

Humber dialogue

SPRING | SUMMER 2011

A PUBLICATION FOR ALUMNI & FRIENDS

Behind the voice

Rudy Blair's love of radio

Career advice

landing the ideal job

fashionicon

Jeanne Beker
struts her stuff

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president's message

JOHN DAVIES > President, Humber College Institute of Technology & Advanced Learning

At Humber, we are dedicated to providing an extraordinary educational experience to all who choose to study here. Beyond this commitment to our students, our dedication to enriching lives reaches far beyond our school walls.

One of the core elements of Humber's mission is to support our local communities through outreach activities and we pride ourselves on being a community leader.

Together, our academic schools and our Community Outreach and Workforce Development team are a driving force behind our community involvement. We create initiatives and partnerships that facilitate pathways for individuals to pursue postsecondary education and/or find gainful employment. Individuals accessing these programs include at-risk youth, newcomers to Canada and job seekers.

One of the many projects in which Humber is involved is helping those in our community find work. As you will read on page seven, through our Community Employment Services, job seekers have the opportunity to access job search resources and meet with employment advisors to help them find the career best suited to them.

The efforts of our staff serving the community is just one way the Humber family reaches out to create a better world. Many of our students and graduates are also involved in community endeavours. In this issue we've profiled Erika van der Grinten, a student in the Child and Youth Worker program. Erika received an award for her creation of a resource for teens on the subject of bullying. We've also highlighted the work of graduate Leon Stewart who serves the community as a police officer and is involved with amateur sport and philanthropy. And we're proud that graduate and critically acclaimed broadcast journalist, George Stroumboulopoulos, has been named the Canadian Ambassador Against Hunger for the United Nations World Food Programme.

One of the most important contributions in developing our students and future community leaders is made by our generous supporters. Establishing a scholarship is one of the most impactful ways to make a difference in the life of a student. Heinz Fuhrmann and his wife, Chris, did just that in order to help students facing financial challenges pursue their education. Their inspiring story is on page 14.

Our staff, students, graduates and donors are all making a significant difference in the lives of others. I encourage you to apply what you've learned at Humber to enhance the community around you.



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humber's vision

Excellence in polytechnic education

mission

Humber develops broadly educated, highly skilled and adaptable citizens who significantly contribute to the educational, economic and social development of their communities. We accomplish this by:

- preparing learners for careers through a comprehensive choice of educational credentials in a broad range of programming
- developing informed and engaged citizens through an applied and liberal education
- enabling organizations to enhance their effectiveness through customized training and lifelong learning opportunities
- supporting our local communities through outreach activities

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Humber was the only postsecondary institution from Canada invited to participate in the Ferrari international competition



Students' designs for the Ferrari competition

designing the future

Students in the Bachelor of Applied Technology – Industrial Design program took full advantage of a unique opportunity to show off their skills and talents in Ferrari's invitation-only World Design Contest. Humber was one of 52 postsecondary institutions worldwide – and the only one from Canada – that the high-end Italian automaker singled out to participate in the competition to “dream and design the Ferrari of the future”.

Eight Humber students who entered submissions were up against students from many of the world's top design programs – a number of them master's degrees – in Europe, Asia and the Americas. But the Humber students showed they were more than up to the challenge. “The quality of their work was outstanding,” says Bruce Thomson, faculty supervisor for the contest. “Their designs were excellent, both technically and creatively.”

While the Humber students did not win the competition, Thomson felt the endeavour was very worthwhile. “Being invited to this competition shows the reputation of our students and that our program is internationally recognized.”

Faculty achievements

Humber music faculty member, **Kirk MacDonald**, received his fourth Juno award nomination for The Kirk MacDonald Quartet album *Songbook Vol. 2*. The CD was recorded at the Humber studio and produced by **Steve Bellamy**, associate dean of the School of Creative & Performing Arts. MacDonald was previously awarded a Juno for his album *The Atlantic Sessions*, winning best Mainstream Jazz Album.

John MacLeod, professor in Humber's music program, and the Rex Hotel Orchestra was awarded a Juno in the Traditional Jazz category. The album, *Our First Set*, was co-produced and engineered by Humber's head of music production, **Ian Terry**. Over half of the orchestra are Humber faculty members.

Records, a book written by the dean of the School of Creative & Performing Arts, **Joe Kertes**, was shortlisted for the CBC Literary Awards in the Creative Nonfiction category. There were approximately 5,000 submissions in this category from across the country.

Ramesh Srinivasan has been accepted into the prestigious Master of Wine program at the Institute of Masters of Wine (London, UK). Upon completion, Srinivasan will join the ranks of only 300 holders of this credential throughout the world.

“We are a centre of excellence for the fashion industry.”



The business of fashion

Fashion is not only hot designs and cool looks: it's big business. In Toronto alone, more than 4,600 fashion retail stores employ nearly 25,000 people and generate annual sales of some \$2.6 billion. So it should come as no surprise that Humber's fashion management programs have grown

significantly in recent years and become the largest and most comprehensive fashion programs in Canada. And now with the recent opening of the Fashion Institute, the programs have a new academic home that's as attractive as it is practical.

