got to me, she got quite chatty and fairly informal. I stood there having a relatively informal chat about sculpture with the Queen and the Prime Minister for a few minutes, then we all went out to a big garden party. It was an amazing experience!" said Phil of his encounter.

Phil did an interview with CBC's radio program – "The House" on July 3rd, 2010. It can be heard at www.cbc.ca/thehouse/.

NOTE: Phil was not the only alumnus to meet Her Royal Highness on her nine day visit to Canada. Jason Boylan, recent Culinary Management graduate and well known for being the first registered "Second Career" student in the province, attended a luncheon at Pinewood Studios in Toronto where Queen Elizabeth II was the guest of honour. "I was sitting at a table right next to the Queen. I was a pretty surreal opportunity," said Jason of his royal encounter.

Haliburton School of The Arts

The 13th annual Feast of Foods was hosted at the Pinestone Resort in Haliburton, on April 24, 2010.

The event raised approximately \$18,000 (gross) in support of bursary and scholarship programs for students studying at the Haliburton School of The Arts, located in Haliburton, Ontario.

Fleming College Foundation would like to thank the Haliburton Friends Feast of Foods committee, staff, community partners, talented chefs, and local media who contributed to the success of this event. Thanks also to the local business community and to the generous artisans who donated auction items to the event.



Haliburton
School of The Arts • Fleming College

Our World – Their Classroom

Canada is one of the most active international trading nations in the world, with one in every three jobs relating directly to the import/export of goods and services. Fleming College is the only college in Canada that offers a three-year diploma program in International Trade.

Students enrolled in this program have the option to participate in the Fleming International Learning Experience (F.I.L.E.). FILE is a unique opportunity for students, allowing them a once in a lifetime global learning experience. Students spend 21 days in Europe, exploring cultural and educational sites in 7 different countries.

The preparation for the trip is extensive.

During the winter semester, participants complete special projects and study several business-related fields including:

- Design and implementation of fundraising campaigns
- Media relations
- Business networking and opportunity-cultivation
- Market research, focusing on cultural considerations

The trip is partially funded as a result of the marketing and fundraising efforts of the students in the course.

As a well-rounded, experiential course, F.I.L.E. helps contribute to the competitive edge students need to succeed in



Students make their mark on the remnants of the Berlin Wall.

Photo printed with permission of Peter Malkovsky, Fleming College Faculty

their future careers. Participants leave the course with renewed self-sufficiency, self-confidence and more prepared to engage in today's global business environment.

See photos and learn more about this year's trip by checking out the trip blog: <http://flemingfile2010.blogspot.com/>

A trip to remember

Fleming College students were surprised to be greeted by First Lady Michelle Obama during a White House tour on Wednesday, January 20, 2010.

32 students from Fleming's School of Environmental and Natural Resource Sciences in Lindsay were in Washington, D.C. to attend an environmental conference entitled "The New Green Economy". During a regularly scheduled White House tour, students were overwhelmed by the special session where the First Lady greeted many guests touring the White House on the first anniversary of President Obama's inauguration.



Faculty members Barb Elliot and Mike Fraser lead the team on the trip to Washington for the conference. Photo printed with permission of Colleges Ontario.

From the North Pole to the Equator

Fleming College is Making a Difference through Water and Wastewater Applied Research

CAWT assists communities in Canada and around the globe

Fleming's Frost Campus in Lindsay is home to the Centre for Alternative Wastewater Treatment (CAWT). This dedicated research facility specializes in applied research on alternative, innovative, and emerging wastewater treatment technologies with emphasis on cold and temperate climates and on low cost, high efficiency technologies including biological treatment systems, phytotechnology, and other environmentally sound technologies. Senior Scientist Dr. Brent Wootton and his staff have been conducting research since 2005 on phytotechnology and other innovative technologies to assist communities without the resources and finances for conventional water sanitation systems.

