

Benchmark

2016
HOLLAND COLLEGE FOUNDATION MAGAZINE



Holland College Foundation

In This Edition:

Earn a Car at Holland College

2016 Donor Report

Equipping the Next Generation
of Culinary Stars

Launching the Alumni App

A Transformational Gift to the
Holland College Foundation

Interview with Alumna
Melody Dover

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Message from the President

Holland College Friends,

Inspired. That's how I felt as I watched donor Lou MacEachern present the keys to the second car he's purchased to award to a Holland College student. It was one of those moments that stays with you for a long time ... the heartfelt emotion of the recipient as her name was called, the intense pride of the faculty and staff in the room, and the sincere delight of the person who made it possible.

I am inspired every day in my role at the College, not only by the generosity of donors like Lou, but also by our faculty and staff, our students, and our alumni. This past year has been one marked with many successes, inspirational moments, and proud highlights. College-wide, our programs have been evolving to a new academic model with a course-based format and as of September 2016, 44 of our 65 programs will have transitioned. The success of this effort is evidenced by a significant increase in the number of part-time learners we have enrolled. We are pleased to see flexibility for students enhanced while maintaining our educational philosophy of competency-based education.

Our School of Performing Arts signed an articulation agreement this year with Berklee College of Music, the world's foremost institute of contemporary music. We also partnered with UPEI on a joint degree – Bachelor of Science in Biotechnology. These new, forward-thinking agreements are just two examples of an array of exciting new learning pathways available to students.

A source of tremendous pride for Holland College is our growth in diversity. Our international student community continues to grow and, for the current year, is approaching 10 per cent of our full-time student population. We are also pleased to welcome Collège Acadie to their new home at our Prince of Wales Campus in Charlottetown. This partnership will significantly broaden the opportunities for students to pursue post-secondary education in both English and French.

Student numbers at Holland College have remained strong, with 9,000 full- and part-time learners enrolled at our campuses across P.E.I. and in China. As a whole, our students inspire us daily. Theatre Performance student Luke Ignace, for example, produced and directed a play entitled "This Must Be the Place", which was performed on stage at the Florence Simmons Performance Hall. Fundamental Arts student Hanna Matheson saw her watercolour painting selected and reproduced by the Royal Commonwealth Society as a card for Queen Elizabeth's 90th birthday. And Music Performance graduate Jessie Periard and his band, Ten Strings And A Goat Skin, recently saw their latest album, Corbeau, ranked #6 internationally for World Music according to Billboard Magazine. The promise of our students as leaders in their industries and communities is remarkable.

Our staff are another source of inspiration. They thrive on innovation and collaboration, and they champion and lead in all aspects of our College and our community. Our 14-member volunteer Wellness Committee is an excellent example. This motivated group executed events and activities over the past year that integrated a variety of experiential approaches spanning nutrition, nature, lunch and learns, hiking, physical activity challenges, personalized health assessments, and flu vaccinations, benefiting more than 700 participants. Another volunteer group worked tirelessly to host a major fundraising dinner to welcome and support newcomers to Prince Edward Island from Syria, and our Green Machine volunteers continue to provide leadership in environmental stewardship and sustainability. Yes, our staff teach, they train, they innovate, and they inspire, but they also contribute greatly as citizens and as leaders.

As we prepared for an exciting revitalization to the teaching and learning environment at The Culinary Institute of Canada, staff and students were busy preparing for the World Culinary Olympics in Germany. Our talented team of eight students trained all summer - five days a week, six hours a day, earning them two gold medals on the international stage! Culinary Bootcamps also continue to evolve as an industry leader in authentic culinary experiences - the Canadian Tourism Commission once again designated them a signature, "must do" experience in Canada for 2016-17. And on the athletics front, a tremendous honour was bestowed on our Holland Hurricanes this year, with Sport PEI recognizing our athletics department with the Premier's Award for Sports Organization of the Year.

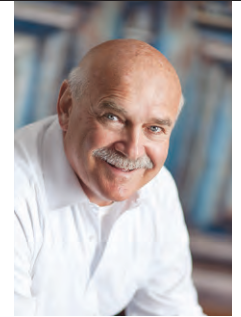
In this issue of Benchmark, you can read about the official opening of the Florence Simmons Performance Hall, as well as an app that the Office of Alumni Relations recently launched. You will meet many of our students, including Tara Maddix who earned herself a car, as well as a number of our alumni. You will also learn more about the revitalization underway at our culinary school, and the significant impact that our donors have on our students, our staff, and our College.

We hope you enjoy this issue of Benchmark. You are a treasured member of the Holland College family, and an integral part of our ongoing success.

Warmest thanks,



Brian McMillan, Ph. D., President



Brian McMillan, Ph.D.

Campus Updates ... On with the Show

Florence Simmons Performance Hall

A 6,000 sq. ft. piece of 1930s Charlottetown history underwent a major facelift, and is now officially open!

The Florence Simmons Performance Hall is a key addition to the community, and home to Holland College's School of Performing Arts (SoPA), providing a venue for lectures, special events, music and dance performances, as well as other special initiatives of the arts community.

Named in recognition of lead donor and Island art enthusiast Florence Simmons, the hall holds 303 people and is equipped with state-of-the-art lighting and sound equipment. Many of the original 1932 design elements were preserved to honour the site's post-secondary heritage.

A massive mural featuring some of the performers who have graced the stage in the original space over the years, such as Anne Murray and Gordon Lightfoot, can be seen in the reception area, as well as a three-piece, fully-lit, Broadway-inspired donor wall, which showcases lead donors along with other contributors to the project.

The official gala opening was held on January 28, 2016. Following a reception, an official ribbon cutting ceremony on stage preceded a special performance by SoPA students, entitled *Through the Decades – a Tribute to Prince of Wales College*. This theatrical trip down memory lane was taken by a full house of special guests including dignitaries, Prince of Wales College alumni, donors, staff, and friends of the College.

The evening was a historic celebration of a space filled with rich memories and a meaningful past for many. Requests have been rolling in to book the hall since its opening.



A great view from every seat



A framed photo of lead donor Florence Simmons, on proud display



A nostalgic look back



Dance Performance and Music Performance students



Donors Regis and Joan Duffy

A Unique Partnership

Holland College and Collège Acadie have teamed up to allow students to pursue their college diploma in both English and French. This new partnership is designed to encourage more French language and French immersion high school students to stay on P.E.I. for their post-secondary education.

Provincial officials anticipate that the new partnership will ultimately mean more bilingual workers on the Island, especially in the health and education fields.

The P.E.I. government pledged \$400,000 to Holland College to renovate a building on the Prince of Wales campus to be occupied by Collège Acadie. In addition, the province contributed \$75,000 for new video-conference equipment, a new language lab in Wellington, and for other Collège Acadie technology needs.



Mike O'Grady, vice-president of strategic planning for Holland College and Donald DesRoches, president of Collège Acadie look over blueprints.

The new Collège Acadie building on the Prince of Wales Campus opened in the fall of 2016.

Affinity Partner Announcement Great Benefits for Alumni

Affinity partners offer tremendous benefits and savings to Holland College alumni. We are pleased to extend a huge Holland College welcome to **TD Insurance Meloche Monnex** and **Manulife**!

To learn more about the opportunities available to alumni, visit 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.



Celebrating Excellence ... Instilling Pride

The Holland College Foundation and Office of Alumni Relations is celebrating the accomplishments of alumni by establishing a Distinguished Alumni Awards "hall of fame" display, located adjacent to the library on Holland College's Prince of Wales Campus. This area is a hub of activity at Holland College, where students and staff will be inspired by the many leaders and groundbreakers who are proud Holland College alumni.

Please drop by and check out this celebratory display! More information on the annual Holland College Distinguished Alumni Awards and a full list of recipients can be found on page 10.