The fashion-focused facility, located at the Lakeshore

Campus, includes a studio, computer lab, classroom, showcase spaces and a large storefront space. It's the ideal place for students to practise what they're learning about store planning, visual merchandising, trend forecasting, marketing and retail operations. "There's a need in the emerging field of fashion for graduates with fashion knowledge and business sense," says Alvina Cassiani, dean of The



virtual learning

The case study has been an important teaching tool for decades. Now, thanks to The Stilwell Project, a groundbreaking venture in Humber's School of Health Sciences, the case study has been transformed for the 21st century. Instead of relying on the static, printed page, students learn from those experiencing health-care crises in the dynamic online realm of a live-action virtual community.

The website features residents of the fictional community of Stilwell, Ontario, who have a host of common health and social challenges. Their medical incidents are filmed and unfold in parts. Portrayed by professional actors, they have families, social networks and employment histories. Their stories are interwoven with those of other Stilwell residents using a variety of media, including audio and video clips, newspaper articles, blogs and electronic health records.

The site is also rich with details about Stilwell itself. This puts the residents' challenges in a context that is as compelling as it is realistic. "This sort of storytelling bridges the theory-practice gap and is a powerful tool for engaging students in experiential learning," says



Business School. “Our students graduate with theory and applied skills that open many opportunities for them in a very competitive industry.”

The facility is also intended as a shared resource for the fashion industry. This includes related pursuits such as event planning, workshops and photography. And since trends transcend clothing, Cassiani believes related areas such as furniture

and architecture will also find the Fashion Institute a valuable resource. There have already been requests to book the venue to launch new product lines, while other clients have asked for workshops on a variety of industry-related topics.

These are trends Cassiani believes will last. “This is no ordinary facility,” she says. “We are a centre of excellence for the fashion industry.”

Sandra Devlin-Cop, professor of nursing in the School of Health Sciences and one of the driving forces behind the site.

Supported by a \$438,000 grant from the HealthForceOntario program of the Ontario Ministry of Health and Long-Term Care, the project was a massive undertaking. The School of Health Sciences partnered with Toronto’s Sunnybrook Health Sciences Centre, McMaster University in Hamilton and ORNGE to create and maintain the website. Other Humber programs also contributed including Pre-Service Firefighter Education, Paramedic, Theatre Performance, and Continuing Education.

The site is immensely flexible. It can be a springboard for classroom discussion or used for independent study. The scenarios tackle subjects ranging from medical emergencies such as heart attacks to ongoing concerns like diabetes, and from professional matters such as evidence-based practice to more sensitive issues such as end-of-life care. It also helps students develop competencies such as interprofessional collaboration, cultural awareness and managing safety risks. Says Devlin-Cop, “We have something here that really meets the educational needs of today’s students and speaks to the way they currently communicate.”

Fashion facts

- > programs in fashion include a Bachelor of Applied Business – Fashion Management, a Fashion Arts diploma and an upcoming Fashion Management postgraduate certificate
- > currently there are 160 students enrolled in the fashion management degree program and 450 in the diploma program
- > the fashion management degree program is one of the most popular degree programs offered by The Business School

English meets business

A pilot project involving Humber’s Business School and the English Language Centre is underway. As part of this pilot, international students are provided with an opportunity to blend their language learning with entry into one of Humber’s business diploma programs. Typically, students enrolled in the English for Academic Purposes (EAP) program are required to successfully complete the program before being admitted into a certificate, diploma, graduate certificate or degree program.

The Business – EAP program allows students to focus on academic English while concurrently registered in their first semester business courses. In essence, they are learning English in a business context and putting their skills into practice almost immediately.

From passion to action



Erika van der Grinten is clearly following her passion. While in high school, she volunteered to work with a child and youth worker at local schools. Inspired to find a calling helping others, she enrolled in Humber's Child and Youth Worker program.

Her first year got off to a great start when she learned that she'd won the Joshua Hunt Safety Award from SOS Children's Safety Magazine. Named in memory of an Edmonton youth who was a victim of teen violence and murdered in 2006, it is presented annually to the student who writes the best resource guide for preventing bullying in schools. The winner receives a \$5,000 scholarship and has their work published in the nationally distributed magazine.

Bullying is an issue of particular concern to the hard-working student. "There's a lot more of it going on than many realize," says van der Grinten. "If teens are having a problem, they don't necessarily want to tell an adult." So for her winning submission, she developed BroSis, a concept for a network of trained students to advise other teens how to thwart bullying. Looks like van der Grinten is taking her passion and putting it into action.

Journalism students take bite out of Big Apple



Humber journalism students have recently won two highly coveted Apple Awards from the College Media Advisors Convention, as well as 26 top prizes in the 2011 Columbia Scholastic Press Association (CSPA) in New York City.

The Apple Awards went to *Humber TV News* for Best TV Broadcast and *@Humber Radio News* for Best Radio Broadcast. The CSPA awards included eight first-place prizes for work by Humber students in online, magazine and video production, including Best Podcast, Best Multimedia Presentation, Best General Feature and Best Design for a magazine digital and online edition.

Humber students swept several CSPA categories, winning first, second and third prizes for magazine design, in-depth feature writing, and personal opinion. Overall, the students won eight first-place, eight second-place and 10 third-place prizes.



new spaces

in the

There's always something new and exciting

This past April, eight top-flight chefs from across Canada joined an even more exclusive club: they were the first to enrol in a new program leading to their profession's highest certification, Certified Master Chef (CMC).

Humber, which developed the content, standards and exams in partnership with the Canadian Culinary Federation, is the first and only Canadian college to offer CMC certification. Until recently, only the United States, Austria, Germany, Netherlands and Switzerland offered courses leading to the ultimate credential in the culinary arts.

