

# Benchmark

FALL 2014

HOLLAND COLLEGE FOUNDATION MAGAZINE



*Holland College Foundation*

In this issue:

**A royal experience**

6<sup>th</sup> annual Distinguished  
Alumni Awards

What's cooking at The CIC?

**Report to our donors**

Looking back:  
School of Visual Arts

## FALL 2014

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RETURN UNDELIVERABLE CANADIAN  
 ADDRESSES TO:

Holland College Foundation  
 140 Weymouth Street, Charlottetown, PE C1A 4Z1

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### **Sustainability** (n): the capacity to endure.

There is a constant preoccupation with sustainability today. Environmental sustainability, social sustainability, economic sustainability – we are called to consider sustainability in our workplace and in our homes, in the choices we make personally, and in the practices we employ professionally.

Sustainability is always at the forefront of Holland College's thinking. We have a College-wide commitment to adopt greener practices throughout our campuses. In fact, our Centre for Applied Science and Technology is one of just a few buildings in North America to earn the highest possible certification rating within the Green Globes environmental standard, distinguishing it as a model for environmental stewardship.

Social sustainability is exemplified through diversity, equality, and inclusion throughout our campuses. In addition to balance in gender and age, our full-time international student enrolment is growing, and the number of newcomers attending English as an additional language programs at our College continues to be strong. We are both proud of and enriched by our diversity.

Fiscal sustainability has been a primary focus for colleges and universities this past year. With governments facing economic challenges in many parts of the country, funding available to support post-secondary institutions has been declining over the past four years. In response, our College has been working diligently to find operational efficiencies while expanding our horizons to generate new revenue sources.

While the economic landscape has certainly changed in recent years, so too has the importance of colleges to our communities and our industries. In P.E.I., Holland College is not only a leader in skills training, it is also a substantial economic driver. The College's total impact on the P.E.I. economy was \$220.7 million in 2012-13, an amount equal to 3.6 per cent of the Province's Gross Domestic Product.

Our student numbers continue to be strong, with close to 9,000 full- and part-time learners enrolled in our programs across the Island and in China. While many of our programs have seen growth in numbers, our health-related programs have seen the most substantial increase given the health-care sector's efforts to address human resource shortages while meeting the needs of an aging population. Full-time enrolment in our health-related programs has increased by 40 per cent since 2008/09, and the number of part-time learners has climbed 40 per cent during the past year alone.

Applied research has been an exciting area of growth at Holland College. From Video Game Art and Animation to Advanced Care Paramedicine, programs College-wide have participated in research projects ranging from the benefits of outdoor play for young children, to the development of new technologies in wind power. Canada's Smartest Kitchen is thriving as an NSERC Technology Access Centre and has expanded its food product development services to support small- and medium-sized businesses.

In the following pages, you will note an article about a visit the College had recently by His Royal Highness, Prince Charles. You can read about exciting initiatives in athletics, as well as a memorial effort that is taking place at our Atlantic Police Academy. You will see some of the great successes that our students, staff, and alumni have had over the past year, including our most recently honoured Distinguished Alumni. You will have the opportunity to read about the significant impact that our donors have on the life of our College, as well as some exciting new fundraising initiatives that will continue to enhance the student experience.

Thank you for your continued interest and support. As an important member of the Holland College family, you are a significant part of our success.

Best regards,



Brian McMillan, Ph.D.,  
 President



# Bursting with pride

The faculty and staff of Holland College are second to none and their contributions are being recognized both regionally and nationally.

Two members of our dedicated staff were honoured through prestigious industry awards this past year. Albert Roche received national recognition when he was named Athletic Director of the Year for 2013 by the Canadian College Athletic Association (CCAA). Additionally, Alan Dowling, the head of the Music Performance program at the School of Performing Arts, was named Music PEI Industry Person of the Year for 2012, Music PEI Educator of the Year for 2014, and received the ECMA 2014 Stompin' Tom Connors Award for musical contributions to his province.

Albert Roche has worked with Holland College for 15 years as an enthusiastic and dedicated leader. His time with the College is highlighted by the establishment of the Holland Hurricanes and he rarely misses a game, tournament, camp, or fundraiser. In 2010, the Hurricanes were awarded the CCAA Innovation in Sport Award and Roche was recognized with the Holland College Leadership Excellence Award in 2007. The Hurricanes athletics and recreation program has grown dramatically since its inception, bolstered by the establishment of the Centre for Community Engagement in 2011. Holland College is recognized as a national contender in many sports and the Hurricanes continue to thrive under Albert's guidance.

Alan Dowling not only heads the Music Performance program offered by the Holland



Alan Dowling and Albert Roche

College School of Performing Arts, he also designed the two-year diploma program. An alumnus of Berklee College of Music in Boston and the University of Prince Edward Island, Dowling is also an active musician, performing and recording rock, pop, county, Celtic, and classical music with Murray McLauchlan, Measha Brueggergosman, Mike Murley, Meaghan Blanchard, and Dennis Ellsworth among others. He is the founding

director of the very popular Holland College Welshmen Community Band and has performed with the Charlottetown Festival for many years. Alan and Albert are two of the many outstanding staff members who have been honoured for excellence in their industries and their professions in recent years. The Holland College community is proud of their accomplishments!

## Meeting the needs of the part-time learner

Holland College is implementing a new academic model to create opportunities for students. Competency-based education remains the foundation for the development and delivery of programs. Holland College now offers a variety of credit courses at convenient times for students to start their career path if they are:

- Working full-time or unable to attend class during regular school hours;
- Interested in part-time study at convenient times, day or night;
- Attending a full-time program, but desiring a lighter course load during the school year;
- Exploring career paths to test drive the post-secondary experience;
- Looking for experiences and opportunities in more than one program; or
- Working in an occupation and requiring additional training.

Natalie Mitton, Director of Adult & Community Education and Learner Support, is spearheading the implementation.

"The changes provide the opportunity to offer access to education with delivery outside of full-time programs and in a non-traditional format while maintaining the key components of competency-based education."

The new academic model increases flexibility and is, in part, a response to changing demographics. Holland College is implementing the new model in several programs and is progressing with the application.

The new academic model will increase sustainability, create more learning opportunities, and foster growth within Holland College programs.



# Investing today for a promising tomorrow

## Recognizing a need is important. Acting to meet that need is commendable.

Through the generosity of our donors, hundreds of Holland College students benefit each year from more than \$300,000 disbursed in scholarships, bursaries, and awards. However each year, over 2,000 applications for student financial aid are received, telling us that there remains much more to do. A continued focus on raising these funds ensures that opportunities are available for a growing number of students, resulting in open doors, enriched lives, and stronger communities.

## It's easy to make a substantial difference in the life of a student!

Academic achievement, leadership, program of study, financial need, community service - whatever your interests, we will work with you in developing criteria that will be meaningful to you, your organization, or your business. You may choose to name your award in honour of someone special, in memory of a loved one, in celebration of your family name, or in recognition of your business.

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*"I am a mother of five wonderful kids. I never had the time or the finances to go back to college, but it has always been on my mind. I am truly thankful for the opportunities this financial assistance will provide me as I continue my education."* Student aid recipient

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## You have options!

### **Annually-Funded Awards**

Many donors choose to provide the funding for their scholarship, bursary, or award on an annual basis. For a minimum commitment of \$500 per year for five years, a named, annually-funded award can be established.

### **Endowed Awards**

Some donors establish an endowment, as they wish to see their scholarship, bursary, or award funded in perpetuity. Endowments are invested and managed by the Holland College Foundation and generate interest. Awards are distributed through a payout currently equivalent to 4.55 per cent of interest and principle each year. A minimum investment of \$10,000 is required to establish an endowment.

### **Other Opportunities**

For those who wish to make a gift in support of student financial aid without the commitment of establishing a named award, there are meaningful options available. To help students facing unforeseen financial challenges, a gift can be directed to our emergency bursary fund. We also have a general scholarships and bursaries fund from which new awards are established, and we have a general memorial fund for those who wish to make a contribution in memory of a loved one.



## Things you should know:

### ***The differences between scholarships, bursaries, and awards:***

Scholarships are traditionally based on academic merit and may include other factors such as extracurricular involvement, leadership, or nomination by a faculty member. Bursaries are primarily intended for deserving students who demonstrate financial need. Awards are often a combination of many criteria, which may or may not include financial need as well as academic merit.

In terms of timing, donors may choose to establish an entrance award, which often relieves the initial financial pressure of attending post-secondary education, or an enrolled award, which provides a mid-year "boost".

***How to make a gift:*** We gratefully accept gifts in the form of cash, cheque, credit card, life insurance, stocks and securities, or bequests. Payments may be made in monthly, quarterly, semi-annual, or annual instalments.

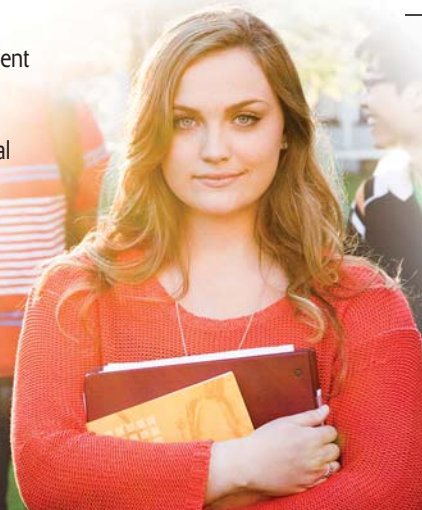
***The benefits of making a gift:*** Beyond helping a student's dreams come true, there are other benefits to consider. Holland College proudly recognizes and celebrates its donors in various ways and there are tax benefits as well. In general, individual donors receive federal and provincial tax credits, providing a significant combined tax benefit. Provincial tax credits also apply, providing a significant combined tax benefit.

***How the recipient is chosen:*** Our selection committees are appointed and chaired by the College Registrar. A donor may choose the award criteria which could include financial need, academic achievement, community service, personal life situations, or a combination of these or other factors.