Hats Off to Our Staff

College Family Shout Out

Three staff members were honoured with awards for their outstanding contributions to the College during annual Staff Appreciation Day activities held in June.

The Staff Excellence Award, which is presented to a staff member who has made an exceptional contribution within Holland College and the communities it serves, was presented to Nadine Moore from the Athletics and Recreation Department on the Prince of Wales Campus.

Ron Culleton, a maintenance worker at the Waterfront Campus, received the Facilities Support Services Excellence Award, which honours a facilities staff member who demonstrates exemplary performance and has made invaluable contributions within their department or unit.

The Teaching Excellence award was presented to Karen Ford-Doyle in the Adult Education department. This award honours a faculty member who has exhibited consistent excellence in teaching and has had a significant impact on the personal and academic growth of students.

Recipients for the awards are selected from nominations by fellow staff and faculty members.



L-R, Nadine Moore, Ron Culleton, & Karen Ford-Doyle

International Accolades

In January, 2016, at the meeting of state and provincial police academy directors in Baton Rouge, Atlantic Police Academy Inspectors Wayne Rudderham and Leslie Hatfield were named co-recipients of the International Instructor of the Year Award. They were chosen from 14 other nominees from across Canada and the United States. Their nomination was based on their successful integration of Crisis Intervention and De-escalation training with Judgmental Use of Force training, and this new integrated curriculum has since been embedded into curriculum at the APA.



Wayne Rudderham



Leslie Hatfield

Canada-Wide Applause

In March 2016, Chef Jen Bryant, a food product development technician with Canada's Smartest Kitchen, was named the Canadian Culinary Federation's



Chef Jen Bryant

Eastern Region Chef of the Year for 2015 during an event held in Nova Scotia.

Bryant's work as a product developer, food stylist, and mentor to culinary arts students was celebrated during an awards ceremony.

She was a member of the 2012 silver medal winning team at the IKA Culinary Olympics and has travelled to South Africa to participate in the World Chefs' Tour Against Hunger, raising money and global awareness to help feed school children daily.

Her award winning food styling skills have led her to work with some of Atlantic Canada's top food photographers.

Earn a Car!



Earn a Car!

Holland College student Tara Maddix, who finished her first year of the Business Administration program this past June, earned more than just good marks. She also walked away with a 2015 Nissan Micra!

Four other students, Nicole Christiansen, Legal Administration; Jillian Curley, Practical Nursing; Nathan Lynde, Power Engineering; and David Andrew MacKenzie, Automotive Technology, started their summers \$1,000 richer, all made possible thanks to the generosity of Calgary businessman and former Islander Lou MacEachern.

Forty-four students were nominated for the Earn a Car Award for their outstanding efforts. The top five nominees were identified and interviewed by a selection panel. The car and the four cash awards were then presented at a celebration on the Prince of Wales Campus.

For the second year in a row, candidates were nominated by faculty and staff on the basis of merit, character, and academic achievement. Mr. MacEachern's hope was to motivate students to work toward achieving their personal and academic best.

"My objective wasn't simply to reward the student with the highest marks," said MacEachern. "It was about motivating all students to roll up their sleeves and reach their full potential."

"Lou's tremendous generosity is truly inspiring," said Holland College President, Dr. Brian McMillan. "This exciting initiative produced many personal bests for our students this year. We are both pleased and proud of their outstanding efforts."

In his remarks, MacEachern announced his commitment to fund the initiative again in 2016/17.

Thank you, Lou! And congratulations Tara, Nicole, Jillian, Nathan, and David!



"It was an honour to have met and been recognized by Mr. MacEachern. He has not only become a role model to me, but also to my children. He has shown us the importance of giving back, as well as what you can accomplish with hard work and dedication."

I am going to drive my Nissan Micra back and forth to school next year. I absolutely love the car! I am still in shock that it's mine, and every time I think about it, it still brings a tear to my eye. I can't thank Mr. MacEachern enough."

Tara Maddix, Business Administration



Tara Maddix with Lou MacEachern



For more information on “Earn a Car!”
visit hollandcollege.com/earnacar

Meet the Finalists

Over 40 students were nominated for these prestigious rewards, and five were short listed. Here are excerpts from their nominations:

Nicole Christiansen

Legal Administration

Nicole has been a natural leader in the classroom since the beginning. She embraces class and campus activities with a ton of positive enthusiasm and energy. I am impressed with her ability to balance work, home, and still participate in extracurricular activities.



Jillian Curley

Practical Nursing

Jillian's steadfast and conscientious approach has earned her respect in both her program and athletics. She is a professional in the classroom, a team player, and she strives to make the world around her a pleasant place.



Nathan Lynde

Power Engineering

Nathan continues to grow personally and professionally and increase his leadership skills through his ongoing education, community involvement, and athletics. He is a highly motivated person and performs well under pressure with a positive attitude.



David Andrew MacKenzie

Automotive Technology

Andrew is always smiling and putting forth 100 per cent effort in everything he does. His thirst for knowledge and his desire to be the best technician he can be is outstanding.



Tara Maddix

Business Administration

Tara is the perfect example of an independent, strong woman who balances a busy home life along with her school work in order to grow both personally and professionally. She has continuously shown the attitude of a person who embraces learning and is passionate about doing nothing less than her best.



Meet Lou

Lou MacEachern grew up in Hazel Grove, P.E.I., and, like many of his generation, left school at a young age to help on the family farm. In 1956, he returned to Queen Charlotte School in Charlottetown as a mature student, after which he attended post-secondary training at Prince of Wales College, and then Dalhousie University. MacEachern moved to Calgary, where he married, raised a family, and made his mark as a leader in business and as a benefactor in the community.

Congrats to All Nominees!

Charlene Brooke Blanchard - Sport & Leisure Management
Eva Blaquiere - Video Game Art & Animation
Christopher Boyce - Basic Firefighting
Jessica Brown - Environmental Applied Science Technology
Sean Burton - Pastry Arts
Chelsey Butler - Human Services
Buffy Campbell - Legal Administration
Marylynn Coté - Bioscience Technology
Dylan DesRoche - Journalism
Rachel Gallant - Administrative Assistant
Logan Gallant - Accounting Technology
Shawna Gaudet - Practical Nursing
Krystle Gorrill - Child & Youth Care Worker

Grant Grady - Business Administration
Keira Jollimore - Practical Nursing
Mark Kellington - Sport & Leisure Management
Amanda Lewis - Medical Support Services
Monica MacAusland - Business Administration
Hannah MacDougall - Tourism & Travel Management
Hannah MacKenzie - Administrative Assistant
Matthew Maclean - Industrial Electrical Technology
Ashley MacLeod - Photography & Digital Imaging
Connor Mooney - Environmental Applied Science Technology
Divine Pascual - Aircraft Gas Turbine Engine Repair & Overhaul Technology
Jose (Michael) Pinto - Music Performance
Courtney Poirier - Tourism & Travel Management

Natasha Race - Culinary Arts
Nathan Rainnie - Correctional Officer
Domonique Ryan - Business Administration
James Sanford - Golf Club Management
Holly Savoie - Resident Care Worker
Matthew Sheidow - Wildlife Conservation Technology
Lucas Sherry - Environmental Applied Science Technology
Chris Sigouin - Computer Information Systems
Kim Stilwell-Weeks - Bioscience Technology
Letra Sweeting - Journalism
Allison Wolvers - Fundamental Arts
Carol Wright - Human Services

Holland College catches up with students on campus to share their stories ...



Amanda Myers - Student Union President
Accounting Technology



Glen Harvie
Steamfitting/Pipefitting

What has been your best experience at Holland College so far?