Eligible chefs already have the "Certified Chef de Cuisine" certification for at least two years and have 10 years work experience. Because they have demanding jobs, they study theory online while spending a total of five weeks of the two-year program on the practical aspects at Humber. In addition to food and beverage, courses cover everything from kitchen design to health and safety issues to marketing and entrepreneurship. "Being such well-rounded professionals will really give them an edge," says Rudi Fischbacher, program co-ordinator of Culinary Programs.



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kitchen

brewing in the School of Hospitality, Recreation & Tourism.



When per capita beer consumption peaked in the 1980s, just a few large breweries dominated nationwide. Today, Canadians prefer quality over quantity and with over 350 beer brands available in Ontario alone, they have more choice than ever. Keeping pace with changes in the beverage industry, Humber recently introduced the Prud'homme Beer Certification program, one of only three worldwide (the others are in Germany and the United States).

Students learn about the history of brewing, different beer styles, proper storing and handling, how to market the total beer experience and more. "Like a sommelier does with wine, graduates will be able to recommend food and beer pairings," says professor Roger Mittag, who teaches the course. "The ultimate goal is for graduates working in the hospitality industry to use their expertise so that customers can enjoy an enhanced beer experience."

Humber in the community

Suggest to someone who's job hunting that Humber can help with their search and their reaction might be, "I want to work, not go back to school." But considering Humber's pride in being a good neighbour and its broad mission of workforce development, it makes sense that the school serves a constituency beyond its campus. One of many Humber Community Outreach and Workforce Development programs that help more than 10,000 people each year, Community Employment Services (CES) has helped area residents achieve their career goals since the late 1980s.

Today, Humber's CES has five locations in the GTA where 40 employees assist job seekers. Services are tailored to the individual who can use, for instance, CES's computers and job boards or get one-on-one assistance. Employment advisors can also provide advice on resumes or help individuals with their interview skills. The centres also work with employers to meet their human resource needs by connecting them to qualified candidates for their jobs. Funded by Employment Ontario, such services are free to CES job seekers and employers.

"We have very dedicated, well-trained staff who really care about their clients," says CES manager Elana Lewis. That was the experience of Nicole Archer, a laid off HR co-ordinator who'd had plenty of job interviews but no offers when Service Canada referred her to CES. "They were always so supportive," Archer says of her CES advisors. "When you're job hunting you get so discouraged, but they kept telling me, 'hang in there, you'll find the right job.'"

That's exactly what happened when Archer found a position with Toyota Canada. Says Archer, "I had such a positive experience. I recommend CES to everyone I know who's looking for work!"

For more information, visit jobs.humber.ca or call 1-877-944-5744.

On the runway with Jeanne Beker

THE SETTING A hotel room in London, England after a two-hour train ride from France. It's early March and Jeanne Beker has just come from Fashion Week in Paris. She is tired but regains her energy to talk about life, success and her love of fashion.

Blazing a trail

My early journey took a series of twists and turns. Among my adventures were spending a year in New York when I was young, going to Paris to learn mime and then travelling to Newfoundland to practise my craft. In 1985, after several years in radio and television, *FashionTelevision* was created. At the time there were no TV shows presenting fashion in an upbeat, popular, entertaining kind of way. There were no jobs as a fashion television reporter so I created one myself. This gave me the chance to combine my skills. First and foremost, I am a performer, so to combine performance with the vibrant, expressive medium of fashion was a dream come true.

Keeping current

I embrace every new opportunity to learn about what is happening in the fashion world. I keep my eyes and my mind wide open. I love to hear what people have to say about trends and design. My daughters also give me their perspectives on fashion, ideas that I may not have thought about.

Sustaining energy

I take care of myself, try not to take things too seriously and keep the pressures at bay. It's a difficult balance – wearing a suit of armour while remaining sensitive, but it's critical in my business and with my fast-paced life.

Finding time

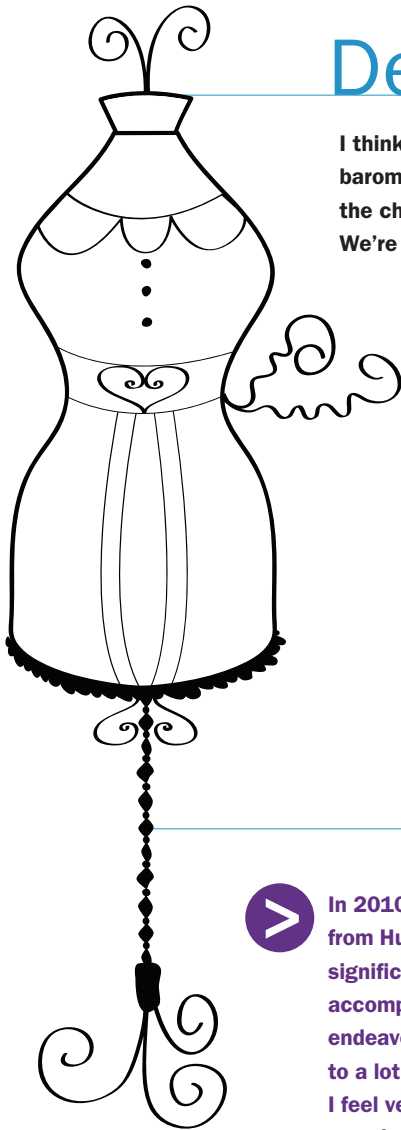
When it comes to being busy, I just don't think about it. The more I do, the more I can do. I'm a whirling dervish but I keep my feet on the ground, keep my passion alive and keep going.