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*"Your investment in me is not just for a year of schooling, but an investment for a successful future and lifetime."*

Student aid recipient



*"The Olivia Ruth MacLeod Memorial Award for Music Performance has been established in memory of our beautiful Olivia, celebrating her remarkable talent and gentle, creative spirit. Olivia was excited to have been accepted into the Music Performance Program at the Holland College School of Performing Arts for the fall of 2012. Our 'Little Butterfly' winged her way toward Heaven, however, just weeks before she was to start her studies. In addition to honouring her memory and passion, this award will ease the financial strain for promising artists aspiring to careers in the music industry."* Kerri Wynne MacLeod

**All gifts to financial aid give hope, one student at a time.**

**Contact us today!**

**College Advancement and the Holland College Foundation**

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"Alumni & Friends" at hollandcollege.com



## Congratulations

Congratulations to our many deserving scholarship, bursary, and award recipients! Visit "Alumni & Friends" at **hollandcollege.com** for a list of awards and recipients updated throughout the year.

Recipient Dakota Oliver with award supporter Kerri Wynne MacLeod



## Meet "Katie"

Katie started playing the guitar at age 12, never dreaming that she could actually attend college or university to learn and develop her natural musical ability. When she graduated from high school, she spent two years in university working toward a nursing degree.

Katie grew up in a single-parent home, the youngest of five, and while her family supported her musical pursuits, they encouraged her to apply to the local university, as it seemed the most logical and affordable path available to her. She worked summer jobs as well as throughout the school year to finance her education.

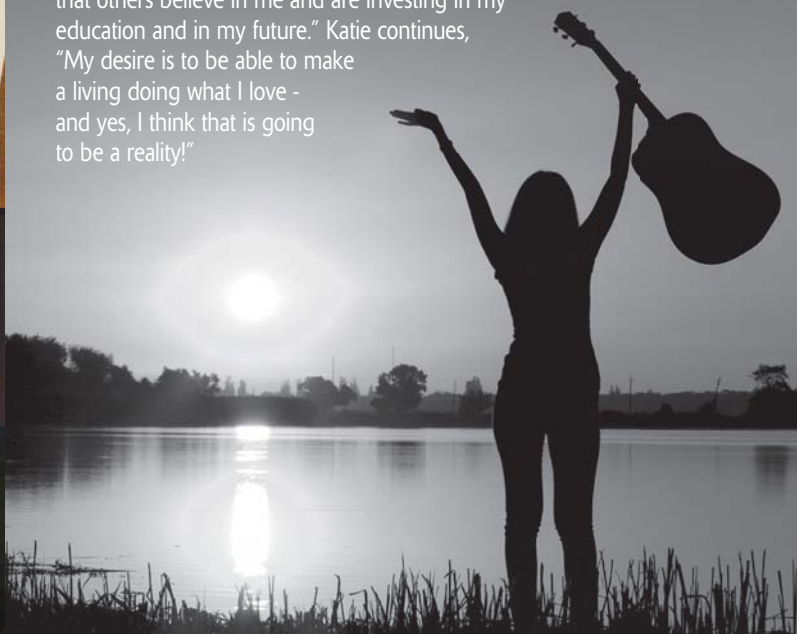
"The two years were okay, but deep down, I knew this direction was not for me. I dreaded classes and wondered how I would finish."

"Last spring, I heard about the new music program at Holland College and I was encouraged by my parents and friends to audition. I was excited to receive the acceptance letter and eager to start. I couldn't believe it – finally, I could spend time learning and studying something that I was passionate about!

This past year, my world has opened up with new and exciting opportunities and I have big dreams. I am learning about styles of music, playing by ear, and music theory from talented and seasoned professionals. I am even taking classes on good business practices and marketing skills, which I know I will need as I develop musically. I am hopeful and excited for what the future holds."

Katie was a recipient of two financial awards her first year. When asked about the impact they've had, she was quick to respond.

"Receiving these awards meant that I could work fewer hours at my part-time job and focus more on my education. It is quite an honour to be selected for the awards and it is encouraging to know that others believe in me and are investing in my education and in my future." Katie continues, "My desire is to be able to make a living doing what I love - and yes, I think that is going to be a reality!"



# Celebrating Alumni Excellence



## 6<sup>th</sup> annual Distinguished Alumni Awards

Holland College alumni Paul Livingston, Robert Webster, and the late Chef John Ledwell were honoured as Distinguished Alumni for 2013 at the Holland College Foundation's sixth annual Distinguished Alumni dinner and award ceremony, held in February 2014. Holland College President Brian McMillan noted that Chef Ledwell, Mr. Livingston, and Mr. Webster have achieved great success in their careers, affected positive change in their communities, and serve as inspirational role models for current and future students.

*L-R: Paul Livingston, Robert Webster, Corey Ledwell representing his father, the late John Ledwell, and Holland College President Dr. Brian McMillan.*

The number of Holland College Distinguished Alumni now totals 20 with Ledwell, Livingston, and Webster joining previous recipients Barry Sheen, Kathy Ward Doucette, Steven Barber, Tim Banks, Louise Vessey, Chef David Garcelon, Mayor Basil Stewart, Jeff Poirier, Eva O'Hanley, Jamie Hill, Sonya Corrigan, Alan MacLeod, Steven Collicutt, John Avery, Brent Blackmore, Alanna Jankov, and Kevin O'Brien.



## CHEF JOHN LEDWELL, Culinary Arts 1988

John Ledwell worked his way up from the bottom of the ladder. He got his start at Gentleman Jim's as a dishwasher before moving up the ranks to become a line cook, and then a cook aboard an Imperial Oil tanker, prior to enrolling at The Culinary Institute of Canada to hone his craft. After leaving Holland College, he moved to Quebec, where he worked in some of the top kitchens in Montreal before being recruited by Daniel Langlois (founder of Softimage) to the position of Executive Chef of his exclusive members-only club Le 357c. John's cuisine was savoured by many celebrity palates including former Prime Ministers Jean Chretien and Brian Mulroney, as well as international celebrities Barbra Streisand, Robert DeNiro, and Celine Dion.

John was always at the leading edge of culinary trends, from Kobe beef to Colville Bay oysters, he was among the first to recognize and promote exciting new ingredients. His unrelenting pursuit of the best culinary products brought prosperity to small producers of quality ingredients. He was known to welcome young, aspiring chefs into his kitchen to inspire and mentor the next generation. When he passed away suddenly in 2007 of a heart attack at the age of 45, the Montreal Gazette remembered him with a glowing tribute to a career cut tragically short.

## PAUL LIVINGSTON, Business 1976

Paul Livingston took a small family owned welding business (Ben Livingston and Sons Ltd.) and, with his partners, developed numerous new businesses across the Maritimes, which today employ close to 200 people. These businesses have grown, even in tough economic times. The welding business has expanded to include Livingston Steel Inc. in Summerside and Eastern Fabricators, a stainless steel company, at Pooles Corner. He also holds ownership and management interest in three Burger King Restaurants in New Brunswick and various commercial and residential properties in P.E.I.

Paul has served two terms on the Finance Committee of the Town of Stratford, is co-founder of the PEI Flying Association, serves on the executive of the People's Cemetery in Charlottetown, and was one of the investors who brought the P.E.I. Senators to Prince Edward Island. He has also participated in the Student Achievement Indicator Program for science



and was a judge at the University of Prince Edward Island for the Nicol competition, a national entrepreneurial award competition. Paul is a member of the Holland College Welding Advisory Committee and is P.E.I.'s representative on the national board of Governors of the Canadian Federation of Independent Businesses (CFIB).

## ROBERT WEBSTER, Electrical Construction 1994

Robert Webster is the General Manager of the Electrical and Instrumentation division for Strike Group Inc. in Calgary. His career began upon graduation when he went to work at Hansen Electric where he was employed for six years before moving to Alberta to diversify his experience. He worked with several major construction companies developing his expertise in industrial oil and gas electrical construction. Robert ultimately became an area manager with one of Alberta's largest electrical companies, where he was soon leading large-scale oil and gas construction projects. In 2005, Robert and partners bought a Calgary-based industrial electrical company which was eventually acquired by Strike Group Inc. Robert is now the General Manager of Strike's Electrical and Instrumentation division and through his leadership grew the electrical and instrumentation division from \$2 million to \$20 million annually.

Robert is very active in community and charitable giving in both Alberta and Prince Edward Island.



Through his work with the Calgary and P.E.I. chapters of the Children's Wish Foundation, Strike and the PEI Rum Runners have raised \$660,000 to date for the Children's Wish Foundation. In addition to his efforts as a volunteer, Webster received the Chief's Award, the City of Calgary's highest honour, for his intervention in the attempted suicide of a young man, which ultimately saved his life.

# Nominate a Holland College alumnus today!

The Holland College Foundation's Distinguished Alumni Awards are presented annually to up to three Holland College Alumni who graduated a minimum of 10 years earlier and who have demonstrated both professional excellence and community leadership.

Find out how you can nominate an alumnus of Holland College for a Distinguished Alumni Award.

Visit "Alumni and Friends" at [hollandcollege.com](http://hollandcollege.com) or call (902) 566-9590.

Nominations are accepted year round.



# From wishes to reality

In the summer of 2009 when Hunter Guindon was just 14, the Peterborough, Ontario teen was sent to Toronto for "one last test" in the ongoing efforts to find the cause of his lingering illness. The unexpected diagnosis of cystic fibrosis quickly pushed normal teenage concerns aside, and his family, in conjunction with medical professionals, began the process of dealing with a life-threatening disease.

Unbeknownst to him or his family, his doctor recommended Hunter to the Children's Wish Foundation, an organization that grants the wishes of children with life-threatening medical conditions. He received a surprise call from a member of the Children's Wish team telling him that he had been chosen as a recipient and he had one week to decide what the wish would be.

Hunter loved food preparation, having started experimenting in the kitchen at the tender age of eight. One of his favourite must-watch shows on TV was *Chef at Home* with Prince Edward Island's celebrity chef, Michael Smith. The decision was an easy one. When the Children's Wish Foundation called back, he told them he would like to meet Chef Michael Smith.