AM - So far, it has been my involvement with the student union. I was the vice president of finance for the 2015-16 academic year and it was an incredible experience. The knowledge and creativity of our team was amazing and we accomplished some great things. Being able to continue the journey as president, with a new team is extremely exciting.

How do you balance your responsibilities?

AM - It takes a lot of effort! Last year I worked three jobs and attended classes full time. I am also married and have a dog at home so it was really important to make sure I had time with my family. I utilized every spare moment I had at school for assignments and homework so I would have less to do at home. I treated my school work like a full-time job, Monday to Friday, 8 a.m. to 5 p.m. I am very fortunate to have such a strong support system at home.

Where do you see yourself in five years?

AM - In five years I would like to be both a college and a university graduate, employed full time, and starting a family with my husband.

What is the best piece of advice you have ever received?

AM - Our instructor, Cam Beck, told us on the first day of a financial accounting class that all we had to do was "put the socks in the sock drawer, and the shirts in the shirt drawer, and everything would work out". While it is extremely true in an accounting sense, it has also proven to be true in everyday life. If we just take a moment to see how things fit and how they work, everything becomes much easier. Sometimes, just a moment to sit back and breathe, and look at the situation as a whole, will really help us put things in the right place, or "drawer".

Who inspires you?

AM - My mom. There isn't a time I can think of when I didn't have the love and support of my mother. She is the most kind, loving person I have ever known. She is incredibly hardworking, and always made sure that my brothers, father, and I had everything we needed. I can only hope that someday I am half the mother she is.

Do you remember your first day at Holland College?

GH - I remember my first day very well. I had my clothes and boots laid out the night before. I didn't know anybody, or even know if I had to bring my tools with me that day. After a few days people started to loosen up, and since then it's been enjoyable to go to class every day.

Why did you choose Holland College?

GH - I was actually planning on attending another college until a coach called me one day. He told me that the school offered the program I wanted to take, and that I got to play baseball while doing it. I was sold after he told me that, and I'm happy I ended up at Holland College.

Did you always know what you wanted to study?

GH - No. Upon graduating high school, I wanted to be in the health and fitness industry, but found that it wasn't for me. I ended up taking a trade because I felt like it could get me long-term employment. There's always going to be a need for tradespeople.

What has been the most challenging thing thus far in your program?

GH - The most challenging thing for me was balancing school with baseball, as both take a lot of time and energy. If I had to miss a class for baseball, my teachers were okay with it as long as I got caught up. It was the same with baseball, if I had to miss practice or a game due to school, my coaches would understand.

How has playing varsity sports enhanced your college experience?

GH - Playing for the Hurricanes has been a great experience for me. Holland College does a great job in making their athletes feel like they are an important part of the school. Everything from their social media to their award banquets are second to none. I am really impressed with how they run their varsity programs, and am proud to wear a Hurricanes jersey.



What's Cooking at The CIC?

Pickles à la Chef Andrew

(Created by Culinary Institute of Canada Chef Instructor Andrew Nicholson)

Ingredients:

4 c. onion, roughly chopped	4 tbsp. salt
1 red pepper, seeded, diced	1 c. flour
2 cauliflower, cut in small florets	2 tbsp. mustard seed
	2 tbsp. dry mustard
7 c. white sugar	2 tbsp. turmeric
4 c. white vinegar	1 tsp. black pepper

Method:

1. Prepare the cucumber, onion, red pepper, and cauliflower. Mix together in a large pot.
2. Mix together 6 cups of the sugar, 3 cups of the vinegar, and the salt. Add to the pot of vegetables, and bring to a boil.
3. Meanwhile, blend together the flour, mustard seeds, dry mustard, turmeric, and black pepper.
4. Add the remaining sugar and vinegar to the dry ingredients to form a paste.
5. Stir the paste into the pot of boiling vegetables. Mix thoroughly.
6. Bring back to a boil and continue to boil for 10 minutes.
7. Bottle the hot pickles into sanitized, glass preserve bottles. Cap with self-sealing lids.
8. Allow to cool at room temperature until a vacuum seal is achieved.



Dr. Brian McMillan and his wife Jane were sworn in as honorary Calgarians by Robbie Webster and Steven Smith.

Not Your Ordinary Alumni Events!

Holland College endeavours to lead the way in all areas, so it is no surprise that when planning gatherings across the country, we think outside the box.

Last fall, the Toronto event went underground to The Vault at One King West. This remodeled bank vault was a unique space for alumni, donors, and friends of Holland College to enjoy food and music, while reconnecting with the College and each other. Previous events have been held in equally unique venues, including the Toronto International Film Festival, The Drake Hotel, and the Art Gallery of Ontario where alumni and friends enjoyed the renowned exhibit, *David Bowie Is*.



Greg Barry performs at the Toronto event.

The Calgary event has been held at the exclusive Ranchmen's Club in the past, as well as in the kitchen (yes, you read that right!) at the historic Fairmont Palliser, but recent years have seen a stomping, good time kitchen party re-created at the Delta Bow Valley. Regardless of the venue, East Coast music and food are always on the menu.

Holland College loves connecting with alumni and friends, and is always looking for interesting ways to do so. The Office of Alumni Relations invites alumni to reach out with ideas they may have for venues or activities that might be of interest for future events.

Many thanks to our "on the ground" alumni in Toronto and Calgary for their leadership with our 2015 events - Barry Sheen and Regina Cunsolo in Toronto, and Robbie Webster and Angela McKinnon in Calgary. Thanks also to our stellar group of sponsors: The Personal, Strike Energy, Manulife, Foyston, Gordon & Payne Inc., Connor Clark & Lunn, Holiday Inn Express, Collicutt Compressions, and the Delta Bow Valley.



Co-chairs Angela McKinnon and Robbie Webster conduct a prize draw in Calgary.

With Great Pride



L-R: Kevin Proude, Wayne Stewart, and Cory LeDrew

Celebrating Excellence

Holland College alumni Cory LeDrew, Wayne Stewart, and Kevin Proude were honoured as Distinguished Alumni for 2015 at the Holland College Foundation's eighth annual Distinguished Alumni awards dinner and ceremony.

They join previous recipients Norma Lee MacLeod, Susan LeFort, Delaney Chisholm, Paul Livingston, Robert Webster, John Ledwell, Barry Sheen, Kathy Ward Doucette, Steven Barber, Tim Banks, Louise Vessey, David Garcelon, 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.

CORY LEDREW, Culinary Arts, 2001



"Holland College was a significant source of inspiration, confidence, and lifelong friends. While attending, everyone at the school became family."

Cory LeDrew graduated from Culinary Arts at The Culinary Institute of Canada in 2001, and began his career at Fairmont Hotels & Resorts.

He quickly moved his way up the culinary ladder from restaurant chef to banquet chef to executive sous chef. He also served as the head chef of the prestigious Banffshire Club Restaurant, a 5-diamond restaurant at the Fairmont Banff Springs.

In 2011, Cory received the Alberta Best Dish Award for the Chaîne des Rôtisseurs, and in 2012, he was recognized as the Fairmont Jasper Park Lodge's Leader of the Year as well as the Company Leader of the Year. In 2013-2014, he held the position of Assistant Food and Beverage Director at the Fairmont Jasper Park Lodge, until leaving the Fairmont to pursue his dream of operating his own hotel.

Cory is currently General Manager of the Overlander Lodge in Jasper, Alberta.

Chef LeDrew's work has been profiled in many newspaper and magazine articles, and blogs. In addition to receiving many professional awards, he has embarked on culinary adventures around the globe, including cooking for the Canadian Ambassador in Singapore, and the opening of O-Bar in Cairo's downtown core, which has become the number one venue in Cairo.

Cory has a clear strategic vision about how food can be a vehicle to enhance culinary pleasure and nutrition, increase environmental stewardship, and contribute to community building, all of which makes him a standout in the culinary world.