The drive for success

I learned early from my father and mother who were Holocaust survivors. They taught me to be tenacious, not to be afraid to follow my dreams and work hard. They told me not to give up – never to give up.



Defining fashion



I think fashion is self expression. It's also a barometer of the times we live in. It used to be for the chosen few but now it's become democratized. We're all free to choose our own particular style.

Eras of style

In current fashion, there's a huge reference to the '60s, '70s and '80s. But so many eras were influential: the '40s were incredibly important and the '20s and '30s were very well-loved.

Her style/our style

My style is very eclectic. I can go from minimalist to way out there. But the great thing is that each of us is different. I believe that any woman of any age and size can look fantastic. That's the premise of my new womenswear clothing line, EDIT by Jeanne Beker. It's for real women who want to look good.

10 women's fashion trends for fall

- 1 wider pant legs
- 2 bigger sleeves
- 3 rounded shoulders
- 4 longer skirt lengths
- 5 rich colours like deep berry, mustard, green and royal blue
- 6 wide variety of coats
- 7 lots of texture and chunky knits
- 8 lace and velvet
- 9 abstract, graphic prints
- 10 fur trim

> In 2010, Jeanne Beker received an Honorary Degree from Humber College. The distinction celebrates significant contributions to society, notable professional accomplishments, leadership and humanitarian endeavours. Beker says of the accolade: "I've been privy to a lot of honours in my day but this really takes the cake. I feel very proud to receive this distinction from such a creative and distinguished institution of higher learning."



“People are what continue to inspire me. I meet all kinds of people who are engaging, positive and upbeat. They fuel my passion and keep me going.”



Jeanne Beker interviews Bonnie Brooks, president and CEO of The Bay, at Humber's inaugural ICONIC INTERVIEW event for Fashion Arts students

about Jeanne

WHO

- > one of the most iconic and influential women in the fashion industry both in Canada and around the world

WHAT

- > attended Humber College, York University and the Herbert Berghof Studio

worked as

- actress, mime
- radio host at 1050 CHUM
- co-star of CITY TV's *THE NEW MUSIC*
- editor-in-chief of FQ Magazine and SIR Magazine

currently

- host and segment producer of *FashionTelevision* which also airs on *FashionTelevisionChannel* – Canada's first and only 24-hour channel dedicated to fashion, beauty and design
- columnist for The Globe and Mail
- author of five books
- style correspondent for *Canada AM* and *Etalk*
- developer of new womenswear clothing line, EDIT by Jeanne Beker

AWARDS

- > Honorary Degree recipient from Humber College
- > Vantage Women's Originality Award
- > Variety Club Diamond Award
- > Crystal Jury Award from Women in Film and Television

Highlights

There have been so many highlights in my life. Carrying the Olympic torch was fabulous and allowed me to show my deep pride in Canada. Having lunch with Michelle Obama, developing my new clothing line, interviewing Valentino for his swan song and most certainly my work with *FashionTelevision*. But the greatest highlight of my life is my two daughters. They are passionate, grounded, and compassionate people who have followed their creative dreams.

Lending a hand

I lead a privileged life and believe that helping others is very important. Whenever I can, I do hosting and speaking engagements for various organizations. One of my favourite charities is Dress for Success, an organization providing women with clothing for job interviews and the workforce who might not otherwise have it. In fact, a portion of the sales of all jeans in my EDIT collection goes to Dress for Success. I'm also involved with the Parkinson Society Canada and I'm on the honorary board of Gilda's Club Greater Toronto.

What's up next

Travel is always on the roster, writing for The Globe and Mail, and, of course, doing my main gig on CTV.

The future

Once I wind up my career I'd like to spend time exploring new places and locales I love. I see myself in Paris, in the south of France skiing in the Alps and travelling to places like Newfoundland and Ireland. And I want to keep on writing – about my life and exploring fiction.

Advice

My advice to Humber graduates, and anyone really, is to dream, believe and be fearless. Fight for your dreams. Think outside the box, look on the horizon for every grain of opportunity and take the time to listen to your heart. It's not always easy but keep your nose to the grindstone, be original and discover what sets you apart.

The interview comes to a close and Jeanne takes a breath. She's soon flying back to Toronto and on to the next project. All in a day's work.