To Hunter's delight, Chef Michael had a schedule break. Accommodations and flights were booked and the Guindon family made their way to P.E.I. for a one-week vacation. Day One held the most excitement for Hunter as he would be spending the full day with Chef Michael at his home kitchen in Fortune, P.E.I.

Chef Michael and Hunter went to work preparing a meal for their families. Between picking herbs and vegetables from the garden, laughter, talking, cutting, dicing, and cooking up a storm, Hunter and Chef Michael created an amazing meal of chicken and vegetables with a salad and homemade ice cream.

At the end of the day, as the families sat around the table relaxing, Hunter noticed there was a piece of tape with the name "Denis" on it stuck to the back of one of the chairs. When Hunter asked Chef Michael about it, he explained that when his friend Denis visited, that was "his" chair.

Chef Michael then left the room and came back with a piece of masking tape. He stuck it to another chair and boldly marked young Hunter's name on it.

"That is your chair when you come back to visit," he told Hunter. It was a bittersweet moment in which everyone was hoping for the best.

The next day, Chef Kimball Bernard from The Culinary Institute of Canada had a few surprises for Hunter. Chef Kimball was well acquainted with the Children's Wish organization as his daughter, Kara, had a wish granted just three years before. He wanted to make the experience



Hunter Guindon  
with Chef  
Michael Smith

an extraordinary one and had a set of chef's whites made with Hunter's name embroidered on the jacket.

Hunter spent the day sitting in on classes and that evening, Chef Kimball hosted a meal for him and his family at the Lucy Maud Dining Room, where they enjoyed dishes created from a 90-pound halibut that he and Hunter had filleted earlier in the day. Hunter's words to Chef Kimball before he left the school were spoken with conviction, "I will be back".

Hunter returned to Peterborough and throughout health challenges (*it could be worse*, he often told himself) he continued to cook and he even worked part time at a steakhouse and at a Belgian restaurant during his high school years. His cooking skills and his health continued to improve, and when it came time to consider post-secondary education, again, the decision was easy.

"Ever since I experienced classes here, I knew I would return," grinned Hunter. "Chef Michael is a role model to me and I told him and Chef Kimball that I would return. I love everything about The Culinary Institute of Canada, and I thrive off the pressure in the kitchen."

Hunter has maintained a friendship with Chef Michael Smith and yes, he checked ... "his" chair is right where he left it in Chef Michael's kitchen. It is clear that Hunter made a lasting impression on the world-renowned chef as well.

"Hunter inspires me; he's my role model," said Chef Michael. "He's walking, talking proof of how a strong spirit can overcome so much in life. His relentless pursuit of his goals is truly awe-inspiring. And he's a helluva cook!"

Hunter's future plans are to travel and cook, using local ingredients wherever he is. His long-term dream is to eventually open his own upscale restaurant with a high-end butcher shop attached.

"It will happen," he concluded.

And those who know Hunter and who have witnessed his steely determination have no doubt that it will.

## What's cooking at The CIC?

### Korean-Style Grilled Beef Short Ribs

(created by Hunter Guindon)

2 lbs. beef short ribs, cut perpendicular to the bones, about 1/4" thick  
Black pepper to taste

#### Marinade:

1+ large can of your favourite beer  
4 tbsp. minced garlic  
1/4 cup soya sauce  
2 tbsp. Sriracha chili sauce (hot sauce)  
2 tbsp. minced lemon grass  
4 tbsp. oyster sauce  
2 tbsp. red wine vinegar  
1/4 cup brown sugar

#### Method:

1. Mix marinade ingredients in a bowl until combined. Adjust the consistency with extra beer as needed until you have a semi-thin mixture.
2. Season the short ribs on both sides with black pepper and then place in marinade overnight or for several hours.
3. Remove the ribs from the marinade and grill on a pre-heated grill for approximately 2 minutes per side.
4. Allow to rest for 1-2 minutes and serve.



# A sneak peek at our newest fundraising priority

Holland College is preparing to embark on a significant fundraising effort centred on a renovation and expansion of the learning environment at The Culinary Institute of Canada. The key objectives for this exciting project will be:

- To build on the unique culture at the Tourism and Culinary Centre, better demonstrating the school's philosophy of "local first," with training provided in a high-quality, high-volume environment;
- To ensure that our kitchens are leading edge, integrating the emerging technologies required to best prepare graduates for industry;
- To transition the service design for both the Montgomery Cafeteria and the Lucy Maud Dining Room to a more open and engaging platform, providing opportunities for interaction between students and customers during food preparation;
- To incorporate an in-house growing program which will include a greenhouse system that will extend our growing season into the teaching year; and,
- To facilitate a stronger connection to Prince Edward Island's unique culinary eco system, capitalizing on P.E.I.'s distinctive opportunities in fisheries and aquaculture, agriculture and food product development, and experiential (culinary and hospitality-based) tourism.

Our enthusiasm about this important endeavour is matched by industry as we work together to bring to reality a shared vision for The Culinary Institute of Canada that reflects the changing and current needs of industry.

"Ultimately, our objective is to create a facility, culture, and environment that will better model to our students the origins and foundations of food production from the farm gate, through the kitchen, and onto the table," said Austin Clement, Program Manager for Holland College's Culinary and Hospitality Programs.



We look forward to sharing more about this exciting initiative as plans unfold!



# Campus updates

The last several years have been marked by expansion and revitalization at Holland College, and this past year has been no exception! Following is a snapshot of some changes, enhancements, and new initiatives:

- The construction of a 6,000 sq. ft. performance hall will commence in the fall of 2014. The performance hall will not only become a key addition to the College's School of Performing Arts, but will also serve the greater Island community. The 300-seat venue will be used for musical and dance performances, lectures, graduations, and other special events.
- Renovations are complete at the Summerside Waterfront Campus with a 12,900 sq. ft. transformation from a mall to a beautiful new campus that houses our Legal Administrative program, our Computer Information Systems program, and many of our trades and industrial technology programs. Adult Education programs, as well as the East Prince Youth Development Centre, are now also located under its roof.
- Holland College relocated the Justice Knowledge Network group from the Atlantic Technology Centre to 281 Kent Street last spring.
- There has been an increased focus on environmental accountability with improvements made to the building management systems at both the Charlottetown Centre and the Marine Centre. Their operating systems now allow temperature setbacks during unoccupied times, resulting in considerable savings compared to the former method of constant temperatures within spaces 24 hours a day.
- Sixteen filtered water stations with drinking fountains are being installed at various campus locations across the Island. The filling stations record water consumption and indicate the number of plastic bottles that have been diverted from landfills as a result of using refillable containers. In 2010, four stations were installed in the Centre for Applied Science and Technology building and, to date, have saved approximately 60,000 bottles.
- Through support provided by the City of Summerside, Holland College is installing a Steffes heater which will allow the Waterfront Campus to benefit from the City's wind-energy program. The energy harnessed from the wind turbines will be used to provide supplementary heating on the Summerside Waterfront Campus, while serving as a training aid for our students.



- An electric car charging system has been installed at the Summerside Waterfront Campus. This equipment serves as a training tool and is a key component in community outreach initiatives.
- The Marine Training Centre has constructed a new marine ship-mock-up fire training facility at Slemmon Park. It models the deck of a ship, including a helipad and helicopter training tools.



## Hall of Fame honours for Holland College president

Holland College President Dr. Brian McMillan has been named to Atlantic Business Magazine's Top 50 CEO list for the fifth consecutive year, earning him a place in the Top 50 CEO Hall of Fame.

Dr. McMillan has been leading the College through a dynamic renewal process for the last eight years. Under his guidance, the creation of new campuses, the expansion and renovations of others, as well as the development of new programs and services has put Holland College at the forefront of post-secondary training in the region.

Dr. McMillan said that he would not have received this honour without the support of the board of governors, senior leadership, and all College staff.

"I consider this award to be an endorsement of the work that we accomplish as a team," he said. "In addition to that, our strong connections with industry and with communities across the province have enabled us to take a leadership role in enhancing the economic and social development of Prince Edward Island."



Holland College president Dr. Brian McMillan (R) accepts his award from Mike Roberts, President of Optimum Talent Atlantic, at the Atlantic Business Magazine Top 50 CEOs gala dinner in Halifax. (Photo courtesy Atlantic Business Magazine)

Since 1999, Atlantic Business Magazine has dedicated one of its six issues per year to profiling Atlantic Canada's most accomplished business leaders. Nominations are submitted by readers, and nominees are judged according to their corporate, community, and industry involvement; their company's growth in recent years; and their responses to various managerial challenges.

# New beginnings

At Holland College's Belmont Centre, you will encounter adult learners from many countries and diverse economic backgrounds, each one with different dreams and goals for a better future.

One of the programs at Belmont Centre is the Enhanced Employability Essential Language Skills (EEELS) program, an advanced English class designed to help newcomers transition into the Canadian workplace. Students develop language skills and prepare their resumes and cover letters. The program has an on the job training component and many of the students have obtained gainful employment after their placements.

One student, Keyvan Ashenaie, originally from Kuwait, had all of the paperwork completed and was preparing to move to Toronto when a phone call changed his plans. His brother, who had immigrated to Canada the previous year, called to tell him that he had purchased PEI Photo Lab and asked if Keyvan would like to join him in the business.

Since he and his brother operated a similar business in Kuwait, Keyvan recognized this as a good opportunity, and moved with his wife and two sons to Prince Edward Island.

Upon arriving in P.E.I., Keyvan's sons started school and Keyvan went to work with his brother. Even though he could speak the language, he recognized that his English skills needed improvement so he enrolled in the EEELS program at Holland College. He said that he is grateful for the program and on completion, he will continue his education in Toronto or Vancouver, but that P.E.I. is where he and his family are establishing roots.

"Roots are important. My father was born in Iran, and because of this, my sons and I would never be considered Kuwait citizens, meaning that we could never own a home or more than 50 per cent of a business. We didn't belong anywhere. Since arriving in P.E.I., we have not only partnered in a business, but we have purchased a home. Our sons are settled in their schools, my wife has obtained work, and we are volunteering in our community. Prince Edward Island is home."