WAYNE STEWART, Plumbing, 1981

"The Plumbing program was the right choice, as I am still working in the trade. Holland College gave me the opportunity to be where I am today."

Wayne Stewart graduated from Holland College's Plumbing program, obtained his Red Seal certification, and then moved to Calgary, Alberta. He continued to work in the plumbing business before becoming a co-owner of Blackcomb Plumbing & Heating in 1998.

He and his business partner purchased A. R. Wright Plumbing and Heating, the second oldest plumbing company in Calgary, in 2006. Wayne is currently the president of the company.

In 2006, Wayne was instrumental in starting a fundraising campaign to benefit the Children's Wish Foundation in Prince Edward Island and Alberta. Together, with the support of the PEI Rumrunners Hockey Club, he established a golf tournament in which the members hoped to raise \$5,000. Much to their surprise, they



raised \$40,000 and continued to exceed that amount each year. In just ten years, they have raised more than \$1 million.

Wayne is a champion and advocate for Holland College in Calgary as a proud alumnus. Through Wayne's love of, and involvement with, golf and hockey, the provinces of Alberta and Prince Edward Island continue to benefit.

KEVIN PROUDE, Retail Management, 1988

"Many of the skills I learned during my time in the Retail Management program at Holland College are ones that I still use in the day to day operation of my business. It has been both interesting and encouraging to see how the College has grown and expanded, not only on Prince Edward Island, but abroad."

Kevin Proude is the owner and manager of Proude's Shoes in Charlottetown. He has worked diligently to ensure that his company remains a preferred choice in the local and regional footwear industry.

Kevin joined his father, Wayne, in the business full time in 1988 after completing Holland College's Retail Management program. He grew up learning the ropes from his parents and has continued to explore ways for the family business to grow and thrive while maintaining the Proude's Shoes commitment to do their best to properly fit their customers with quality footwear. His achievements in this regard were celebrated in 2007 when Kevin and Wayne were recognized by the Atlantic Canada Shoe Traveller's Association as Footwear Retailer of the Year for Atlantic Canada.

Fitting comes before selling was the business philosophy that Wayne instilled in Kevin



over the years, and it continues to be the goal at Proude's Shoes. Proper customer attention and satisfaction leads all of Kevin's endeavours, which is why Kevin makes it a point to personally visit local hospitals and elder care facilities. He is aware that, for some customers, travelling to the store is simply not an option, and he is always willing to take the store to the customer as one way of extending service.

It is not uncommon to see Kevin at a local car wash or other worthwhile charitable event. His commitment to volunteerism was recently recognized through the PEI Roadrunners Association's 2015 Volunteer of the Year Award.

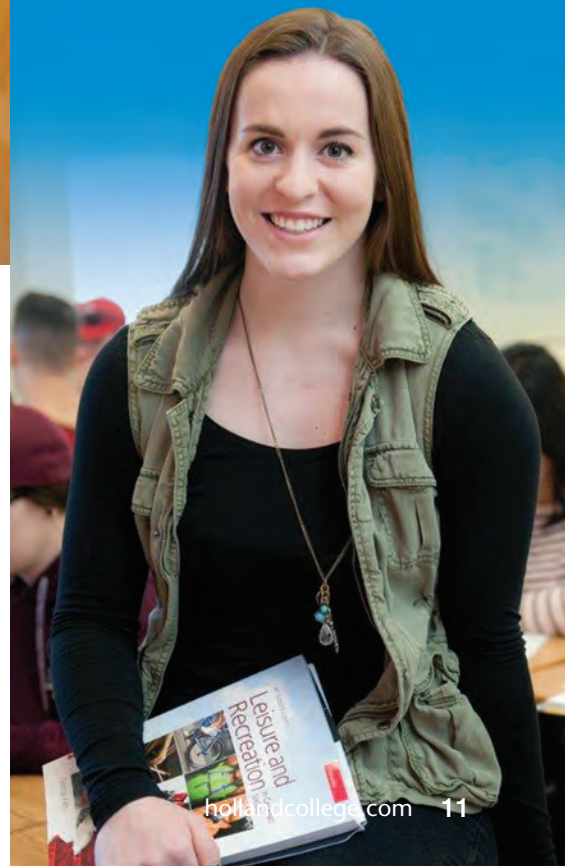
Nominate a Holland College Alumnus Today!

The Holland College Foundation's Distinguished Alumni Awards are presented annually to 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 or call 902-566-9590.

Nominations are accepted year-round.



Where are They Now?

Submit your update to
alumni@hollandcollege.com
for inclusion in a future issue of Benchmark!

Jeffrey Caseley Sport and Leisure Management 2015



Jeffery Caseley

Since my graduation in 2015, I have been employed as a kayak guide with Outside Expeditions. I have also toured Europe and was able to obtain employment with a kayak company in Venice, Italy.

I am currently in negotiations with a company in Hawaii for employment as a kayak guide. The Sport & Leisure program helped me realize my potential and obtain employment in the sport and recreation industry. I wish all students the same success I have had since graduation and remind you that your goals can be achieved with drive and ambition.

Maggie Lillo Graphic Design 2007

After graduation, I worked for a year designing for UPEI's Integrated Communications Department. I was then sought out to become the first ever full-time dedicated Graphic Designer for The Buzz, an Arts and Entertainment Magazine in P.E.I. In recent months, I have been spending a greater amount of my time and energy on my personal and growing graphic design business, Mag E. Designs.

One of my recent projects that I am very proud of was designing the interior of the book *Samuel Holland: His Work and Legacy on Prince Edward Island*.

Melissa Sobey Travel and Tourism 2001

After graduation, I worked in the tourism industry for a few years, employed by an airline in Yellowknife. I then returned to P.E.I. and worked for the Capital Commission of P.E.I. My husband and I now own and operate a small business on the Island, Wee Haul Moving and Waste Removal.

Kyle Chagnon Sport and Leisure Management 2013



Kyle Chagnon

I am the co-owner and manager of Print Gear Inc. located in Kenora, Ont. The company was originally owned by my father, and I am slowly transitioning to take over as full owner.

Print Gear Inc. is an embroidery, screen printing, and apparel company that services much of Northwestern Ontario and Manitoba, generating business through sport teams, businesses, and our own hockey-specific clothing line, Almost Pro Hockey. We operate out of an addition that was built on to my childhood home which my wife and I now own. Needless to say, I don't have far to walk to work in the morning.

I am also happy to be coaching a AAA Major Midget team that plays in the Manitoba Midget AAA Hockey League.

Emily VanToever Electrical Technology 2015

Hansen Electric hired me as soon as I graduated. I mostly do control wiring for them, which I love. Hansen Electric has a positive workplace environment and, as a single mom, I have found them to be accommodating with my family demands, which is fantastic.

Aside from work, I do a bit of community engagement as a trade mentor for the Women's Network, having made some great contacts with the Trade HERizons coordinators when I did the one-year program.

Madeline Craswell Secretarial Arts 1975

I graduated in 1975, following which I started my career in an accounting office. I then accepted employment with Holland College, where I have continued to work for over 40 years.

I have held a variety of positions in various departments, and am currently the administrative assistant to the vice president of innovation, enterprise, and strategic development. Holland College is an amazing place to work and I thoroughly enjoy meeting and working with so many students and staff.

Roy Vandermaer Energy Systems Engineering Technology 2015

I am working for Murphy Hospitality Group as their energy savings and sustainability coordinator. It is an absolutely wonderful job and an even better company to work for.