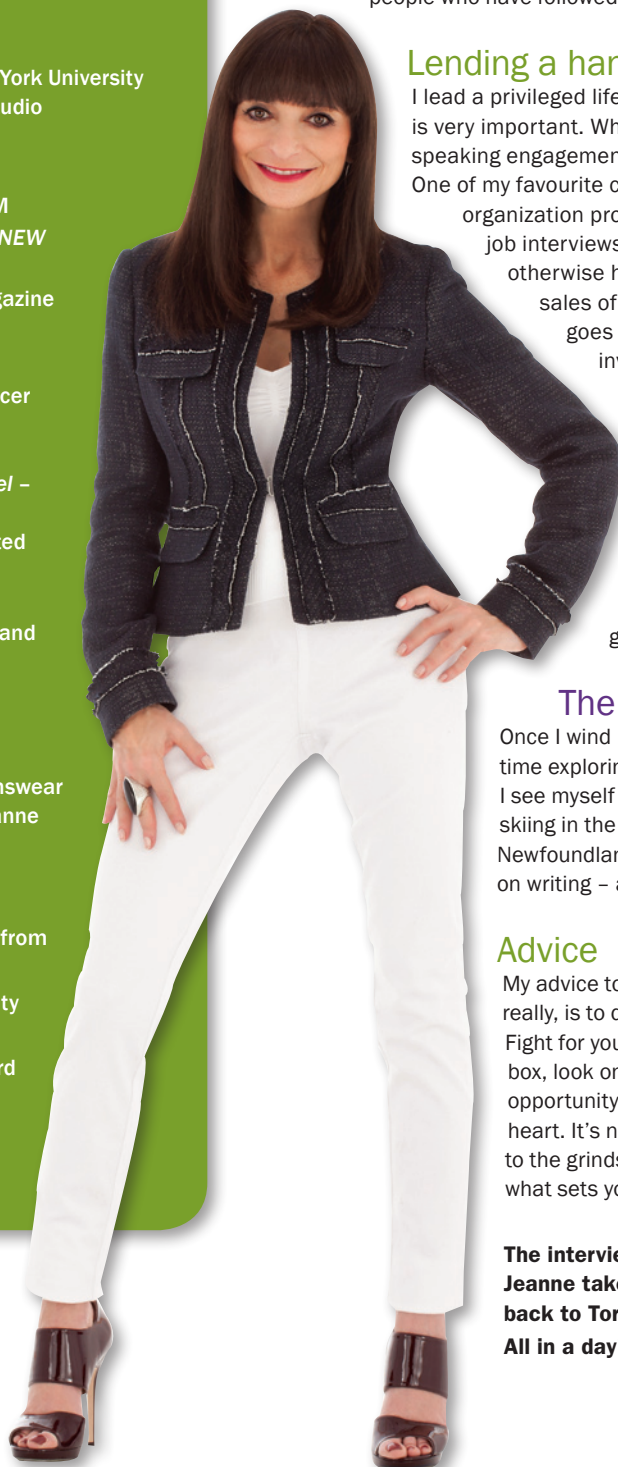


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DEGREES



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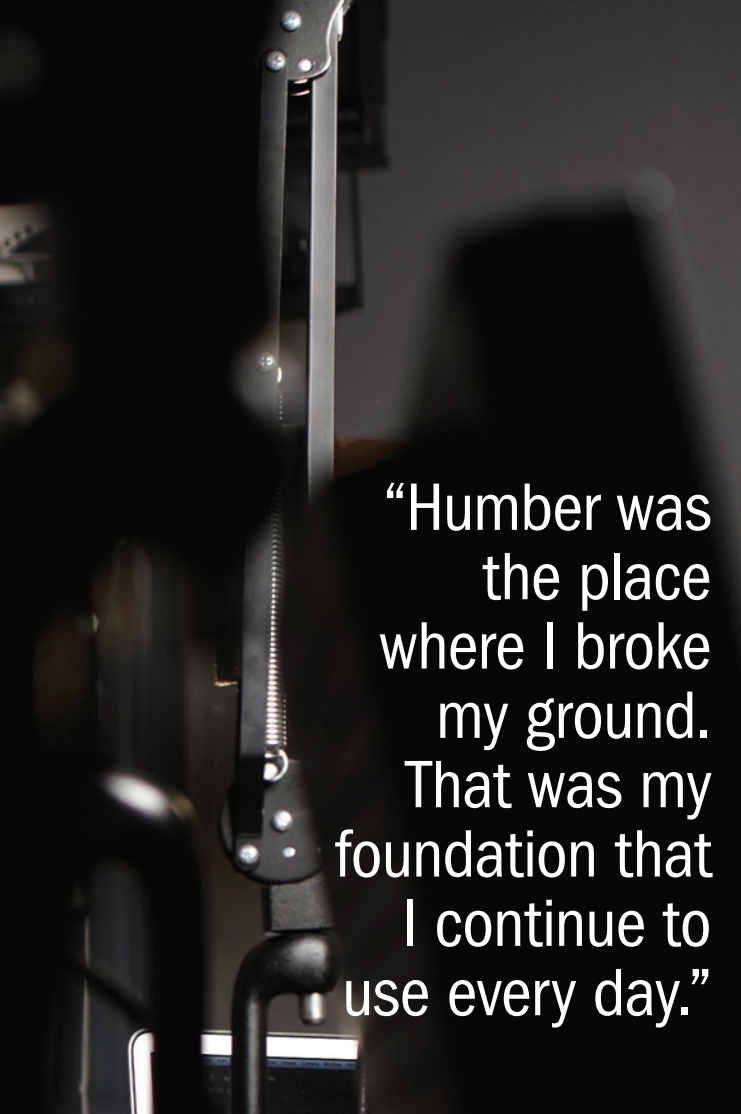
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sound of
Success



“Humber was
the place
where I broke
my ground.
That was my
foundation that
I continue to
use every day.”