As part of the International Polar Year, Fleming researchers have been studying the use of constructed wetlands to treat wastewater in Nunavut. This led to the development of the modeling software, SubWet 2.0, in collaboration with the United

Nations Environment Program. This software is now being distributed to developing countries around the world to improve water quality and sanitation.

This summer researchers from the CAWT will travel to Alert, Nunavut, located at the northern tip of Ellesmere Island to assist Environment Canada in a wastewater treatment solution for the military base located there. CFS Alert, Nunavut is the most northern permanently inhabited settlement in the world and is only 817 km south of the North Pole. That's 4,300 km north of Fleming College's Frost Campus which is about as far away from Lindsay/Peterborough as the equator.

The CAWT works to advocate alternative wastewater treatment in Canada, and around the world. Recently, Dr. Wootton was an advisor to the McGuinty government on the Water Opportunities Act and participated in UN wastewater meetings in Japan and Geneva and assisted the United Nations University's Institute for Water, Environment and Health related to a water needs assessment in a Kenyan community this spring.



Meei Salaon, a Maasai woman thanks Dr. Brent Wootton for testing her drinking water. Water tests from harvested rainwater – a typically safe source of water – revealed no contamination.



Pam Crump, Fleming College graduate, now working for the College as part of the International Polar Year research activities, doing water testing in Baker Lake, Nunavut.

The CAWT has to date received approximately \$2 million in funding from different sources for 20 different projects. Recent awards include \$150,000 under the Ontario Drinking Water Stewardship Program to assess technologies that could reduce pathogens in urban stormwater ponds. Other funding announcements include \$240,000 from Environment Canada to study treatment wetlands in Canada's Arctic; \$90,000 from the Ontario Ministry of the Environment to study large diameter water wells; and together with Trent University \$500,000 from the RBC Blue Water Program for a project entitled: "Protecting Drinking Water in Indigenous Communities in Canada's North".

The CAWT has employed dozens of students in applied research activities and is implementing a strategy to involve more students as well as faculty and staff in applied research projects.

Industry Innovation Office Launched

In April 2010 Fleming College along with the Deputy Minister of Research and Innovation George Ross, launched the new Industry Innovation Office as part of efforts to expand applied research activities and enhance collaborations with industry. This office will support the CAWT.

Fleming College is a new member of CONII – the Colleges Ontario Network for Industry Innovation. Each college member of the CONII network has expertise in key sectors of Ontario's economy that can assist small and medium enterprises with their innovation efforts. Fleming College will focus its expertise on the environment and sustainability, bringing its 40 plus years of experience and innovation in this field to the forefront for the benefit of Ontario employers and the Ontario economy.

The Industry Innovation Office will be located at the Frost Campus, in Lindsay, Ontario.

"It's a win-win situation for the college and for area companies and organizations," said Blane Harvey, Fleming College Vice President Academic. "Our faculty and students have knowledge and practical experience, which businesses can access for applied research, development and commercialization assistance. We can assist

companies seeking to adopt and adapt new products and/or processes and to explore new opportunities in the environmental sector."

Fleming's Industry Innovation Officer will work in partnership with employers to develop proposals and project objectives. Funding will be available for successful proposals in the range of \$10,000 to \$30,000. CONII is funded by the Ontario Ministry of Research and Innovation. As part of the CONII network, the Fleming College Industry Innovation Office will also provide a conduit to source expertise from any of the other CONII member colleges.



Dr. Brent Wootton (centre) poses with the delegates from around the world participating in Consultative Meetings on Water and Wastewater Management, hosted by the United Nations Environment Programme in Shiga, Japan in April 2010.



Taking wastewater samples from the Baker Lake, Nunavut treatment wetland



Brent Wootton taking a water sample from the Loragai reservoir in a Maasai community in Kenya. Initial water testing in Maasai, Kenya indicated fecal contamination in the local water source. Villagers were also using cattle troughs as a drinking water source.