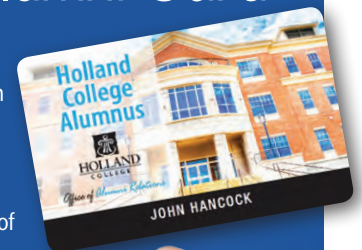
As well, I recently signed a contract with Greenfoot Energy Solutions as their P.E.I. Operations Manager. Greenfoot is a company with roots in Moncton; they do business all over the Maritimes and have brought me on board to expand their work in P.E.I.

Get Your Alumni Card Today!

Now Holland College alumni can proudly carry this card in their wallets - or directly on their smartphones! Be sure to 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 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!



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: your name, program and year, business name, address, phone number, email address, web address, and logo, plus a brief description of the business.

Ashley Cormier

Bioscience Technology 2013

When I started my journey to expand my education and pursue a career in bioscience, I was a mother to two small children with no real career goals. Before applying to Holland College, I had to upgrade my sciences having only completed my GED. Going to school for three years as a single parent was incredibly hard, but it has paid off immensely!



Ashley Cormier

Today, I am employed full time with Technology Crops International in Kensington as a laboratory technician, employment I obtained right after graduation. What started off as an eight-week temporary position, blossomed into full-time permanent work. Taking the Bioscience Technology program has given me the confidence and training that I needed to obtain a job in a field I enjoy.

Susan Christensen

Graphic Design 2010



I own and operate my own business, Studio 4, which includes a seasonal art gallery, Susan Christensen Art Gallery, located on the upper level of Gaudreau's Fine Craft Gallery on the north shore of P.E.I. where I paint publicly throughout the summer. I also work as an art instructor at Michaels Crafts in Charlottetown.

Kala Chappell

Medical Support 2011

Not long after graduating, I accepted a job as an administrative assistant for a nonprofit organization in Charlottetown. I worked there for two and a half years, following which I realized that working in an office was not the right career choice for me.



Kala Chappell

From there I worked at two retail jobs, and then decided to do some career research by shadowing people on my days off. I came to the conclusion that I wanted to work with children, and set my sights on the Early Childhood Care and Education program at Holland College.

After upgrading math and science, I applied to the ECCE program and, in the summer of 2015, I received my acceptance letter.

Currently, I am in my second year of the program, and I always tell people who ask that going back to Holland College and taking the ECCE program is one of the best decisions I have made.

It Pays to Stay in Touch!

Congratulations to our most recent winners,
and thank you to everyone who participated
in our 2016 Grad Contest and our 2015
Where Has Your Benchmark Been contest.

iPad mini winner – CHANDLER BOWLAN

iPad mini winner – KRISTINE ARSENAULT

Fitbit Flex winner – AUDREY BROWN



Audrey Brown - 2015 Fitbit Flex Winner



Chandler Bowlan -
2016 iPad Mini Winner



Kristine Arsenaault - 2015 iPad Mini Winner

My First Gig...

Smooth Sailing for Recent Graduate

Submitted by 2014 Graduate Vanessa Clements

I've always wanted life to be the best of adventures, and I knew travelling the world would give me just that.

I graduated from the Child and Youth Care Worker program in 2014. I knew I wouldn't be satisfied working a 9 to 5 job, so I needed to look outside the box. That is when I started to apply to work on cruise ships.

Disney and Princess Cruise Lines offered me jobs immediately, but the commitment was too long for me at that time. Holland America, however, was able to offer me just what I was looking for. I had an interview over the phone and then, boom, I was on a plane Christmas morning headed to my first cruise ship.

I am a youth counsellor in the entertainment department and I use what I have learned through Holland College daily. This opportunity has allowed me to travel around the globe. At the age of 22, I have been to over 50 countries. Some of my favourite destinations include Italy, Aruba, Turkey, Costa Rica, Alaska, Mexico, Greece, Nicaragua, and Australia.

I've been able to tick off a lot from my bucket list: I've climbed the Leaning Tower of Pisa, parasailed in Cabo, walked the Colosseum in Rome, visited the San Diego Zoo, went horseback riding on the beach in the Bahamas, and toured the Sydney Opera House.

I feel so blessed each and every day to be able to wake up in a different country and explore.

These are memories I am making that I will definitely cherish for the rest of my life. You can never predict what the future has in store, and you should always be excited to see what tomorrow has to offer!



Vanessa Clements, 2014 graduate, visiting Sydney Opera House and the Leaning Tower of Pisa.



Holland College at Your Fingertips!

The Office of Alumni Relations recently launched Holland College's first mobile app! The app, designed to keep the College's 35,000+ alumni connected with the school and each other, was developed by students from the College's Computer Information Systems (CIS) program.

The app provides alumni with regular updates from the College and provides connections to other alumni through social media. Accessing Benchmark, the Holland College Foundation magazine, staying current on Hurricanes' news, and even making a gift to the school, are now easier than ever. Alumni can also register through the app for an electronic version of their alumni card – a card that every alumnus should have, as the benefits of doing so continue to grow.

BJ MacLean, Learning Manager for the CIS program, headed the project in partnership with the Office of Alumni Relations.

"There was a lot of learning involved, but it provided a great opportunity for us to explore this specific technology and go through the software development lifecycle," said MacLean.

Two second-year CIS students Kyle Newcombe and Chris Signouin took on the project under the guidance of MacLean.

"The technology that we used allowed us to develop the app quickly. That said, it was new to us, so we had to do a lot of research, and it didn't always go smoothly," said Newcombe. This project has taught me a lot of things, but mainly how important communication is."

MacLean noted that Kyle and Chris were highly self-motivated and were able to take on the project as a challenge.

"I was impressed with their ability to learn what was needed to successfully develop a product that met the Office of Alumni Relations' needs. I am sure they will have ideas to improve and grow the app, which could lead to an enhancement release for students to work on next year," said MacLean.



(L-R) Instructor BJ MacLean and CIS students Kyle Newcombe and Chris Signouin, work on the development of the app.

"Now that they've graduated, Kyle and Chris are moving ahead with their careers as developers, but there will be new students that will benefit from the challenge going forward."

Signouin added, "I hope that other students will take the opportunity to build on the app. It was a great experience to work as a team and create something that will benefit others. And, as a new alumnus myself, I appreciate having quicker access to information as well as the convenience of having the alumni card at my fingertips!"

The Office of Alumni Relations expects the app to help them better engage with alumni and enhance the way they connect with this key stakeholder group. The app will present new opportunities to communicate with alumni more dynamically. It is being promoted through Facebook, Twitter, email, and Benchmark.

Although developed primarily for alumni, the Office of Alumni Relations encourages anyone who would like to stay connected with Holland College to download the app, currently available on both iOS (iPhone operating system) and Android platforms.

Download Our App for the Chance to Win an Apple Watch

To enter the contest, download the Holland College Alumni App and register for your electronic alumni card.

Not an alumnus?

Simply email the following to alumni@hollandcollege.com

- Full name
- Mailing address and phone number
- Screenshot of the app on your phone



Submit your entry by
January 31, 2017
Draw date: February 1, 2017

Recent graduates who participated in our 2016 Grad Contest and already have the app on their phones will automatically be included in the February 1st draw.

Sponsored by:



Office of Alumni Relations



Cultivate, Prepare, & Nourish...

Equipping the Next Generation of Culinary Stars



It is no surprise that Prince Edward Island, Canada's smallest province, is gaining an international reputation as a food destination. The land is rich, the waters abundant, and the ecosystem unique. Our primary industries of fishing and farming showcase themselves as one tours the Island through miles of lush, rolling farmlands and coastlines carved with fishing harbours. Naturally, Prince Edward Island boasts some of the best dining experiences in the world. It also produces many of the best chefs in the world.