KUDOS

a sampling of awards

- > nine Canadian Music Week awards for best news talk sports station
- > Edward R. Murrow Award for best use of sound for the feature *Rudy Blair – Media Idol*
- > Edward R. Murrow Award for audio feature *Canadian boybands*
- > Radio Television Digital News Association award for short feature *Boyband*
- > Edward R. Murrow Award for regional feature reporting for *Violence in Music*

STAR POWER

a sampling of celebrity interviews

- Black Eyed Peas
- Gordon Lightfoot
- Michael Bublé
- Lionel Ritchie
- Nelly Furtado
- Sting
- Norah Jones
- Shania Twain

Rudy Blair is constantly on the move.

Putting in ten to twelve hour days as the music/entertainment reporter and sound editor for 680News, he is an example of what determination and hard work can accomplish. If he's not interviewing Janet Jackson or Lady Gaga, he's hosting a charity event or judging a music competition - doing what he loves to do most: immersing himself in the world of sound and music.

Blair's introduction to the entertainment world began at a young age helping his older brother deejay and listening to his father's large record collection. While in high school, and working part time as a cleaner, he discovered a recording studio in the basement of the building and, curious, he started spending time there. He learned about recording from discarded books as well as the tricks of the trade gained from the studio staff who gave him the opportunity to operate sound for some commercials. The rest is history.

With his dream firmly established, Blair enrolled in Humber's Radio Broadcasting program. "I was at my most creative when I attended Humber," Blair says. "That spark was lit by the teachers who pushed me and encouraged me to do better and more." During that time, he worked midnight until 8 a.m. at a news station and attended classes which were then taught on weekends.

Upon graduation in 1985, Blair worked at a variety of radio stations including EZ Rock, THE FAN 590 and CFTR. The dream job arrived in 1996 when he landed his current position of music/entertainment reporter and sound editor for 680News, his voice currently reaching six million listeners daily across Canada.

His objectives were and remain clear: to interview the biggest and best celebrities, create interesting story angles, keep ahead of other entertainment media and stay up to date with the ever-evolving radio business. "You've got to be able to change at the drop of a hat," says Blair. "The radio industry is so different than it was years ago. I used to work with reel tape, cutting and splicing. Now, the time it takes to edit a segment is drastically reduced as all the work is done digitally." Blair says it's a challenge to keep up in this world of immediate information. "You have one eye on websites, the other on current shows and you rely on your engineers to help keep you current on the latest technology."

In between his busy schedule, Blair makes time to share his professional experiences with Humber broadcasting students. To this day, Blair says that he still gets a rush when he sees the classrooms where he used to study. "Those were the places where I broke my ground. That was my foundation that I continue to use every day."

Blair tells the information-age students that there's still an important place for radio. "People need to be informed and appreciate a friendly voice," says Blair. "Radio touches a person's imagination."

A lasting legacy

“Heinz always felt that anyone who had the intelligence and the desire to go to school should be able to go.”

Chris Kujus-Fuhrmann



Heinz Fuhrmann arrived in Toronto in 1951 with \$10 in his pocket and the dream of making something of himself in his new country. Born in Frankfurt, Germany, Fuhrmann

was among the first wave of Germans who immigrated after the Second World War, and he saw Canada as a land of opportunity. With a high school diploma and virtually penniless, he decided to get his auto mechanic's license. Over the next 45 years, Fuhrmann built a business that eventually included his own very successful auto body shop and a fleet of six buses that he leased to various companies to host tour groups or shuttle people around the city. Through hard work and ingenuity, Fuhrmann had exceeded even his own dreams.

When he sold his shop and retired in 1997, he was looking for a way to share his good fortune, and he and his wife decided a scholarship in his name was the ideal way to do that. “My husband was a great believer in education,” says his wife, Chris Kujus-Fuhrmann. “After the war, none of us in Germany could go to university – we had to go

to work and do something to support ourselves. So Heinz always felt that anyone who had the intelligence and the desire to go to school should be able to go.”

Unfortunately, Fuhrmann was in ill health, and passed away in 2002 before he had a chance to establish a scholarship. His wife picked up where they had left off and contacted his colleagues, who thought Humber College would be the perfect fit. The Heinz Fuhrmann Memorial Scholarship was established in 2007 and is awarded to Industrial Design students who are specializing in automotive design. Applicants must also demonstrate financial need and have exceptional grades.

Marc Andre Cardinal was the recent scholarship winner. “In my first two years of school I had to work part time, which was hugely stressful,” he says. “The scholarship helped me with rent and also covered the cost of materials for our projects. I didn't have to take on an outside job in my last couple of years, so I could focus on school.” That focus has paid off; the 21-year-old, who graduates this spring, has landed a job at Jatco, a plastics design and manufacturing company in San Francisco, where he'll be heading up the design team.

Chris Kujus-Fuhrmann knows her husband would be very proud. “It was part of his upbringing to give back to the community, especially to young people who have the drive and desire that he had,” she says. “He was very inventive and wanted to support students who share this attribute.”



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“I received a scholarship and it made all the difference.”

Ebenezer Tiku
Nursing student and scholarship recipient

Laila Biali

Music program, 2002

As a teenager, Laila Biali considered studying science at university. Fortunately for music lovers, Humber offered her a full scholarship after a Humber faculty member saw her play piano at a high school festival. Since graduating from Humber's world-renowned Music program in 2002, the singer/composer/pianist has become one of Canada's most acclaimed young musicians.

Biali's most recent honour was a nomination for Vocal Jazz Album of the Year at the 2011 Juno Awards for her fourth album, *Tracing Light*. Released last October, it combines elements of pop and rock with classical jazz. "It's my first Juno nomination and it's a privilege to be included in such a strong field," says Biali.