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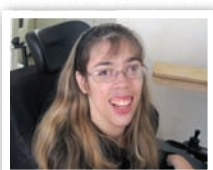
Coming this fall to an alma mater near you!!
Contact alumni@flemingc.on.ca for more details...

In Memoriam

It is with sadness that we announce the passing of the following Fleming College students...



Gregory Riddle - Police Foundations Student, Mentor with Champions for Youth, died suddenly, as a result of a brain aneurism, with his family and friends at his side, on Friday January 29, 2010 at Toronto Western Hospital, in his 37th year. Greg was the beloved husband of Francine, and loving father of Taylor, James, and Kurtis. Dear son of Virginia and Donald (wife Priscilla). Grandson of Tina Salikin. Brother of Kim (husband Walter) and step-brother of Lisa (husband Dave) and Mark (wife Brenda). Loving son-in-law of Donna Ardt, and brother-in-law of Sheldon (wife Megan). Greg will also be remembered fondly by his fellow classmates, faculty and staff.



Danielle McBride – Travel and Tourism Student, died suddenly on Tuesday March 30th, 2010. Danielle always had a contagious smile on her face; she enjoyed life to its fullest. She overcame each obstacle in life with a strength and willpower most do not possess. Loving sister of Tyler (Chelsea), Katrina (Matt), Dylan, Brandon, Nicole, Chantelle (Dagfin), Ryan (Crystal) and her nieces Kaydee, Kayleigh, Jenn and Anika, her Grandparents, Aunts, Uncles and Cousins. She will also be lovingly remembered by fellow classmates, staff and faculty.

A legacy gift to Fleming College – **THE GIFT OF OPPORTUNITY** Fleming College

Supporting education through a gift in your will ensures opportunities for students to make positive changes in our own communities and across the globe.



"Thanks to donor support, I am working with an agency in Sierra Leone, which allows women in rural villages to manufacture and export goods to Canada. The profits will pay the women a competitive wage and help to educate children in the villages."

– **DENISE WILKINS**, 2010 Bursary recipient

FOR MORE INFORMATION CALL 705-749-5509

Updates

Marcia Lowery, Recreation and Leisure, 1982

After many years working at Fleming College, first as a part-time student recreationist and later as cleaning staff, cafeteria assistant and finally working as a security guard I have elected to leave Fleming College and stay with the Securitas Security Company.

I will be working at the Fife Bay solar wind farm as a Security Guard. I have always been interested in alternative energies & feel it is the future.

I have enjoyed working at the college and getting to know so many people. I also would like to thank the college staff and students for their support and well wishes when I lost my home and possessions in a house fire a few years ago.

I will miss the people at the college but will stop in every once in awhile, especially to keep up on all the exciting new changes.

May Fleming College continue to be a great success and a great place to work, learn, socialize, meet great people, live and move forward in a healthy, happy and positive way.

Brandy Wood, Event Management, 2010

I am working for Carlson Wagonlit Travel as the Event Coordinator Assistant, researching properties for events, corresponding with suppliers, hotels and vendors and assisting with a variety of administrative tasks. I am really enjoying it... no two days are ever the same!

Retirements

The Alumni Association would like to congratulate the following faculty and staff on their retirements. Your contributions to Fleming College are greatly appreciated. We wish you the best of luck in your future endeavours.

Adelio Delmonte, Professor, Continuing Education and Skilled Trades
Lynda Harries, Professor, School of General Arts and Science
Brenda Liston-Hanley, Manager of Liaison
Susan Markanen, Professor, School of General Arts and Science
Hilary Nunes, Counsellor
Elizabeth Taillefer, Professor, School of General Arts and Science
Al Tye, Professor, School of Business, Computing and Hospitality



Accomplishments

Several Fleming alumni and staff were torch bearers during the 2010 Olympic Winter Games Torch Run. Congratulations to all of you for representing our country so well!