A key asset to our Island's culinary success is that it is home to Holland College's Culinary Institute of Canada (CIC). Traditional to the grass-roots nature of Holland College and its responsiveness to industry, The Culinary Institute of Canada was conceived over a noon-time meeting of then College president Dr. Donald Glendenning and a group of Island restaurateurs, all of whom were interested in expanding the training opportunities available for their workforce. From those humble beginnings in the early 1980s arose a world-class culinary training institute that is regarded by many as the premiere culinary school in Canada.

At The Culinary Institute of Canada, the pursuit of excellence has always been our guiding principle. On regional, national, and international stages, our students and graduates continue to win competitions and awards, and their success is evident in their careers. Not only are we the school with the deepest international culinary competition lineage, we proudly boast the most successful competition record of any culinary school in Canada.

Some of Holland College's most celebrated graduates have launched their careers at The Culinary Institute of Canada - David Garcelon, Director of Culinary at the Waldorf Astoria in New York, and the late John Ledwell, former Executive Chef at Montreal's exclusive private club 357c, are both alumni of the school. Scores of our graduates have been featured on popular cooking shows, including the Next Great Chef Canada, Hell's Kitchen, and Chopped. They comprise an elite group in the culinary world, and they bring us tremendous pride.

We hope you will join us as we embark on an exciting journey – a journey that will foster innovation, broaden knowledge, and help us to best equip the next generation of culinary stars.



The Vision

A significant renovation and expansion to revitalize the teaching and learning environments at The Culinary Institute of Canada has become a critical priority. This innovative initiative will provide fundamental enhancements that will build on the unique culture at our school, better demonstrating our philosophy of local first, with training provided in a high-quality, high-volume environment.

Specifically, we are:

- revitalizing more than 8,500 sq. ft. in kitchen space to ensure that our kitchens are leading edge, and integrating \$1.8 million in new and emerging cooking technologies and equipment, ensuring that our students train and innovate in the most industry-relevant environments prevalent today;
- expanding our first-floor kitchen by approximately 3,000 sq. ft. to provide for the incorporation of a state-of-the-art, temperature-controlled butchery and a cold cuisine production kitchen, broadening the scope of learning for our students;
- expanding our second floor by approximately 2,000 sq. ft. and redesigning both the dining room and the cafeteria to model the service designs of modern food service operations. Transitioning these venues to more open and engaging platforms will enrich the interaction between students and customers during food preparation; and,
- incorporating an in-house growing program.

In addition, we will be addressing needs in the area of greening and sustainability through enhancements to mechanical, lighting, building envelope, and safety systems, all of which are essential to improving the student educational experience. We will also be establishing a new slate of entrance awards for students pursuing their passion at The Culinary Institute of Canada through a \$500,000 investment in student financial aid.

Join Us

We proudly invite you to take part in this \$7.5 million effort as we bring to reality an exciting vision for The Culinary Institute of Canada - one that reflects the changing and current needs of a dynamic, robust, and growing culinary industry in Canada and around the world.

For more information, or to make a tax-deductible gift, contact the Holland College Foundation at foundation@hollandcollege.com **902-566-9590**, or make a gift online by visiting Alumni & Friends at hollandcollege.com.

What Sets The CIC Apart

- First-year students are quickly immersed in the culinary industry, providing breakfast and lunch service for approximately 500 people daily. Cooking in a high-volume, fast-paced, production-based environment, they experience first-hand the intensity of the profession.
- Second-year students provide lunch and dinner service at the Institute's four-star, student-run restaurant. They also operate a full-scale banquet and catering operation, delivering more than 50 on and off site events each year, ranging in size from 20 to 3,000 people.
- Students butcher, fabricate, cook, and serve over 4,700 chickens, 1,200 fish, and countless whole hogs and lamb at The CIC in a typical year, far more than other Canadian schools.
- A well-established local supply hub has fostered a locavore culture throughout the program, exponentially increasing the farm-to-table philosophy that is ever important in today's competitive marketplace.
- A world-class research and development facility makes its home at The CIC. Canada's Smartest Kitchen cultivates collaborative work between chefs, scientists, and industry, earning the school partnerships with giants in industry and leading national brands.
- The CIC has one of the most impressive international competition records of any culinary school in Canada. Most recently, our team returned from the 2016 World Culinary Olympics in Eufurt, Germany, with two gold medals.



Report to Our Donors

Message from the Executive Director

In Nelson Mandela's famous words, "Education is the most powerful weapon we can use to change the world." Long recognized as a springboard for change and opportunity, education is a known equalizer, a means of empowerment, and an investment that yields unparalleled returns.

Donors to the Holland College Foundation understand this well. They invest in our students, and in their potential, by making gifts that enhance teaching and learning. They encourage, motivate, and inspire achievement through their gifts to student financial aid. And ultimately, they ensure that our people, our industries, and our communities thrive by instilling a sense of social responsibility that enriches the lives of all.

Thank you for making extraordinary things happen through your belief in our College, and your belief in the power of education as a whole. Your leadership in creating educational opportunity through your tremendous generosity will have lasting and significant impact.

Our warmest thanks,

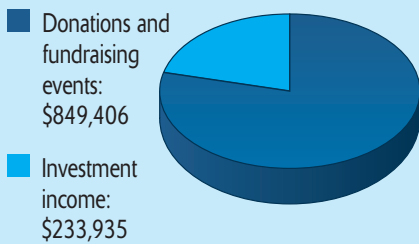


Jo-Ann Campbell-Boutilier
Executive Director
Holland College Foundation Inc.

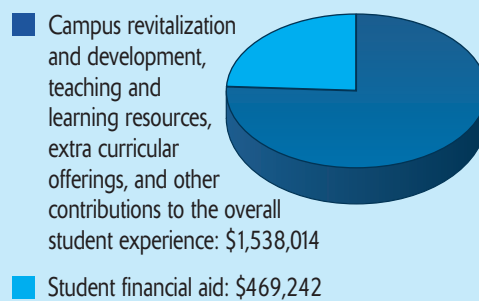


Holland College Foundation revenues and priorities funded for the fiscal year April 1, 2015 – March 31, 2016 were as follows:

Holland College Foundation
2015/16 revenues: \$1,083,341



College priorities funded by the
Foundation during 2015/16: \$2,007,256



* Priorities supported in 2015/16 were funded, in part, by gifts and pledges made in prior years.

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 for which they were intended.

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

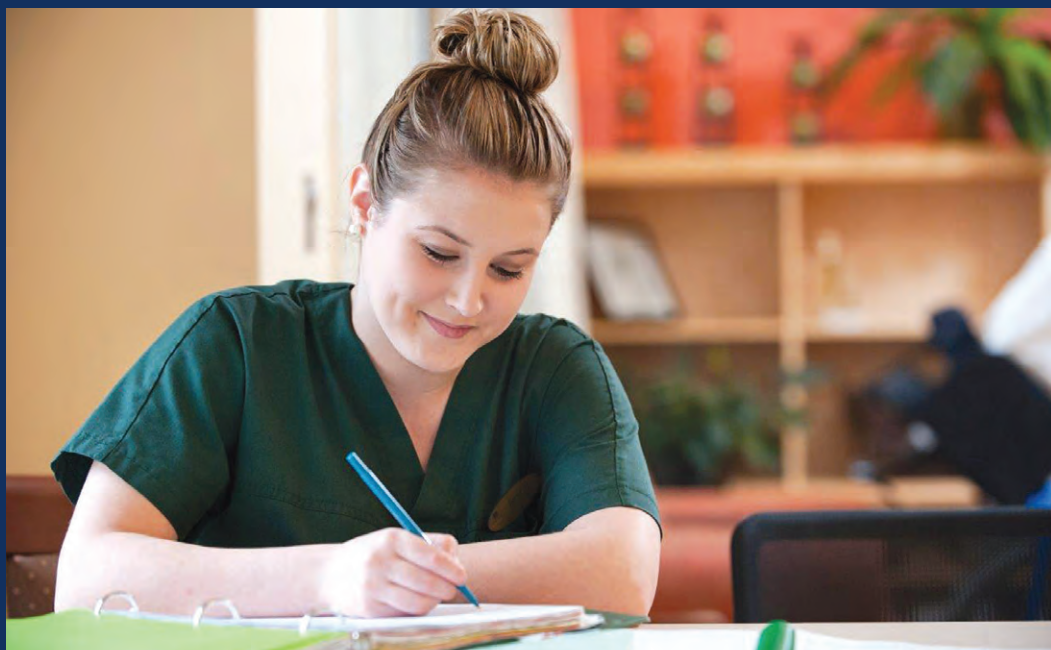
Revitalizing Our Facilities

Donations against pledges to the Florence Simmons Performance Hall and other capital projects continued to come in this year, bolstering our campus revitalization efforts and assisting our faculty in bringing new dimensions of sight and sound to their teaching and instruction. Recently, efforts have been focused on an exciting new vision for The Culinary Institute of Canada. You can read more about this exciting initiative on pages 16 and 17.