Another student, Hong Ying Dou, from Beijing, China has been in Prince Edward Island for three years. She, her husband, and their daughter moved to Canada after an immigration agent told them about P.E.I.

Life was busy in China. Hong Ying and her husband worked long hours and weekends were jam-packed ferrying their daughter to tutors and additional classes. Sundays were spent doing typical things in the home to prepare for the work week.

"We had no time for family or any kind of enjoyment. We decided we did not want to live like that any longer and started researching opportunities to relocate," she said.

As a result of an on the job placement, Hong Ying is successfully employed at Andrews Lodge in Charlottetown, and her daughter is now exploring post-secondary options.

"Each day you choose to be happy," said Hong Ying. "I am completely positive about my future, and my dream for a better life for me, my husband, and my daughter has already come true."

Shawn MacDonald, an instructor at Belmont Centre, says that the work he does is very rewarding.



L-R: Hong Ying Dou,  
Shawn MacDonald,  
Keyvan Ashenaie

"Every day I am helping people increase language and employment skills that will hopefully help them for the rest of their lives. I am thankful for the many businesses that come alongside and provide on the job training opportunities for our students."

Lornie Hughes, Program Manager responsible for language training at Belmont Centre, says that Holland College fulfills more than just a language-training role for its newcomers.

"The connection between our students and Holland College is a strong one," said Hughes, noting that students who come from other cultures find themselves quickly immersed in a culture that is typically very foreign to anything they have known. "They not only need to learn English or improve their language skills, but they also need information on many things, from local customs to how to prepare local food."

Approximately 275 students attend English programs at Holland College's Belmont Centre yearly. Programs include English as an Additional Language, the Language Instruction for Newcomers to Canada, and Enhanced Employability Essential Language Skills.



# Skills Canada, eh?

Holland College's Director of Programs, Dave Beaton, says that Holland College students are serious contenders when it comes to Skills competitions at the provincial, national, and even international levels.

"Our students are rock stars at these events," said Beaton, who doesn't hold back when expressing his pride. "The majority of P.E.I.'s competitors are either full- or part-time Holland College students, and they represent their College, their trades, their province, and their country tremendously well."

Skills Canada P.E.I. is a non-profit organization funded in large by the Federal government. Its mandate is to promote technology and trade careers to youth. Tawna MacLeod, Executive Director of the P.E.I. branch, sees Holland College as a significant provincial partner in fulfilling this mandate.

"Our partnership with Holland College allows us to involve and influence more students than we ever would be able to without their support. The management and staff at Holland College truly demonstrate their belief in the life-long learning motto."

There are over 40 skills categories in which to compete - from pastry arts to welding - and are open to all high school, post-secondary, and apprenticeship students. In the 2014 provincial competition, six culinary competitors battled it out by creating and preparing a three-course meal using the popular "black box" ingredient format. Cabinetmaking competitors built side tables from a blueprint not seen until the start of the competition. Deadlines, problem solving, and ingenuity are all factors that make for exciting events for participants, judges, and observers.

Following the provincial event, Team P.E.I. is selected and proceeds to the National Skills competition - the only Canada-wide, Olympic-style, multi-trade and technology competition for young students and apprentices in the country. Each year, approximately 20 Holland College students round out the P.E.I. team. These students commit to weeks of practice prior to the event - and the level of commitment, knowledge, and dedication to their craft is apparent in their performance.



Holland College students and team P.E.I. competitors Shayne DeHaan & Travis Gaudet

Upwards of 500 people from all regions of Canada compete, cheered on by their parents and advisors. There are also 3,500 employers from across Canada at the competition recruiting the best and the brightest. The winners of the national competition advance to compete at the WorldSkills Competition.

The WorldSkills competition, originally known as the Skill Olympics, has been in existence since 1950 and is held in a different country each year. Competitors must be under the age of 22 to compete and participants receive valuable exposure through the public nature of the events. Prince Edward Island students, those attending Holland College in particular, have historically performed very well, especially for a small geographical area.

The competitions, which are judged by industry professionals, often have long-lasting effects on the competitors.

Mike Holmes (center) spokesperson for the National Skills Canada Competition, speaks with competitors at the National Skills Competition in Edmonton, 2012.





**Taylor Larsen**, a second-year Holland College Construction Technology student, competed in Skills Canada P.E.I. every year of high school. He won gold medals in the provincial competition (solar-powered car, job-skills demonstration, and carpentry) and has since attended the national competition twice. Taylor currently sits on the Skills Canada Board as a youth representative.

He gives credit to his high school shop teacher for identifying him as a potential Skills candidate, as well as to the Holland College instructors that he trained with before each competition. He says his experiences have been life changing and have definitely influenced his career path.

*"I grew up on a farm in Kelly's Cross, P.E.I., and I was taught that doing things right the first time is most effective. I maintain that same attitude in my work – I measure three times and cut once, and I try to visualize the end result to minimize errors and maximize success."*

At a young age, Taylor has learned and is living by values that translate well in any industry: remember your roots, take pride in your work, and always do your best. His long-term goal is to own and operate a construction company. He said that his experiences with Skills Canada P.E.I. have helped him to not only develop his craft, but have also increased his personal confidence. He urges other students to train and compete in whatever field they are studying.

**Shawn Bell**, a 2010 graduate of the Electrical Technology program who currently works with Aspin Kemp & Associates, echoes Taylor's sentiments.

*"Participating in the Canadian Skills competition was an awesome experience. The time I spent practicing and preparing to compete really improved my skills and ability to troubleshoot problems under pressure. The competition and the environment around the competition were very challenging, very intense, and a lot of fun."*



**Derrick MacDonald**, a 2012 graduate of Holland College's Electrical Technology program, progressed all the way to WorldSkills Americas, held in Brazil, where he earned a silver medal. He currently works at Master Packaging.

*"I enjoyed great success utilizing the skills I obtained at Holland College. Competing in the various Skills competitions opened more doors for me than I ever expected. Instead of me needing to go find a job, job offers came to me."*

The Holland College community fosters an environment of creativity and teamwork that lead to unique opportunities, personal growth, and professional excellence. Nowhere is this more evident than in the success of our students and graduates.

*Photos courtesy of Skills Canada PEI*



# Report to our donors



## Message from the Executive Director

Holland College donors make extraordinary things happen. They transform our classrooms and our labs through gifts that renew our facilities and enhance our training resources. They give our students hope through investments in financial aid. Their tremendous generosity helps our industries build competent workforces and ensure that our communities thrive. They inspire others to give back.

Holland College graduates also make extraordinary things happen. They create in our restaurants, provide care for our children, ensure safety in our communities, and repair our vehicles. They build our houses and our businesses, they work on our oceans and steward our environment, they provide our IT solutions and products, and they support our tourism industry. They are health-care professionals, plumbers, machinists, performers, journalists, and welders. And they have been armed with skills to pursue their chosen professions and have been inspired to chase their dreams thanks to the generosity of those who invested in their future.

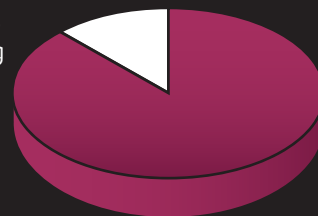
Thank you to our many friends and partners for your generous support and belief in Holland College. We hope that our gratitude has been expressed as wholeheartedly as it is felt.

Jo-Ann Campbell-Boutillier  
Executive Director, College Advancement and the  
Holland College Foundation

Revenues and disbursements for the fiscal year April 1, 2013 – March 31, 2014 were as follows:

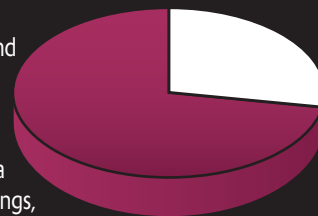
### Holland College Foundation 2013/14 revenues:

- 88% donations and fundraising events
- 12% investment income



### College priorities funded by the Foundation during 2013/14:

- 72% campus revitalization and development, teaching and learning resources, extra curricular offerings, and other contributions to the overall student experience
- 28% financial aid direct to students



### What portion of your donations fund our operations? None!

Holland College funds all operating expenses for the Holland College Foundation, ensuring that 100 per cent of charitable donations remain intact for the purpose they were intended.

❖ Audited financial statements are available by contacting the Holland College Foundation (registration number 11895 9121 RR0001) at 902-566-9590 or at [foundation@hollandcollege.com](mailto:foundation@hollandcollege.com)

## Enhancing our facilities

Holland College's Prince of Wales Campus Redevelopment Project is heading into its final phase now that the funds have been raised to transform the former Prince of Wales College (PWC) auditorium into a 300-seat performance hall. An enthusiastic group of PWC alumni joined a team from the Holland College Foundation Board of Directors and worked tirelessly to help raise the \$1.3 million required. Matching funds were committed by the Province of Prince Edward Island.

While many donors made significant investments in this important initiative, the hall's name will honour the memory of its lead donor, Florence Simmons, a PWC alumna from the 1930s.



(L-R) PWC alumni Bobby Lund, Hon. Marion Reid, Gordon MacInnis, and Errol Nicholson show the concept design of the Performance Hall.

Construction is anticipated to commence in the fall of 2014. Stay tuned for more details!

## Investing in our students

A top priority for the Holland College Foundation is to generate funds to provide much-needed financial assistance to students. Thanks to the generosity of our donors, our scholarships, bursaries, and awards program has grown considerably in recent years.

In 2013/14, approximately \$300,000 in student financial aid was given out to more than 300 students, including 60 who were helped through the emergency bursary fund for students facing an unforeseen financial crisis. Eighteen new scholarships, bursaries, and awards valued at \$58,000 annually were also established this year, and a significant gift was received for the emergency bursary fund endowment as well, considerably boosting the amount available for disbursement to students in need every year.