James Lingard, Computer Programmer Analyst, 2003 and Help Desk Technician



Tina-marie Williams, Audio-Video Graphics Communication Technician, 1996



Tanya Fusco, Web Production Technologist

New Businesses

Steve Basel, Web Developer, 2010 – I have started my own business, “Steve Basel Web Designs” based in Peterborough, Ontario. Our services include new design, redesign, hosting and maintenance. Visit our website at www.stevebasel.com

Ruth Greig, Event Management, 2008 - my new business, “Plan to Inspire” is a qualified Conference and Event Management business, which offers professional planning and creative services for corporate and individuals planning events. We ensure diverse and customized services

based on specific client and event needs. Due to busy schedules and considerable obligations, many corporations and individuals planning events are outsourcing their events to professionals with up-to-date skills and resources to provide professional planning and creative services for their events.

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Fleming Knights

Scoop from the Hoop

Jovain Wilson, a driven and dedicated third year guard for the Fleming Knights, was named the 2009-2010 Ontario Colleges Athletic Association's Men's Basketball Player of the Year at the Belairdirect OCAA Basketball Championship banquet in London.



Jovain Wilson

Leading the Fleming team to a 15-5 record to finish fourth this last spring in the East Division, the Pickering, Ontario native also led the division in scoring with a 22.93 points per game average and finished second overall in league scoring. Not only known for his scoring prowess, Wilson is also a tenacious defender, leader, sportsman and his excellent all-around play earned him a spot as a First Team All-star. Jovain also garnered his first nod as an All-Canadian athlete. In April, Jovain flew to Calgary to attend the Canadian Colleges Athletic Association (CCAA) award ceremony where he was a finalist for the National Player of the Year award.

"His competitiveness has been second to none and his desire to improve himself and the people around him is evident from the turn around the Fleming Basketball program has made since his arrival," said head coach Bill Crowdis about his star player.

"He has set a standard for his teammates to strive for and has lead by example of what a true 'student'-athlete is. He maintains

excellent grades and has developed into a true leader both on and off of the court."

Update

Knights basketball coach, Bill Crowdis has decided to pursue a different direction in his career and is leaving Fleming. In his eight years of coaching, Bill has led the Fleming basketball program to become one of the leading teams in Canada. We wish Bill continued success in all his future endeavours.



Bill Crowdis

Bend it with Fleming

Behind every great team is a great coach. Fleming women's soccer coach John (Tony) Bombino was awarded Womens East/Central Coach of the Year award by the Ontario Colleges Athletic Association (OCAA). This is Bombino's first year as the team's head coach at Fleming. Under his leadership, the women's soccer team finished first in the East Division this year with a record of 9 wins, 1 loss and 2 ties. John's dedication to his athletes' success in the classroom, as well as in the community, ensures his team enjoys a well rounded educational experience in both successful academics and excellence in athletics.



Soccer coach of the year
John Bambino

Connecting a Community

The strength of community is the power behind our communications at Nexicom.

Our ongoing partnership with Fleming College goes far beyond awarding an annual bursary to a deserving student. In fact, over a quarter of Nexicom's staff earned their diploma at Fleming and are now pursuing exceptional opportunities with us. From a great college to a challenging career to a stronger community, Nexicom celebrates the continuing success of collaboration.



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News from the Hogline

The Fleming women's curling team was recognized at the Peterborough Civic Awards ceremony on June 1st, 2010 for their excellent athletic achievements over the past four years. The annual ceremony recognizes individuals and groups who make

significant impact to the betterment of our community. The women's curling team held the provincial championship title for three years, (2007, 2008 and 2009) and earned the bronze medal in the 2010 bonspiel.



Women's Soccer Champions

All photos printed with permission of the Ontario Colleges Athletic Association, except as noted.