In 2008, a Canada Council for the Arts study grant took her to New York City. Today, Biali divides her time between New York and Toronto while pursuing a multi-faceted career. In Canada, she performs with her jazz trio, while in the United States, she's an in-demand talent who's toured with such pop and jazz greats as Sting, Suzanne Vega and Paula Cole.

BIGideas

Paul Crowe is what you might call an overachiever. Shortly after graduating in 2004 from Humber's Business Administration program, he landed a job at Publicis, one of Canada's biggest ad agencies, where he proceeded to earn four promotions in five years. After that came a stint as director of digital strategy at Extreme Group, a smaller, boutique agency known for taking creative chances. He is now a partner at bnotions, a technology

agency that does everything from Facebook applications to building android applications.

When Crowe isn't building phone apps or meeting with clients, he spends his time writing his advertising blog or lending his expertise to Humber's Business Administration advisory committee. And he tackles his extracurricular pursuits with the same tenacity he brings to his work. Case in point: in 2009 he and a friend applied for the licence to host TEDxToronto, a local version of the famed TED conference. Held once a year in California, TED showcases the world's leading scientists and thinkers – past speakers have included Bill Clinton, Jane Goodall and Bono – who are each allowed a maximum of 18 minutes to share their ideas with a rapt audience.

Crowe and his friend secured the Toronto licence, assembled a team, and personally selected all the speakers. TEDxToronto was a sellout event. It was webcast to more than 20 countries, where it was watched by more than 26,000 people. Crowe was 28 years old at the time.

A true maverick, who believes that "security is found in risk", Crowe credits his time at Humber with helping him to make the connections necessary for him to pursue his dreams; he is working today with people he met back in his first year at school. "The education you get in school is important, but the network you create while you're there is just as important," he says. "I approached my time at Humber in a very active way, and it set me up for success."

PHOTO: NAEEM LAKHANI



"Security is found in risk."

Onstage

Cara Ricketts is returning to the Stratford Shakespeare Festival for her third – and possibly most demanding – season yet. In addition to playing Maria in *Twelfth Night*, she is tackling the challenging lead role of Ruth, the only female character in Harold Pinter's *The Homecoming*.

Ricketts, who graduated from Humber's Theatre Performance program in 2005, first won over audiences and critics alike in more modern fare. But after performing Shakespeare in Toronto's Dream in High Park, she decided to audition for Stratford.

Studying at Humber prepared her well for life post-graduation. As well as learning the mechanics of acting, she says, students learn about the profession itself. "The faculty is really good at bringing in key people who are in the business," she says. "Actors, directors, agents and others all shared information that was really useful." Ricketts, in fact, later worked with some of the same people at Stratford.



Helping build safer communities



After a couple of years working a desk job, **Leon Stewart** knew he wanted a career that would be both mentally stimulating and physically challenging. Policing, he realized, would also meet another of his criteria – giving back to the community – so he enrolled in Humber's Police Foundations program. "I felt it would give me an edge in a very competitive job market," says Stewart.

That proactive approach has served him well. Stewart was an exceptional student and upon graduation in 2007, he was hired by Peel Regional Police, the second largest municipal police service in Ontario. He was recently selected for temporary placement with its Criminal Investigation Bureau, a coup for someone with just 3 ½ years on the force.

Additionally, Stewart, 28, is a member of the Peel Police Basketball team. The team plays local high schools in games that provide positive interactions between students and officers while raising money for charity. He also boxes with the Canadian Emergency Services Boxing Association, which also combines amateur sport and philanthropy. Both organizations have donated thousands of dollars to worthy causes. Stewart serves the community both on and off the job. Now that he's left his former desk job, there's no saying how far he'll go.



PHOTO COURTESY OF CBC

George Stroumbouloupoulos

NAMED CANADIAN AMBASSADOR AGAINST HUNGER

George Stroumbouloupoulos has been named the Canadian Ambassador Against Hunger for the United Nations World Food Programme (WFP). Humber graduate and critically acclaimed broadcast veteran, Stroumbouloupoulos is the first Canadian to take on this post. "Access to food isn't a privilege, it's a right," said Stroumbouloupoulos. "I am excited to be an advocate in the fight to end hunger."

A MESSAGE

from the alumni relations team

Over the past few years, our team has been busy revitalizing Humber's alumni relations program with a focus on reconnecting with you. We've been talking to a number of graduates, hearing how important their Humber experience was and how they still carry much of that with them today. These conversations are helping us to find out about their past Humber experiences, what they would like to access from Humber now, and how they want to be part of Humber today. We've also discovered that many alumni are already involved with us — on our advisory committees, as guest speakers, as faculty, and as supporters of our students through awards and scholarships.

We're keen to hear your ideas and your successes, and we invite you to become part of our growing network of alumni.

Drop us a line at alumni@humber.ca. Let's reconnect.



David Cadiz (Film and Television Production, 2010) was the recipient of the Toronto Film Critics Association's 2010 Deluxe Student Film Award for his short film *Adventures of Owen*. The film was featured at the 2011 Sprockets Film Festival. Cadiz, an accomplished animator, is currently freelancing as a visual effects artist and is also writing and developing more short films.



Paula Davidson (Funeral Services Education, 1998) has recently been elected to the Funeral Services Board of Ontario. The board, a branch of the provincial government, is the regulatory body of funeral practitioners in Ontario.