"We were really pleased to make this gift to the Holland College Foundation," said John McKibbin of Glen Haven, Nova Scotia, who, together with Rose Marie Comeau, made a gift of more than \$200,000 to the Emergency Bursary Fund.

"Making a gift toward a student's journey, whether it be at a time of crisis, in recognition of their achievements, or as encouragement during their educational pursuit, is a sound investment."

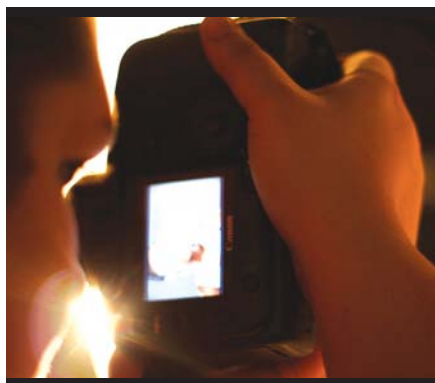
*Student recipient Michala Robinson & Holland College Foundation Board Chair Quentin Beven*



## Enhancing our classrooms

We are always excited to see contributions made to our classrooms and labs. Whether it is a cash gift designated for the purchase of teaching and learning resources or a gift-in-kind of equipment or supplies, this type of gift has an immediate, hands-on impact for our students and our staff.

This year, Holland College was pleased to be the beneficiary of much-needed gifts-in-kind of equipment for a number of programs, some of which included: cameras, lenses, and other equipment for our Photography program; vehicle engines for our Automotive Technology program; and carpentry tools for our Carpentry program.



*Thank you, again,* to our many generous donors. The impact we have on our students and our community is greater, broader, and deeper because of you!



# Where are they now?

## Natalie (Gilroy) Aucoin

### Primary Care Paramedicine 2004

After graduating from Holland College, I worked for one year in my hometown of Amherst, Nova Scotia before finding a full-time job in Yarmouth, where I met my husband who is also a paramedic. Together we studied Advanced Care Paramedicine, graduating in 2008. We moved back to my hometown in 2010 and are enjoying our busy lives, including a three-year-old son and six-month-old twin boys!

## Heather Blakney

### Property Appraisal 1978

I studied Property Appraisal and found employment immediately after graduation with the Province of New Brunswick, searching land titles for the tax assessment department. Over the years I have explored many career options. I worked out of Halifax as a sales representative for a plastics manufacturer and had continuous employment as a reserve soldier with the Canadian Armed Forces. My last call out was in Chilliwack, BC and from there I moved to Calgary, where I joined ATB Financial with whom I am currently employed as a personal banking specialist. My property appraisal background has served me in many capacities and continues to be an asset in my current career.

## Lynn Carr

### Executive Secretary 1986

#### Administrative Assistant 1998

Following recognition (yes, that's what they called graduation back in the "old" days!) from the Office Studies program with a Stenographer profile, I went to work for Household Trust part time. I ran into my instructor on the street one day and she mentioned that Holland College was looking for someone to work part time for a couple of weeks. I started in the Foundation Office in January 1987. Twenty-seven years later, I am still with the College! You are never too old to learn and I showed this by earning my Administrative Assistant credentials while working full time. Coming to work for the College was like coming home for me. I have worked in various departments at different campuses over the years and am currently with the Athletics & Recreation Department. I have seen a lot of changes take place during my time at the College, including campuses revamped, new buildings constructed, staff coming and going, and literally thousands of students walking through the doors. The College is a great employer and I love working with the students!

## Frank Clark

### Business Information Technology 1986

After graduation, I began working for a private training centre as an instructor of various software applications and computer concepts courses. In 1986, I joined On-Line Support as a projects programmer, coding applications, preparing documentation, and teaching end-users. A year later, I accepted a position as special projects programmer with the P.E.I. Department of Agriculture, while also teaching part time at Holland College. In 1990, I started work with the P.E.I. Department of Finance doing micro-computer support and was soon asked to assume the role of MAPPER Coordinator (MAPPER was the primary development environment for the P.E.I. government at the time). This change in duties afforded me the chance to gain experience in the mainframe world. In the mid-1990s, I was asked to establish the first corporate email system for the P.E.I. government. Lately, I find myself moving away from the hands-on technical side and more into information gathering and documentation creation, which I consider a nice change. Working in the IT sector for 28 years has allowed me to experience various areas of the industry and I have been lucky to work with an extraordinary group of individuals (many of whom I consider friends more than co-workers). Meanwhile, in 1989, I got married. Our son was born in 1991 and our daughter in 1996. It has been an interesting and rewarding journey so far.

## Yvonne Duivenvoorden

### Photography 1988

I have been working as a food and lifestyle photographer for nearly 20 years. I have cultivated a clean, natural approach to lighting and aesthetics, and have seen my work appear in almost every major food, lifestyle, and décor magazine in Canada. Additionally, my work has been featured on the in-store displays in both local and national grocery chains, cookbooks from both Canada and the US, and recent promotional material for Tourism PEI. Among my advertising clients are Loblaw's, the Liquor Control Board of Ontario, and Homesense.



Yvonne Duivenvoorden

## Darlene Eldershaw

### Accounting Technology 1994

I graduated in 1994, so this year I am celebrating 20 years as an accounting technician! I was lucky enough to start my career before I even graduated by obtaining a position with the accounting firm Deloitte & Touche, now known as MacPherson Roche Smith & Associates, where I did my on the job training.

I spent five years there honing my skills before trying my hand at a position in private industry, but my true passion was always public accounting, so I returned to an accounting firm. I have been with MRSB Chartered Accountants since 2001 and I am still having a blast. I feel so grateful for all I have been able to achieve over the years and it would not have happened without the helpful learning managers at Holland College. Greg Peters was a very knowledgeable man who really wanted his students to succeed. He made us believe in ourselves even when we did not, and I thank him for that.

## Marsha (Nickerson) Freckelton

### Retail Sales and Marketing 1992

I worked for more than 20 years in the wonderful world of retail, which I loved. However, I decided it was time for a change and went back to school. I have just finished a two-year Business Administration Diploma with an Accounting concentration. I have been happily married to my husband Peter since 2001 and we live in Port Williams, Nova Scotia. We have a beautiful, independent 20-year-old daughter, Alyssa.

Congratulations to

JACQUELINE  
MACARTHUR

a graduate of the Medical Support  
Services program and winner of an  
iPad Mini!

Thanks to all who entered our  
2013 "Where are you?" contest,  
sponsored by The Personal.



## Are you a Holland College alumnus AND a business owner?

If so, be sure to include your business in our Alumni Business Directory! For your free listing, simply send the following information to [alumni@hollandcollege.com](mailto:alumni@hollandcollege.com): your name, program and year; business name, address, phone number, email address, web address, and logo; plus a brief description of the business.

### Lindsey Getson

#### **Business Administration 2012**

I started out in an administration position with award winning company, KC Collect. I obtained my Certified Financial Collection Professional (CFCP) designation through their work-study program and have just been promoted to Accounts Manager with their Atlantic division.

### Kasyndra Gravel

#### **Pastry Arts 2011**

For the past two years I have happily worked for the Crowne Plaza Hotel and Resort in Fredericton, New Brunswick as the Assistant Pastry Chef. I am very fortunate to work under another Holland College alumnus, Richard Whitlock, who always has me learning something new. I am planning to travel and study in Europe this coming spring.

### Ingrid Hitchens

#### **Culinary Arts 2004**

Since graduating in 2004, I have started my own catering company called Silent T Catering. Shortly after launching my catering company, I accepted a job as a personal chef and nanny to twins. I then enrolled in the Wilton Cake Decorating course and, for the past three years, I have been creating wedding and birthday cakes for clients. In the summer of 2010, I was invited to participate in The Iron Chef competition at the Harbourfront Centre as part of the Hot & Spicy Food Festival. Later that year, I was invited to be an exhibitor at the Gourmet Food & Wine Expo, representing Antigua and Barbuda.

### Roshni Mansukhani

#### **Culinary Arts 2005**

After graduation, I moved to Asia to work for the Hyatt Group of hotels. Two years later, I moved to London, UK, then to Boston, MA to be an Executive Chef for Sodexo. During this time, I appeared on (and won!) Food Network's Chopped and was a contestant on Hell's Kitchen. Today, I am a culinary instructor at The Art Institute of America in Houston, co-founder of 5starchefs.com, and mom to a beautiful one-year-old boy. I am also involved in many charities like Recipe for Success and WIC, a nutrition program for women, infants, and children. I participated in The 2014 Midatlantic Wine and Food Festival in May and a recent minority chefs' forum in The Bahamas.

### Carol McQuaid

#### **Food Processing Technology 1990**

I am now, and have been for 24 years, an employee of the Federal government. I work with the Canadian Food Inspection Agency as a multi-program inspector. My job duties are varied, ranging from inspecting blueberries for export, testing pigs or cattle for export, collecting bovine spongiform encephalopathy samples, meat hygiene inspection in Albany, and inspecting shell egg facilities. I am very happy in my career, thanks to Holland College.

### Alex Paul

#### **Basic Firefighting 2007**

I graduated from the Firefighting program in February 2007 and immediately afterwards was hired on with the Canadian Forces as a firefighter and have been doing it ever since. I have been posted to 4 Wing Cold Lake since 2008. Without my firefighting credentials from Holland College, I would never have gotten a military firefighting job!

### DeeDee (Saunders) Voisey

#### **Computer Engineering Technology 1991**

I worked a short time in my field then returned to university in 1992. I settled on a new career path in nursing shortly after and graduated with a Bachelor of Nursing degree from Memorial University of Newfoundland in 1998. I currently live in Happy Valley-Goose Bay, NL with my husband and our 3 children. I am a Band-employed Public Health Nurse with the Sheshatshiu Innu First Nation. My career change was inspired largely by my experience as a student employee with the project "Students/ Graduates in International Development Project" through the Canadian International Development Agency in partnership with Holland College and the Belize government/education system.