Members of the Fleming College women's curling team accepting a Civic award at the June 1st ceremony held at the Peterborough Sport and Wellness Centre. Pictured: L-R His Worship Paul Ayotte, Mayor, Dave Farnell (coach), Amanda Prosser, Robyn Finner, Lindsay Graham Photo: Julie Gagne, www.gagnephoto.com 705-750-4567

Meet the 2010 Alumni of Distinction Recipient –

Steve Christie

Each year the Fleming College Alumni Association selects an outstanding alumnus to honour at our convocation ceremonies. The honour is given to an alumnus who will inspire the graduating class, has achieved great career success and has maintained a connection with the College. This year we were thrilled to announce the 2010 Alumni of Distinction Award would be presented to Steve Christie during the School of Business, Computing and Hospitality convocation ceremony on Wednesday June 9, 2010.

Steve is a graduate of the Business Administration – Marketing, class of 1985. He has been working in the food service industry for 25 years. He began his career at Maple Leaf Foods, receiving the Top Sales Awards for five years, and has spent the last 13 years as an integral part of the management team for Sysco Food Services holding various positions both at head office in Mississauga and at district locations. Steve currently works out of the Peterborough operation of Sysco Food Services of Central Ontario and holds the position of Vice President of Merchandising. For the past three consecutive years, Steve has been awarded the Sysco Canada Award for Merchandising Excellence.

Steve has always been the type of man who learns by hands-on activities. The practical nature of Fleming's business

programs provided an excellent fit for Steve's learning style and promised a clear path to his long-term business goals. As many students experience, his first year away from home was a struggle; trying to balance academics, social and extra-curricular activities proved challenging, but by second year he was a more serious and focused student, achieving honours by the time of graduation.

Steve's education, "woke him up to life," and opened his eyes to responsibility. Stephen credits his career success with the values and vision he learned and carried with him from his time at Fleming College – respect, integrity, family and friends. These are key ingredients in his leadership style and he continues to build on these characteristics in all of his working relationships. These same values are echoed in Fleming's core promise as well as the newly developed five year strategic plan.

Steve looks back at his time as a young alumnus, "the first 10 years after graduation is just a blur," Steve says, "New job, marriage, family, house, lots of life learning. The next 10 years are what I would call settling in to life."

Connecting back to his time at the College was important for Steve, "In the past 5 years, I really started to think a lot about how much fun the college days were, the many friends I met and most importantly



Steve Christie - Marketing, Class of 1985

the life lessons I learned. I had lost touch with many of my friends and wondered what they were doing now. My two sons introduced me to Facebook about a year ago. At first I was hesitant but found it to be a great tool to find old friends. In looking at the year book for 1985 it really brings back some good memories."

Steve connected with former classmate, Blaine Kitchen and the two quickly renewed their friendship. Now the two have taken on the monumental task of co-chairing the class of 1985's 25th anniversary reunion this fall. This time, Steve does not want to lose touch! "I think that is what being an alumnus is all about. Remembering the past, networking for today, and staying in touch forever."

See page 7 for more details about the upcoming reunion planned for fall 2010.

For these Fleming Alumni...

Business is 'All in the Family'

Family businesses in Canada have a 1.3 trillion dollar impact on our economy each year. Accounting for 60% of our gross domestic product and employing approximately 35% of our workforce, they are present in every industry. For many, Fleming College is the training ground where the necessary skills are developed to help them succeed in carrying on the family tradition and contributing to the overall culture and economic health of our communities.

Four alumni, Kathy Perry (Business Administration - Marketing, '84) and her brother Terry Harris (Electro-Mechanical Engineering - Robotics, '80), of Harco Enterprises Ltd, Stephen Elmhirst (Chef Training - Advanced, '08), of Elmhirst's Resort and Drew Merrett (Business Administration - Marketing, '88) of Merrett Home Hardware shared their stories of what it is like to grow up with and eventually work in the family business.

Kathy Perry and Terry Harris can't remember a time when HARCO Enterprises wasn't a part of their family. Their parents Ray and Joan Harris began the injection moulding manufacturing company, when Kathy was only 2 years old. The business was built, literally from the ground up, starting in the basement of their family home. The business has since grown into a 22 employee operation boasting a 16,000 square foot machine shop. HARCO provides sanitary processing equipment for the pharmaceutical, food, dairy and beverage processing industries. HARCO also has a plastics division which creates a full line of custom and standard plastic items, fulfilling the needs of the promotional products industry.