Enriching Our Classrooms

Keeping our classrooms current continues to be an ongoing priority. To support the constantly evolving needs of industry, we seek donations of machinery, equipment, and other learning resources to ensure that our students are exposed to leading technologies in real-world environments. Thanks to our many partners in industry, Holland College is able to acquire many of the resources needed to enrich the experience for our students, keeping us in step with technological advances.



Supporting Our Students

A post-secondary education remains an unattainable dream for many, with lack of financial resources frequently cited as the biggest challenge. Through the generous support of our student aid donors, 396 students benefited from \$450,000 in scholarships, bursaries, and awards during the 2015/16 academic year. Fourteen new scholarships, bursaries, and awards were also established.

For students facing unforeseen financial need, the Holland College Foundation's Emergency Bursary Fund continues to provide assistance, most often for essentials such as medication, heating oil, and food. At times, support from this fund is a student's only option outside of leaving college altogether. For the 2015/2016 year, 97 students were provided this critical help.

"I was able to put gas in my car, buy food for my children, and even buy them a few gifts for Christmas. It meant the world to me. Thank you!"

2015/2016 bursary recipient



Sustaining Our Future

The Holland College Foundation Board of Directors is actively working toward building a more sustainable future at Holland College through their involvement in committees, focusing on: planned giving, student aid and classroom resources, and fundraising for the revitalization effort at The Culinary Institute of Canada. In September 2016, Holland College announced and celebrated the single largest gift ever made to the Holland College Foundation. See page 21 for details.



Thank You!

We hope you know just how significant your support is, and what a tremendous difference it makes. On behalf of all of us at Holland College and the Holland College Foundation, thank you!

Make a Difference Today Make a Difference Tomorrow



Did you know that you can arrange a gift in your will that would positively impact students and their success for generations to come? Legacy gifts can change lives by helping students pursue their passions and fulfill their educational and career aspirations.

Gift planning is an important, donor-centered process that meets philanthropic goals and interests while balancing personal, family, and tax considerations.

A few ways to leave a legacy:

- Consider leaving a gift in your will designated toward an organization that you care about - either a specific dollar amount, or a percentage of your assets.
- Name a charity as a beneficiary of an existing life insurance policy, or purchase a new life insurance policy naming the charity as the beneficiary.
- Honour a loved one through a memorial gift.
- Ask your financial or estate planning advisor to include charitable giving as part of your financial plan.

Legacy gifts to the Holland College Foundation can be made in several ways, including:

- Cash or securities
- Life insurance
- RRSPs or RRIFs
- Annuities
- Charitable remainder trusts
- Residual interest
- A gift in memory of a loved one
- Real estate

“A planned gift can benefit students both today and tomorrow. Appropriately structured, it can literally be the gift that keeps on giving.”

Derek Key, Chair,
Holland College Foundation Planned Giving Committee

The Holland College Foundation is a proud member of LEAVE A LEGACY™, a group established to create awareness about gift planning and the importance of thoughtful, well-planned, tax-preferred gifts for both donors and communities.

If you would like to learn more about making a planned gift to support Holland College and its students, please contact the Holland College Foundation at **(902) 566-9590**, foundation@hollandcollege.com, or visit Alumni & Friends at hollandcollege.com



A Philanthropic Milestone ... An Educational Legacy

The single largest gift ever made to Holland College and the Holland College Foundation was announced on September 16th, 2016, on the College's Prince of Wales Campus in Charlottetown. Ron and Steven Joyce, Trustees of The Joyce Family Foundation, visited the College to announce their \$2 million commitment, which is designated to fund critical enhancements that will considerably reduce the barriers to post-secondary success for generations of students to come.

Restricted to a permanently invested endowment, The Joyce Family Foundation's gift will help students overcome many of the barriers they face in achieving post-secondary success. Access to education will be improved for students college-wide through an estimated 25 new annual entrance bursaries ranging in value from \$1,000 to \$2,000 each. In addition, access to academic support services that students need to be successful will be significantly enhanced at campuses that are currently underserved.

The Joyce Family Foundation is a private foundation created by Canadian entrepreneur Ronald V. Joyce, whose philanthropy reflects a deep-rooted sense of responsibility to give back to his community. The Foundation's primary focus is to provide access to education for children and youth with significant financial need or facing other socio-economic barriers to success. The Board of Trustees for the Foundation includes Ron Joyce and sons Grant and Steven Joyce, Hon. Ed Lumley, Rob MacIsaac, Aileen O'Rafferty, and Michele Thornley.

"Holland College offers outstanding post-secondary training and education to its students," said Ron Joyce. "The Joyce Family Foundation is happy to provide these bursaries and student support services so that more students will be able to bring their interests and skills into the community."



(L-R) Barry Sheen, Holland College alumnus; Shaun MacIsaac, Holland College Foundation Board Chair; Steven Joyce and Ron Joyce, Trustees with The Joyce Family Foundation; Dr. Brian McMillan, Holland College President; and Jo-Ann Campbell-Boutiller, Executive Director of the Holland College Foundation, along with Capt. Sam, the College's mascot.

Holland College President Dr. Brian McMillan, lauded The Joyce Family Foundation for their tremendous philanthropic leadership and unparalleled generosity.

"The Joyce Family Foundation is building a legacy for the future by empowering students to develop into confident, skilled, independent contributors to society," said Dr. McMillan. "Their investment in Holland College will help to remove the financial, academic, social, and physical barriers facing students, allowing these bright and talented young people the opportunity to realize their dreams."

Through the support of The Joyce Family Foundation, the scope of academic support services available to students at the Summerside Waterfront Campus, the Marine Training Centre, the Atlantic Police Academy, and the West Prince Campus will grow considerably.

Students for whom academic barriers present a significant issue will now have regular access to an additional full-time support worker, tremendously enhancing the quality and availability of support available to ensure student success. Tutoring services available to those needing focused support in specific subject areas will also grow considerably. In addition, students at all Holland College campuses will have improved access to post-secondary education through the creation of The Joyce Family Foundation Entrance Bursaries, available to students who face financial barriers.

In recognition for their gift, the new home for student academic support services at the College's Summerside Waterfront Campus will be named The Joyce Family Centre for Academic Support.

Keeping it Fresh ...

Two Holland College Alumni Partner in Business and in Life

Fresh Media has grown rapidly since it first hung its shingle in 2003. From setting up a permanent office in the heart of historic Charlottetown, to “right-sizing” to a talented team of five, Fresh Media has been making its way as a leader in the marketing industry, catching the attention of many along the way.

Holland College’s Office of Alumni Relations recently caught up with Fresh Media founder Melody Dover, graduate of the College’s Visual Communication’s program.