In January 1991, approximately ten Holland College students traveled to Belize and worked as assistant instructors for the country's technical high school programs for 10 weeks. We were immersed in the local culture, boarded with local families, and formed lasting friendships. I got to know the public health nurses in the small community of Punta Gorda, Toledo District, southern Belize, and admired the work they did. It was at that time I began to explore a career in community health nursing which finally led me to my current position!

### Krista Walsh

#### **Dental Assisting 2000**

After working in a few different dental offices, I was able to transfer my customer service and organization skills to the management of my family's heating business. After discovering my talent for accounts receivable, I aspired to more. KC Collect was officially licensed July 20, 2005 and is the first female-owned and operated collection agency in Prince Edward Island. Since its inception, it has grown to become the largest collection agency in P.E.I. In 2010 and 2012, I was named one of 21 Inc's Emerging Leaders for Atlantic Canada and have been the recipient of many awards including Business of the Year by the Eastern Prince Edward Island Chamber of Commerce.

Submit your update to [alumni@hollandcollege.com](mailto:alumni@hollandcollege.com) for inclusion in a future issue of *Benchmark!*

# Where are you?

Tell us for a chance to win one of two great prizes!

## iPad mini or \$100 Best Buy Gift Card!



Want to increase your odds?  
**Send us your workplace selfie!**

We always hear about the cool things our alumni are up to, but now we'd like to see them, too! Send us a selfie of you at your workplace for **five additional contest entries**.  
*\*Your photo will not be published without your express consent.*

To enter, email the following to [alumni@hollandcollege.com](mailto:alumni@hollandcollege.com):

- Full name
- Mailing address and phone number
- Graduation year and program
- Current place of employment and job title

Draw date:  
December 1, 2014

Sponsored by:



Office of Alumni Relations



thePersonal  
Home and Auto Group Insurance

# Reconnecting with alumni Canada-wide

Holland College alumni in the greater Toronto area had a special opportunity to see the internationally-acclaimed exhibition *David Bowie Is* at a gathering for alumni and friends of the College held at the Art Gallery (AGO) of Ontario in November 2013. The exhibition at the AGO was the show's first North American stop on an unprecedented world tour.

This IS not your typical event invitation.



Photograph by Brian Duffy - Photo Duffy © Duffy Archive  
Album cover shoot for Aladdin Sane, 1973.

"It was a great event!" said Barry Sheen, Hospitality alumnus, class of 1973. He, Vanessa Barry, Early Childhood, class of 1995, and Regina Consulo, Business, class of 1985, co-chaired the fourth annual Holland College alumni and friends event in Toronto.

"We grow this gathering a little each year, and it is our sincere hope to see that trend continue."



Exclusive Invitation for Holland College Alumni & Friends

A similar event was also held in Calgary at The Ranchmen's Club, Calgary's oldest and most prestigious private club. Long-time member Lou MacEachern hosted the event, which was co-chaired by Holland College alumni Wayne Stewart, Plumbing, class of 1981, and Robbie Webster, Electrical Construction, class of 1994.

"I'm really proud to be an alumnus of Holland College," said Robbie Webster. "Coming to this event and reconnecting with friends and former classmates is an annual highlight."

Both events gave alumni the chance to see old friends, reminisce about Holland College years, and enjoy our famous East Coast hospitality.

"Our alumni bring us such pride," said Jo-Ann Campbell-Boutillier, Executive Director responsible for alumni relations at Holland College. "Keeping in touch with them is a top priority for us – they are a vital part of our Holland College family."

Holland College President Dr. Brian McMillan said that Holland College's more than 30,000 alumni are an impressive, diverse group.

"Our graduates are making significant contributions in Prince Edward Island, throughout Canada, and around the world," said Dr. McMillan. "They work, lead, and create in just about any occupational field you can imagine."

Event sponsors included premier sponsor The Personal, along with supporting sponsors Manulife, Connor Clark and Lunn, Strike Group, and Holiday Inn Express Toronto Downtown.

# Memories of Old Prince of Wales



L-R: PWC alumni Eileen Drake, Lawson Drake, Margie Giddings & Pat Landrigan

Alumni of Prince of Wales College were invited to reconnect and reminisce during a reunion of PWC graduates, held in July 2014 at Holland College's Prince of Wales Campus. Nearly 150 former students attended and enjoyed hits from the '50s and '60s played by members of the Welshmen Community Band, as well as tours of the campus. A highlight of the event was a visit to the former Prince of Wales College gymnasium, where plans to renovate the space into a 300-seat performance hall and a Prince of Wales College interpretive centre were shared. The gymnasium was the scene of a number of student productions, dances, and events during the Prince of Wales College years and, as such, holds a special place in the hearts of Prince of Wales College alumni.



# Turning Tuesday into the most exciting day of the week!

Interview with alumna Gillian McCrae, Business Administration 2011



## “There’s got to be a better way”

Holland College alumna Gillian McCrae said to herself as she contemplated the challenges facing local merchants in terms of attracting new customers, investing advertising dollars wisely, and establishing a social media presence. Fast forward through the “intricate-algorithmic-creative-awesome stuff” that creates a brainwave and ... GetGifted was born. Since December of 2012, TheGiftList has been delivered on Tuesdays to over 15,000 electronic mailboxes. Subscribers can then claim gifts at local restaurants, fitness centres, retailers, and more.

Within hours of GetGifted’s launch, as the gifts disappeared and social media mentions started flowing in, Gillian knew she had created something very special. Merchants and customers were connecting like never before.

Since then, the gift-giving phenomenon has continued to spread across P.E.I. and throughout Atlantic Canada. To date, over \$1 million worth of products and services have been given to enthusiastic subscribers and more than 30,000 gifts have been redeemed on Prince Edward Island alone over the last year. Holland College’s Office of Alumni Relations has been excited to see Gillian’s vision grow (we also love getting the gifts on Tuesdays!) and appreciated the opportunity to ask her a few questions.

**HC:** Great idea! What sparked it?

**GM:** Having been a restaurant owner for five years, I knew the challenges that local business owners faced when it came to marketing. I wanted to create something that was fun and measurable for the merchants and engaging for the customers. Giving gifts is the best advertisement, and provides customers an opportunity to connect with a local business and experience something new in their area.

**HC:** How has GetGifted grown since its inception?

**GM:** We have launched in five regions throughout Atlantic Canada and have over 15,000 subscribers and 250 participating merchants. We are scaling our system and advancing our technology to embrace even larger markets across North America this year.

**HC:** What are some misconceptions about GetGifted?

**GM:** Because the gifts go so quickly on Tuesdays, some people think we only have a few to give away. The reality is, we typically have more than 2,000 gifts each time we deliver TheGiftList.

**HC:** What are you most proud of?

**GM:** My core team! And every tweet we see with a happy customer thanking their gift-giving merchant.

**HC:** What is the toughest decision you have had to make in the last few years?

**GM:** When GetGifted was an idea, I made the decision to give it everything – I even forfeited my job. It wasn’t only the toughest decision I had to make, it ended up being the best!

**HC:** What are some of the challenges you have faced?

**GM:** The biggest challenge is time - making time, finding time, and using time to its fullest. Time is the most precious resource a startup entrepreneur has.

**HC:** What is some of the best business advice you have received?

**GM:** Brian Murray, a learning manager at Holland College, said something that stuck with me during a Business Administration class: “You can’t manage what you can’t measure.” It’s true, everything should be measured to validate what is working and what isn’t - and if something isn’t working, change it!

**HC:** How did your experience as a student at Holland College prepare you for what you are doing now?

**GM:** Coming from an operator’s background, it was essential to spend my time at Holland College on business foundation, financial management, accounting, and human resources. Learning how to spend money wisely to grow a business, and how to build a team were also very important skills to develop.

**HC:** What advice can you give alumni looking to take the next steps in their careers?

**GM:** Build your skills! Even if you’re doing something that isn’t your passion, take steps to challenge yourself, find out what really motivates you, share your ideas, broaden your network, hang out with like-minded people, be open to sending a person of interest a request, reach out, connect, and have great conversations. You never know where these steps will take you!

**HC:** What’s next for GetGifted?

**GM:** Our vision is to make Tuesdays the biggest day of the week across North America - giving, kindness, and paying it forward is good business and that is what we want to spread.



# A royal visit



Royal watchers had the opportunity to see the Prince of Wales in person when he visited Holland College's Prince of Wales Campus on May 20, 2014.

His Royal Highness toured the Centre for Applied Science and Technology, where he met students, staff, and members of the business community, and learned about programs related to urban development and environmental sustainability.

During the visit, his Royal Highness unveiled a new Prince of Wales Campus sign in the courtyard. The predecessor of Holland College was named Prince of Wales College in honour of a visit in 1860 by the then Prince of Wales, later to become King Edward VII. Welcoming the current Prince of Wales added to the prestigious history of this campus.

*Photos courtesy of Jean-Sebastian Duchesne*



## Photo highlights!



# A royal experience



**George Coles**, a first-year student from Essex, England, travelled all the way to Prince Edward Island to meet the Prince of Wales. Well ... not really, but he did have the pleasure of chatting with Prince Charles during the royal tour in May. George was one of the students selected to meet the Prince when His Royal Highness visited Holland College.

"In England you simply do not get that close to the royal family, and I actually got to speak directly to the Prince for a few moments. I will definitely be sending a picture to my mum," said George, who noted the experience was a highlight of his time on the Island.

George, a Sport and Leisure Management program student, has been playing soccer (or football, as it is called in England) since the age of three when his father, also an accomplished athlete, started teaching him the game.

After kicking a soccer ball around successfully throughout his formative and teen years, he was sure of two things: he wanted to pursue the sport, and he wanted to travel.

George left England for the United States, attending the University of Maine Fort Kent, playing with the soccer team for two years before seeking opportunity to broaden his horizons.

Fort Kent's athletics director made contact with Holland College, and the College's International Office went to work facilitating the application and transfer process.

George felt that Holland College would be a good fit – both for his athletic skills and academic goals. He grabbed the opportunity to come to Canada, and moved to P.E.I. knowing very little about the Island. And so far, it has been a very positive experience.