As youth, Terry and Kathy both worked for their parents, sweeping floors by age eight and eventually spending their summers as teenagers working full time in the machine shop. As they got older however their father did not insist that they plan for a career at HARCO. "His philosophy was that it was important to get out of the family business and get other experience, see how other operations worked and then make a decision," explains Terry. He spent his summers through college working at General Motors. Kathy first enrolled in Fashion Merchandising and then enrolled in the Marketing diploma program. Kathy relocated for a short time with her husband to pursue other interests... both did eventually return, working their way up through the ranks of



Stephen Elmhirst of Elmhirst's Resort

the family company. Kathy is now the Vice President of Marketing and Finance and Terry is the Corporate Vice President.

Drew Merrett had a similar experience; Home Hardware was always a part of his family. Originally, their father owned a Home Hardware in Toronto. When Drew and his brother were quite young their father purchased the Simcoe Street Home Hardware so the family moved from the 'big city' and relocated to the Kawarthas. Drew also swept floors and spent weekends and summers stocking shelves and serving customers. After graduating from Fleming, Drew's original plans were not to return to the family business. Drew worked for a while in construction and then in advertising at a local newspaper. During this time, one of his duties included overseeing the classified ads. While confirming the want ads one particular day Drew came across an ad for a manager at his father's store. Drew prepared his resume and applied. He was interviewed by another manager and was eventually hired from a pool including several other candidates. With his father now retired, Drew is the sole proprietor of the business.

Stephen Elmhirst's experience was a little bit different; the expectation to pitch in, even from a young age was clear for him and his brother Greg. For Stephen's family there was no separation between business and family life. "We lived at the Resort; our grandparents lived at the Resort. We could be eating dinner and the service bell would ring and we would stop eating to take care of a guest. It's just the way it was in the early days." Stephen and his brother also got to meet children from all over the world. Each week new vacationers would come to the Resort, "sometimes we'd rope them into helping with our chores", Stephen laughs.

After high school Stephen chose a very different career path. He worked for several years as a jail guard at Warkworth Institution and then moved on to become an Air Traffic Controller in Toronto. Both very high stress careers, they taught Stephen how to handle intense pressure and to be quick thinking in an emergency. These skills would serve him well when he decided to leave the Toronto "rat race" and return home. Wanting to contribute to the family business and give his children the same opportunities he had growing up, he looked for a fit in the Resort. In need of more help in the restaurant, Stephen decided that becoming a chef would not only help out the family business, but would allow him to pursue his interests in culinary arts. With



Kathy Perry and her brother Terry Harris of Harco Enterprises Ltd

an inherent understanding of pressure, he was already halfway there! Taking advice from former Elmhirst Chef and Fleming College faculty member, David Hawey, Stephen completed his chef training. He has since completed his "Red Seal" certification and creates delicious offerings for the guests at Elmhirst.

Working in a family business is a unique experience for everyone, but there are always common threads. "Business is always on the agenda at family gatherings. It's normal to us, we've never known anything different," says Kathy. "Your commitment is different", says Terry. "You're not just working for yourself but for a greater purpose; for the benefit of your entire family."

Drew agrees, "Your dedication is much greater, it's not just your job, it's your family's future." Tight knit families and a sense of mutual respect and understanding are definitely bonuses to a family business. "You have to believe in everyone else's job, and they have to believe in yours," says Stephen, "you always have to be a team player."

For all the pros, there are occasional cons. "It's difficult to separate business and pleasure sometimes," states Terry. "We try, but it doesn't always work." Being the second generation can be tough. "To your parents, you're still a child. And as you get older, you want more responsibility," says Drew, "it can be difficult to prove that you are ready." Stephen agrees, "as a family member you are not always measured by the same yardstick as your co-workers. That's where working outside the business for a while



Drew Merrett of Merrett Home Hardware

Photo by Lance Anderson/Peterborough This Week

helps you to develop your skill sets".