Davidson has also been a faculty member at Humber College.

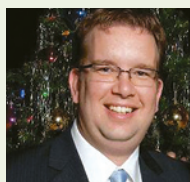


Julie Francis (International Development, 2005) has recently accepted a position as a donor engagement officer with Médecins Sans Frontières (Doctors Without Borders). Her past positions include

fundraising for Nature Conservancy of Canada and the Canadian Red Cross. Francis' experience also includes a development internship in Zimbabwe.



Jeremy John (Radio Broadcasting, 1998) has recently become the co-host of *Breakfast Television* in Winnipeg. Past career highlights include being a traffic reporter at 680News, sports host at SUN TV and morning show host at 'A' London.



Shawn Lowes (Public Administration, 2003) along with a group of colleagues has recently won a Ministry of Revenue award for work in promoting employee engagement and the value of peer recognition. Other accolades include

a Ministry-wide award for work in the development of the government's Long-Term Affordable Housing Strategy. Since graduating, Lowes has held a number of progressive positions throughout the Ontario government.

Tell us of your recent professional accomplishments by contacting us at alumni@humber.ca.

A historic season

For volleyball player Landis Doyle, a stellar five-year varsity career added up in winning form: being named the Canadian Colleges Athletic Association (CCAA) Player of the Year. She is the first Humber volleyball athlete to win the award and the first female athlete to be so honoured. En route, Doyle enjoyed numerous individual and team successes. Among them:

- leading the Hawks to four consecutive Ontario Colleges Athletic Association (OCAA) titles
- setting two OCAA records – all-time individual points and service aces
- being named CCAA All Canadian and OCAA player of the year – twice each
- becoming the first Ontario athlete to be named the CCAA athlete of the year for all sports

Jerseys retired

Doyle was one of three cornerstone athletes whose team jersey was retired at a special ceremony this past February. The other two: soccer players Joanna Alexopoulos and Andrew DaSilva, who racked up similarly outstanding personal and team successes on their respective squads. The three jerseys will hang in the gym to inspire future Hawks.

Ranked No. 1 in Ontario

That's how the men's and women's badminton teams wrapped up their regular seasons before going on to dominate the OCAA Championship this past February. Every Humber participant won a medal – including Lam Trinh, named Coach of the Year.

After handily winning the women's singles title, freshman sensation Tracy Wong was named OCAA Female Badminton Player of the Year. At the national championships two weeks later, Wong won the CCAA women's singles bronze medal.

Two Humber alumni also received special honours. Former basketball and soccer star, Filomena Aprile, and volleyball player, Jennifer Edgar (Mackenzie), were inducted into the OCAA Hall of Fame. Aprile is now the assistant coach of Humber's women's outdoor and indoor soccer team. Edgar is currently the assistant coach with the Lakehead University women's volleyball team.



Humber's varsity teams soared to great heights this past season. The numbers paint a dazzling picture.





> KELLY McDOUGALD

secrets to success

“Spending the time up front to create a defined work plan can save you time in the long run and will set you up for ultimate success.”

Planning your job search

Looking for a new job or career move can be a daunting task. The urge to do something quickly is very strong but it could work against you. Many job seekers jump to pushing their resumé out into the market before they’ve done their homework. Like most complex activities, spending the time up front to create a defined work plan can save you time in the long run and will set you up for ultimate success.

1 Analyze yourself What’s important to you and when are you at your best? If you’re going to find your dream job you must first spend some time really understanding yourself and what truly motivates you. Remember the times that you felt most invigorated in your work or studies. Consider what activities and outcomes have given you the greatest gratification. Solicit feedback from others on what you do well and the environments that have allowed you to be at the top of your game. Spend some time defining those few things that are the absolute “must haves” in your next role.

2 Develop your value proposition Ultimately a job search is a sales process and you are the product. It’s important to be able to clearly articulate what you do well and what’s truly unique about you. Is it the depth of your past experiences, your academic credentials, your people skills or your passion? What is really going to differentiate you from others? Whether it’s at a party, on your LinkedIn profile or in an interview, you must be prepared to very clearly and succinctly state your unique brand.

3 Define your target market You’ve done your homework to understand what you’re selling; now you need to determine who’s buying what you have to offer. Research what organizations need your skills, personality and experience. Determine what industries and companies interest you and can

provide you the environment in which you’re going to excel. Are you prepared to relocate to get your ideal role? Create a target list of companies with names and locations.

4 Network, network, network Less than 10 per cent of positions filled from outside an organization go through recruiters. Your network is your best source of insight. Before meeting with people, know what you want to accomplish and be specific in your ask. Is it knowledge about a particular company, an introduction to someone else, feedback on your approach? Whatever it is, know why you’re meeting with someone and what you need to accomplish to move your job search forward. Everyone in your network is willing to help. It’s your job to help them know how they can help.

5 Be confident! You’re well prepared. You know your unique value and you know who can use your skills. Now it’s time to reach out to potential employers. In the meeting be sure to demonstrate immediately why you want the role and where you think you can add value. Don’t wait to be asked. If you can demonstrate that you are already envisioning yourself in the role and you understand what it will take to be successful, then you have set the rest of the interview in a positive direction. Your confidence will be contagious and, in the end, it’s all about the employer having confidence in your ability to do the job.

Kelly McDougald is the managing director for the career solutions practice in Canada at Knightsbridge Human Capital Solutions.



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