Having just completed his first year, George said that he has learned a lot from his instructors and is enjoying the Sport and Leisure Management program immensely. He plans to complete the program next year and then pursue a Bachelor of Kinesiology.

"George is an excellent athlete who brings a different perspective to the game. Soccer in England is typically less physical and more strategic," said Albert Roche, Athletics and Recreation Director at Holland College, noting that George is a team player who

continually works on skill development. "His leadership, attitude, and drive for excellence are an inspiration to his teammates to play their best, which will hopefully pay off in the 2014 men's soccer championships in November."

George's soccer skills are complimented by an upbeat attitude. When talking about balancing study with athletics while adjusting to a new environment, including playing soccer in the snow, he appears to take it all in stride. "If you want the rainbow, you have to put up with a little rain."



# Unveiling Holland College's donor wall

The Holland College Foundation celebrated the unveiling of its first ever donor wall this year, located in the Centre for Community Engagement on Holland College's Prince of Wales Campus. The Centre for Community Engagement is a hub of activity at Holland College, where students, staff, and the community come together for wellness, special events, and functions.

Donors whose cumulative giving since May 15, 2007 reached the Friend level of recognition at \$10,000 through to the Visionary level of \$1 million or more are listed on the wall. An LCD panel incorporated into the design will eventually recognize donors at all levels.

"More than \$10 million has been raised for Holland College through the Holland College Foundation since May of 2007," said Holland College President Dr. Brian McMillan. "Priorities such as student financial aid and support services, extracurricular activities, classroom equipment, research, and renewal and expansion of facilities have received substantial enhancements thanks to the leadership and support of many in the community."

*Holland College Foundation Board of Directors Chair Quentin Bevan cuts a ribbon to mark the official unveiling with Holland College President Dr. Brian McMillan.*

A.J. MacIntyre, 2013-2014 President of the Holland College Student Union, said that the generosity of the donor community has tremendous impact for students.

"The entire student body thanks the many generous supporters in the community for being an important part of the Holland College family," said MacIntyre. "It is so encouraging to know that others invest in our education because they believe in our potential."

The Foundation invites you to drop by and view the new wall located just inside the main doors of the Centre for Community Engagement. For information about recognition on the Holland College Foundation donor wall, please contact Trish Johnston, Advancement Officer, at (902) 566-9501.



## Honouring sacrifice

Careers in public safety and community service often carry elements of sacrifice and risk. For some, it is the ultimate sacrifice.

The deputy director of Holland College's Atlantic Police Academy (APA), Eric Fiander, has been researching for some time a way to honour graduates of the APA who have been killed in the line of duty, and while attending a convention in Arkansas, Eric came across a memorial wall that caught his attention. He felt a similar wall would do justice to the memory of those who graduated from the APA who have lost their lives in service.

A committee at the APA is working toward raising the \$10,000 needed to have the wall installed. It is their hope to have a bronze relief made for each fallen officer with their story displayed alongside so that others realize the depth of loss and sacrifice made by those who serve in the public safety sector to keep our communities safe.

The APA opened its doors in 1971 and since that time, thousands of law enforcement professionals, firefighters, and correctional officers have graduated. If you would like further information on this initiative, please call Deputy Director Fiander at (902) 888-6716 or email [efiander@hollandcollege.com](mailto:efiander@hollandcollege.com)



**HOLLAND COLLEGE**  
**PRINCE EDWARD ISLAND**

# A home run for Holland College Athletics

# A quarter mile at a time



L-R: Holland Hurricanes Denver MacKenzie, Taylor Larkin, Will Connolly & Andrew Skinner

Baseball fans in Prince Edward Island will have something to cheer about this fall when the Holland Hurricanes kick off their inaugural season competing in the Canadian Collegiate Baseball League. The Hurricanes join St. Mary's University, St. Francis Xavier University, the University of New Brunswick, Cape Breton University, Dalhousie University, and Acadia University in the Atlantic Division. Charlottetown's Memorial Field in Victoria Park will be home for the 'Canes as they play nine home games and nine away games completing the 18 game regular season.

Head Coach Andrew MacNevin was delighted to respond to the Hurricanes' call for a head coach and brings to the field an extensive coaching and playing background. MacNevin grew up playing baseball on Prince Edward Island before attending Niagara University in Lewiston, New York, where he was named team captain and still sits among top record holders for hits, doubles, home runs, walks, and runs batted in.

He spent two years as a hitting and infield coach with the Niagara County Community College in Sanborn, New York, where he had the chance to work with several major league draft picks. Following his days in New York, he relocated to Alberta where he worked with the Okotoks Dawgs Baseball Academy for four years.

MacNevin had recently returned to P.E.I. with his young family when Albert Roche, Holland College's Manager of Athletics, contacted him to discuss the possibility of coaching the team.

"When I was first approached, I had a feeling that baseball at Holland College would be a

great fit," said MacNevin. "We'll be making it possible for talented young Islanders to keep playing without moving away and giving the hometown crowd a taste of baseball played at a high level. It's a win-win situation!"

The squad is currently focused on recruitment for the upcoming season with camps scheduled in P.E.I., Nova Scotia, and New Brunswick, where they will be scouting for a solid pitching staff and players with strong defensive skills.



The Hurricanes will be playing a very aggressive style of baseball with emphasis on timely hitting, running the bases, and manufacturing runs.

"It's very satisfying for me to think that baseball will enrich the educational journey for these young players," said MacNevin. "They'll be getting a well-rounded experience at Holland College."



Mary Roach races cars... and she knows how to repair them. The twenty-three-year-old drag racer is currently a student in the Automotive Technology program at the Summerside Waterfront Campus.

Drag racing has been a Roach family sport for many years. Mary attended her first race at just five weeks of age and at the age of eight, she noticed boys her age taking part in the Junior Dragster program and decided that she wanted to join the program too. Mary was the first female Junior Dragster in the Maritime region.

When she began racing, her primary goal was to prove that she could be taken seriously as a competitor. In 2007, at the age of 15, Mary won the Atlantic Drag Racing Association (ADRA) yearly overall points competition. After crashing in 2012, she had a comeback year in 2013, placing second in points for P.E.I.

While she has realized many of her goals, and has been accepted into the extended drag racing community, Mary still counts beating her dad, Ray Roach, in a drag race as one of her biggest accomplishments.

Mary enjoys the hands-on classroom in Holland College's Automotive program, where she is gaining the confidence and skills needed in order to pursue her goal of living in Saint John, N.B., working alongside her father in the family-owned business.

She said that she lives her life the same way whether on or off the track, "a quarter mile at a time," and urges other students to set clear goals and then "go for them, not allowing anyone or anything stand in your way."

# Holland College Varsity Athletics 2013-2014

## ACAA 1<sup>st</sup> Team All-Stars

Women's Soccer	Kristin Hood
Men's Soccer	Logan Doiron
Men's Soccer	Josh Martin
Men's Soccer	Evan Forrester
Women's Basketball	Jazlin Barker
Men's Basketball	Chase Bowden
Men's Basketball	Alvin Parker

## ACAA 2<sup>nd</sup> Team All-Stars

Women's Soccer	Megan Spicer
Men's Soccer	Geoff Pellerin
Men's Soccer	George Coles
Women's Basketball	Jenea Barrett
Women's Basketball	Ashley Moss
Men's Basketball	Orlando Palmer

## ACAA Golf All-Conference

Tariqah Walikraam  
Brett Wilson  
Neal Ryan  
Eric Locke  
Justin Shanks  
Brett Wilson  
Mathieu Arseneault

## ACAA Men's Volleyball - All Conference

Mike Harris  
Jeremy MacKinnon

## ACAA Libero of the Year

Men's Volleyball      Brandon Boyce

## ACAA Rookie of the Year

Women's Basketball      Jazlin Barker

## ACAA Women's Soccer Champions

## ACAA Men's Golf Champions

## ACAA Men's Basketball Champions

## ACAA Conference Silver

Men's Soccer  
Women's Basketball

## CCAA 2nd Team All-Stars

Men's Basketball      Chase Bowden  
Women's Basketball      Jenea Barrett

## CCAA All-Canadian

Women's Golf      Tariqah Walikraam  
Men's Golf      Eric Locke  
Men's Golf      Brett Wilson  
Men's Basketball      Chase Bowden

## CCAA Academic All-Canadian

Men's Golf      Mathieu Arseneault  
Men's Golf      Brett Wilson  
Men's Golf      Eric Locke  
Men's Golf      Justin Shanks  
Women's Soccer      Kristin Hood  
Men's Soccer      Evan Forrester  
Women's Basketball      Ashley Moss

## Atlantic Football League All-Stars

Defensive Back      Garvin Cius  
Linebacker      Cardell Rolle  
Defensive End      Andrew Pidgeon  
Quarterback      Christian Hackney  
Receiver      Jeff Hillier  
Offensive Line      Owen MacWilliams

## AFL Football Champions

## Host of the 2013

ACAA Golf Championships  
ACAA Soccer Championships  
Men's Volleyball Tip-Off Tournament

## New for 2014/2015

Men's Baseball

## Awarded Hosting of

2014 ACAA Golf Championships  
2015 CCAA Men's Volleyball National Championships

## MEN'S GOLF

Most Improved Player      Brett Wilson  
Most Dedicated Player      Justin Shanks  
Most Valuable Player      Eric Locke

## WOMEN'S SOCCER

Top Offensive Player      Kristin Hood  
Top Defensive Player      Shalan Armstrong  
Most Dedicated Player      Laura Younker  
Most Valuable Player      Megan Spicer

## MEN'S SOCCER

Top Offensive Player      Evan Forrester  
Top Defensive Player      Josh Martin  
Most Dedicated Player      Alex Howling  
Most Valuable Player      Adam Fitzgerald

## FOOTBALL

Offensive Player of the Year      Jeff Hillier  
Defensive Player of the Year      Garvin Cius  
Most Improved Player      Alex Fitzpatrick  
Lineman of the Year      Owen MacWilliams  
Rookie of the Year      Eugene McMinns  
Special Teams Player of the Year      Jay Dearborn  
Most Dedicated Player      Richard Lush  
Hilton Memorial Trophy MVP      Cardell Rolle