So what about the next generation of these families? Will their children carry on the family tradition? Many of the next generation perform similar work to what their parents did as teens in a family business, but others choose to keep their own children at arms length from the business. All agree that there will not be pressure for their children to make a career at the family business if they don't want to. "We were encouraged to pursue our own dreams and I think our kids deserve that," says Kathy.

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2001 Charles E. Pascal Excellence in Teaching Award winner

Gini Sutherland

Gini Sutherland has devoted almost 20 years to teaching Human Resources Management (HRM) courses in the School of Business, Computing & Hospitality at Fleming College. "Watching learners grow and develop, witnessing the evolution of their self-confidence, and sharing their excitement as they master new knowledge, skills and abilities is what I love most about my job. I am honoured every day to be permitted to have a role in students' career achievements. Life is too short to be doing something to which you are not 100% committed."

Highlights of Gini's career include being awarded Fleming's highest educational honour, the Charles E. Pascal Award for Excellence in Teaching, in June 2001. In January of this year, Gini was recognized with the Human Resources Professionals Association's (HRPA) Honourary Life Award, acknowledging her commitment and outstanding contributions to the provincial association and the HR profession.

Gini's role with the HRPA's Educational Standards Committee requires working with the other members to evaluate course outlines for Ontario Colleges and Universities to determine whether those courses will provide students with the required learning outcomes to write the National Knowledge Exam (NKE). The course outlines of approved courses are also perused bi-annually to determine if they qualify for re-approval status. The committee, which Gini has chaired since 1986, also examines individual member applications for such status for courses taken in another province or country. Successful completion of the NKE is a key step in working towards attainment of the Certified Human Resources Professional (CHRP) designation. Whether enrolled in the three-year Business Administration - Human Resources Management (HRM) Diploma, the one year Post-Diploma/Degree HRM Certificate, or the Continuing Education nine-course HRM Certificate Program, Fleming students have the opportunity to complete the required courses to write the NKE.

Gini stays connected with many graduates after they complete

their studies at Fleming. Patricia (Pat) Cole is an example of how maintaining links with previous students can motivate current ones.

"Pat is an alumnae of the class of 1992, who now holds a senior management position in an international company. In June of this year, Pat, who is currently the President of the Peterborough Chapter of HRPA, attended the School of Business, Computing & Hospitality Awards Ceremony to present the Chapter Awards to the top graduates of the HRM Certificate and Diploma Programs. Gini was a co-recipient of the top Diploma Program Award in her graduating year which made her role as this year's presenter especially meaningful.

Making ongoing connections, on a personal and professional level, is one of the things which has contributed to Gini's well deserved reputation of commitment to students and graduates. Gini attended the 2010 Trent Convocation Ceremony to support a past graduate as she received her Master of Arts Degree. Gini was wonderfully surprised at the ceremony to find out that three other Fleming HRM Diploma Program graduates were also participating in the ceremony, receiving their Bachelor of Business Administration Degrees. "Many students take advantage of the articulation agreements with various universities. Of the 23 graduates of the HRM Diploma Program this year, seven are planning to take advantage of one of agreements to further their educational goals and two have already commenced their degree studies."

The diploma program, for which Gini served as Program Coordinator from the spring of 1991 to June 30 of this year, draws students from all over the world. The 2008 and 2009 graduating classes both included an international student from Harare, Zimbabwe. "Announcing the name of each graduate as she or he crosses the stage to receive a Certificate or Diploma and collar has been a Coordinator responsibility that I have thoroughly enjoyed. As an educator, sharing in the pride of the graduates and participating in the excitement of their families as they collect their diplomas/certificates is the greatest reward for which I could ever ask."