[www.hollandcollege.com/athletics](http://www.hollandcollege.com/athletics)

**WOMEN'S HOCKEY**

Top Offensive Player Ashley Lunn  
 Top Defensive Player Ellen Chapman  
 Most Dedicated Player Katie Campbell  
 Most Valuable Player Candace Hopkinson

**MEN'S HOCKEY**

Top Offensive Player Pat Cummiskey  
 Top Defensive Player Nick MacDonald  
 Most Dedicated Player Adam Gardner  
 Most Valuable Player Jonny Richards

**WOMEN'S VOLLEYBALL**

Top Offensive Player Kendra Dawkins  
 Top Defensive Player Emily Caldwell  
 Most Dedicated Player Kendra Carpenter  
 Most Valuable Player Tabitha Trecartin

**MEN'S VOLLEYBALL**

Top Offensive Player Jeremy McKinnon  
 Top Defensive Player Brandon Boyce  
 Most Dedicated Player MacKenzie Archibald  
 Most Valuable Player Jeremy McKinnon

**WOMEN'S BASKETBALL**

Most Improved Player Ashley Moss  
 Top Defensive Player Mendeira Smith  
 Most Dedicated Player Jennifer Hinds  
 Most Valuable Player Jazlin Barker

**Passion  
 Spirit  
 Pride**

**MEN'S BASKETBALL**

Most Improved Player Shawn Lucas  
 Top Defensive Player Orlando Palmer  
 Most Dedicated Player Kyle Welton  
 Most Valuable Player Chase Bowden

**HURRICANES AWARD**

Sports Centre Physiotherapy

**PRESIDENT'S AWARD**

Hurricanes Women's Volleyball Team

**LEADERSHIP IN SPORT**

Alex Howling, Men's Soccer

**BELL ALIANT AWARD**

Laura Younker, Women's Soccer

**COACH OF THE YEAR**

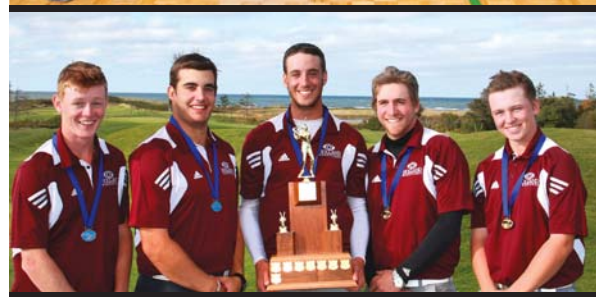
Mark MacDougall, Men's Football

**FEMALE ROOKIE OF THE YEAR**

Kristin Hood, Women's Soccer

**MALE ROOKIE OF THE YEAR**

Eugene McMinns, Men's Football



**FEMALE ATHLETE OF THE YEAR**  
 Jazlin Barker, Women's Basketball

**MALE ATHLETE OF THE YEAR**  
 Eric Locke, Men's Golf, Men's Hockey

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# Looking back: the legacy of the Holland College School of Visual Arts

Prince Edward Island is home to many gifted artisans and craftspeople. From North Cape to East Point, dozens of studios produce hand-crafted pottery, jewelry, textiles, woodwork, and other one of a kind products. P.E.I. has long maintained strong links to the traditions of the past and in many ways this province is a natural home for arts and crafts businesses. The instruction, support, and advocacy of the former Holland College School of Visual Arts contributed greatly to today's thriving arts and crafts culture.

The School of Visual Arts was established in 1977. It evolved from the former Handcraft Training Centre which was taken under the wing of the College in 1975 as part of the transfer of responsibility for vocational training from the Department of Education. The school operated out of a purpose-built facility on Burns Avenue adjacent to the Provincial Vocational Institute in a facility dedicated to the training of craftspeople and artisans.



Henry Purdy, who established the commercial design program, one of the College's first four programs, was the school's founding director, a role he maintained until the school closed in 1993. Purdy, himself a nationally recognized and respected artist, hired working craftspeople as instructors of pottery, woodworking, weaving, leatherwork, metal, commercial design, and photography.

The time and place were right for the school. In the late 1970s, Prince Edward Island had become a popular destination for "back-to-the-landers", with its rural character and inexpensive real estate.

These newcomers to the province joined like-minded natives and formed the majority of the school's full-time student population while also providing a steady enrolment in evening, part-time, and summer courses, as well as workshops.

In its heyday, the School of Visual Arts was not simply a classroom for Holland College students; it was the focal point of an Island-wide community of individuals with an interest in arts and crafts. Purdy converted the facility's office space into a flexible gallery space where students and visiting artists could display their work for the public, and where evening lectures and slideshows were delivered to anyone who wanted to drop in. The centre operated a supply store which sold bulk materials such as clay, paint brushes, and leather to artisans and craftspeople across the province, as well as to its students.

It was Purdy's talent for bringing people together that made the school such a dynamic environment, according to Ian Scott, the school's former leatherwork instructor. Scott recalled Purdy's personalized approach to ensuring that all incoming students got to know one another each fall.

"Rather than bring students together for a lecture or mixer, Henry would organize a kite-flying competition each fall. Students designed and built their own kites and got together to launch them on the field below the Burns Avenue building. It was quite a sight for those driving by."



Another unique event was the Pro-Am Clay Challenge, where experienced potters were paired with media personalities to produce works in clay. The event garnered a lot of attention for Holland College and the School of Visual Arts, while promoting awareness of the artisan industry.

Although the School of Visual Arts closed its doors in 1993, two of its programs are still offered today, Commercial Design (now Graphic Design) and Photography (now Photography and Digital Imaging). In its peak, the school successfully married traditional knowledge and practices with modern methods and technologies, a continued hallmark of Holland College today. The Photography and Digital Imaging program, for example, is one of only a handful of such programs in the country still offering instruction in film processing, while also teaching current and emerging techniques.

It was only active for 16 years, but the Holland College School of Visual Arts has left a significant legacy. This can be appreciated in studios and galleries across the province; in arts festivals in communities large and small; and here at the College, where present-day programs owe much to the innovative approaches of the faculty and students of that school.

Photos courtesy of Ian Scott



## Meet our new mascot!

### Captain Samuel Holland

At Holland College, we are proud of the connection that we have to Samuel Holland, who was appointed Surveyor-General of Quebec and the northern district of America - an area that reached from the Potomac to Niagara and Hudson's Bay - in 1764. Captain Holland's survey of the region began 250 years ago, right here in Prince Edward Island. His dedication to progress, his willingness to embrace new technology, and his enthusiasm for teaching embody the principles that we hold very close to our hearts here at Holland College.



## Holland College joins Higher Ed Points program

Holland College has signed on to become a participating institution in the HigherEdPoints.com program. With this new partnership, students and their families can convert **Aeroplan® Miles** into funds to cover their Holland College tuition, and if they sign up between now and September 30, they could win one of 10 \$250 prizes!

Anyone can donate their points to an individual student or directly to the Holland College Foundation for students in need. Holland College President Brian McMillan said the program gives people the opportunity to show their support for a friend or family member who is enrolled at the College.

"Many people would like to be able to help out a family member or friend who is attending a post-secondary institution, but they may not have cash on hand to do so. This program enables them to donate their Aeroplan® Miles instead," he said.

Donations are made in increments of \$250. For every 35,000 Aeroplan® Miles, a \$250 credit is issued to either a student named by the donor or to the Holland College Foundation's student awards fund.



## "Like" us on Facebook

Stay in touch with us through our Holland College Alumni Facebook page and reconnect with your former classmates. Watch for information on current events in your area, see news about our Distinguished Alumni Awards program and other initiatives, learn about new additions or changes to our alumni benefits program, and keep up with the many exciting things happening at Holland College!

[Facebook.com/HCAumni](https://www.facebook.com/HCAumni)



As a Holland College alumnus, you are eligible for highly competitive group rates for vehicle, residential, and life insurance. To find out more about the benefits of being an alumnus, please visit "Alumni & Friends" at [hollandcollege.com](http://hollandcollege.com)

From time to time we provide contact information to companies offering special products and services to our alumni. Your personal information is treated in accordance with applicable legislation and the College's privacy policy. If you do NOT want your name and address shared with our partners or if you have any concerns regarding the use of your personal information, please notify the Office of Alumni Relations by calling (902) 566-9590 or by email at [alumni@hollandcollege.com](mailto:alumni@hollandcollege.com)



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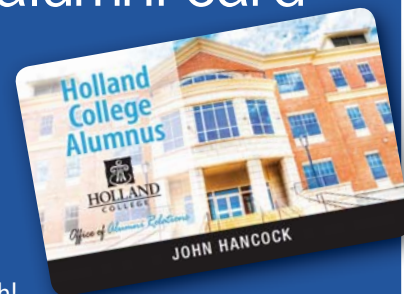
## Get your alumni card today!

Now Holland College alumni can proudly carry this card in their wallets - and take advantage of the many benefits of staying in touch!

If you are an alumnus and would like a new card, please email [alumni@hollandcollege.com](mailto:alumni@hollandcollege.com) or call (902) 566-9590.

### Attention businesses:

Do you provide a discount to Holland College alumni, or are you interested in learning more about the benefits of doing so? Contact us today!



Everyone has a different  
reason for giving.

We invite you to consider yours.



**“We are happy to play  
a part in the educational  
experience for Holland  
College students. A  
lifetime of learning  
is a wonderful goal!”**

**Regis & Joan Duffy**

*Donors since 2009*

The Holland College Foundation is committed to the long-term vision of helping Holland College students realize their career goals and be industry ready in a rapidly changing, global marketplace. We partner with businesses, individuals, organizations, and foundations to help make dreams reality for the next generation of learners through donations to student financial aid, facilities renewal, teaching resources, and more.

Visit “Alumni & Friends” at [hollandcollege.com](http://hollandcollege.com)  
to learn more or to make your gift today!



**HOLLAND**  
COLLEGE

*Holland College Foundation*

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