2001: Faculty member Gini Sutherland receives the Charles E. Pascal Excellence in teaching award from Fleming College former Vice President Academic, Terry Dance-Bennink.

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Speaking from experience...

Between May 28 and June 11th, 2010 more than 2,000 students crossed the stage at our eight convocation ceremonies and became the newest members of the Fleming College Alumni Association. At each ceremony graduates were welcomed by alumni speakers in their field of study who each gave a personalized message of encouragement and advice that was well received by the graduates and their families. After accepting their diploma, they were also given a Fleming College Alumni pin to officially welcome them to the extended Alumni family! We are now over 58,000 strong!!

Thank you to our amazing speakers who took the time to be a part of this exciting and life changing day for our students.

Stephen Lofkrantz, Practical Nursing,
2009 – Sutherland Campus

Sgt. John Lyons, Law and Security Administration – Customs Administration, 1984 – Sutherland Campus

Laurie Pickles, Massage Therapy,
2003 – Sutherland Campus

Jeff Pinkney, Business Administration – Marketing,
1983 – Sutherland Campus

Sebastien Renel, Sustainable Building Design,
2007 – Haliburton Campus

Peter Struwing, Electro-Mechanical Engineering Technology – Robotics, 1989 – Sutherland Campus

Julie Trueman, Natural Resources Law Enforcement,
2003 – Frost Campus

Katie Zatorski, Recreation and Leisure Services,
2005 – Sutherland Campus

Also thanks to Nicole Cooke from the Alumni Association who assisted in the receptions at Frost and the Law, Justice and Community Services convocation.

Congratulations to the Class of 2010 Valedictorians:

Daniel Hill,

Haliburton School of The Arts

Kevin Laarman,

School of Environmental and Natural Resource Sciences

Claire Suga,

School of Law, Justice and Community Services

Sean Kelly,

School of Law, Justice and Community Services

Denise Wilkins,

School of Business, Computing and Hospitality

Shannon Stackwood,

School of Education, Health and Wellness

Lindsay Graham,

School of Education, Health and Wellness

Welcome New Alumni

The word alumni is derived from the latin verb 'alere' which translates into, 'to nourish'. Your educational journey at Fleming College has provided you with the opportunity to foster your independence, expand your intellect and cultivate friendships which will last you your lifetime. You have nourished every aspect of your personal growth and have earned your new title of Alumni. Congratulations!

As you proudly crossed the stage to accept your diplomas and certificates you were also joining a family of 58,000 fellow alumni who understand the feeling of uncertainty (better known as, 'So, what do I do now?') which some of you may be feeling. Fleming College and your Alumni Association will continue to support you, ensuring you have access to the resources you need in order to confidently take the next steps towards reaching your professional goals.

Below is a listing of the various services you have access to through your Fleming College Alumni Association. For more information on any of these programs, visit our website at:

www.flemingcollege.com/alumni

Alumni Association Programs and Services

- **Access to College Services:** Alumni membership gives alumni access to library and computer services at the College as well as a Fleming College email account
- **Campus Work Link:** A multi-service online employment resource offering graduates access to jobs, resume posting, and career search skills
- **Career & Employment Assistance:** Access to job advertisements and listing while at school and following graduation
- **Discounts on Car, Home and Life Insurance:** through our affinity partners ING Novex and Canada Life
- **Fleming PERKS:** This program offers discounts for Fleming College Alumni at various local and national businesses, including Enterprise Rent-a-Car, Ontario Place, Hakim Optical, Boston Pizza Peterborough and CAA
- **Locator Service:** Helps alumni to find other alumni, through the College's website
- **MBNA Program:** The MBNA card is offered to current students and alumni. A small portion of all credit card purchases goes toward the Foundation to benefit Alumni programs and the College
- **Newsletters:** Our semi-annual alumni publication is Fleming Ties, mailed to all alumni (with updated addresses). Also available every other month is our e-newsletter
- **The Brick Select Rewards Program:** discounts on everything in Brick stores

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