HC: What are some of the challenges you faced in your early years?

MD: The greatest challenge we had in the early stages was keeping up. Keeping up with our growth and finding the necessary talent to fill the roles, keeping up with our clients’ requests, and keeping up with technology and the changing landscape of marketing.

On a personal front, it was a challenge to juggle the business and, concurrently, start a family. However, for each hurdle we faced, we overcame and we learned.

HC: What are you most proud of?

MD: I am proud to be in business in P.E.I., to have created the type of company that I would like to work for, and to be an employer of a team who brings their best each day. I’m proud to be running a family business with my husband. I grew up in a family business and my parents instilled a strong work ethic in all seven of us kids. The example they set working together is something I’ve always admired, and I hope to pass those same lessons on to our son. And finally, I’m proud of the awards and recognition we’ve received for our company and our creative work.

HC: What is the best advice you have ever received?

MD: “Trust your gut”, and “you know how to run your business better than anyone”. Trusting your gut is key. You can look at the pros and cons for anything, but your gut will tell you the best direction to go.

HC: How did your training at Holland College prepare you for what you are doing now?

MD: I was a graduate of the Visual Communications program and, after graduating, I worked in the publishing industry and also illustrated children’s books for a short time.

Knowing that technological advances were pushing our industry into new territory, I returned to Holland College to take the Interactive Multimedia program. This allowed me to sharpen my skills in programming, design, video, animation, and project management. This, combined with more than a decade of experience, led me to the logical option to start Fresh Media.



Melody Dover with husband Robbie

HC: What advice would you offer to other Holland College graduates?

MD: As soon as you graduate from your program, get into the industry in any possible role. Learn as much as you can in that role and build on it. Ask questions. Be willing to learn. Keep on learning.

HC: How did your husband, Rob, join the company?

MD: When I started Fresh Media I had planned to be a *solopreneur* for the first three to five years, but the growth of the company, and our position in the marketplace grew much quicker than I anticipated. I was swamped!

Rob joined Fresh Media in 2006. It was a rapid transition for us both, but we’ve made it work. Rob is the VP of the company and works with brand strategy and business development. He’s also the “go-to guy” for partnerships with our very successful campaign, P.E.I. Burger Love. And he’s also a Holland College Visual Communications program graduate!

HC: Tell us about P.E.I. Burger Love.

MD: P.E.I. Burger Love is an idea and registered trademark of Fresh Media. The campaign runs each April and is currently limited to P.E.I.-based locations.

We launched Burger Love in 2010 with 14 locations and 5,517 burgers sold. In April 2016, 73 restaurants took part with an astonishing 163,170 burgers sold (that’s more burgers than Islanders), with sales of \$2.2 million.

We’re proud to have won a few awards with the campaign, the most recent being the Best Integrated Marketing Campaign in Canada by the Canadian Agri-Marketing Association.

HC: What’s next for you, Rob, and Fresh Media?

MD: We will continue to build on the P.E.I. Burger Love brand. We will also develop new Fresh Media-based products in the coming years, and we will continue to build the prosperity of our clients.

Meet Crissy ... International Student Discovers True Calling



Less than three years ago, Jamaica resident Crystal-Lee McCreath had never heard of P.E.I.; but today, she is feeling quite at home here on the Island as a Holland College student.

Crissy's P.E.I. adventure began when a childhood friend called and asked her to join her in applying to Holland College. While attending the University of Maine, her friend travelled to P.E.I. to play against the Holland College women's soccer team and fell in love with the College, the coaches, and the Island.

Crissy was considering her post-secondary options at the time and decided to do some research on Holland College. Strong in both academics and athletics with a keen interest in sciences, she was happy to discover that Holland College not only had a thriving varsity athletics lineup, but also had a Bioscience Technology program. Research complete, Crissy decided to make the jump and applied to Holland College.

As the time approached for them to leave, Crissy's friend changed her mind and decided to stay where she was, leaving Crissy with a decision to make. All of her plans were in place – would she scrap them or continue to P.E.I. on her own?

An enthusiastic individual with the personal conviction that one opportunity leads to another, Crissy soon found herself sitting in her very first Bioscience class at Holland College.

Unexpectedly, it didn't take long for Crissy to discover that the field of Bioscience was not her perfect fit, so she met with Student Services to explain her predicament. It was there that she learned about the Sport and Leisure Management program, which opened up the world of kinesiology, something Crissy would never have known about, let alone planned for, otherwise.

On the spot, she changed direction. As quickly as she knew the Bioscience program was not for her, she knew Sports and Leisure Management was.

Crissy's current goal is to take advantage of the articulation agreement between Holland College and UPEI, and then pursue a master's degree in kinesiology. Ultimately, she will return to Jamaica to put in practice all that she has learned about health, fitness, and the care of the human body.

A proud member of the Hurricanes women's soccer team, Crissy attributes her deep faith, the friendliness of Islanders, her tight-knit group of teammates, and the helpful staff at Holland College to all have played a part in increasing her trust that eventually, things fall into place.

When asked about adjusting to life on P.E.I., Crissy laughed.

"There have been a few surprises," she said. "I had never heard of snow days and, come to think of it, I did wonder the first time why there were no footprints in the snow on the way to class."

Having recently graduated, Crissy leaves Holland College with a big smile.

"I am just so grateful for everything, even snow days! Every single day, the first thing I do when I wake up is to give thanks for so many amazing opportunities I have."



Beyond Books

Increasingly, because of Internet and personal mobile device use, there are people who have never been to a library. Others have an antiquated image of a silent, serious place where one signs out a book and then quietly leaves. While the low-key atmosphere of the library continues to be a place of study with supports and resources, there's a whole lot more going on at the Holland College library that fosters and enhances a supportive campus community.

Therapy dogs, mini massages, adult colouring books, graphic novels, puzzles, games, and "Merle" the huggable moose (a giant, stuffed animal), are just some of the stress busters available.



Leslie Holt, Library Resource Manager, with "Merle" the huggable moose

There have been treats at Christmas, information sessions on understanding your personality, healthy eating, as well as a beach party during the dreary months of winter. Snowshoes are available to sign out as well!

During exam weeks, when stress levels tend to run higher, bunnies and pygmy goats have made an appearance, compliments of Island Hill Farms and the Holland College Student Union.

Statistics show that there is a 300 per cent increase in the chemical oxytocin (the feel-good chemical in our bodies) when you stare into a pet's eyes. This is no surprise to those watching the shyness and anxiety melt away as the students interact with the animals.



Leslie Holt, Resource Manager at the Prince of Wales Campus Library, says she and her co-workers are constantly on the lookout for ways to connect with students and staff, and love new and varied opportunities to share resources and to spread positivity and encouragement.

"Whether we are supporting newcomers with language resources, posting encouraging motivational quotes, providing a charger for electronics, or offering healthy snacks during exam weeks, our collective goal is to serve the Holland College community – and beyond."

Holt added that the library is a welcoming place. "Whether you are a student, staff member, alumnus, or a member of the community, we would love to see you."



Shaun Patterson, business instructor, with his goat friend

Benchmark Throwback

A look back at some of our Benchmark covers throughout the years ...



A Cultural Experience ... an Island Welcome

Staff and students from Holland College came together to host a fundraising dinner for refugees from Syria in January, 2016. "Walking with You: A Journey of Love" raised more than \$14,000 for the PEI Association of Newcomers to Canada, and served as a warm welcome to our newest Islanders.

Approximately 150 attendees enjoyed a Canadian/Syrian meal prepared by staff and students of The Culinary Institute of Canada. Rana Malikie, a representative from the Syrian community on P.E.I, assisted students with the preparation of the Syrian dishes, providing students with an opportunity to learn firsthand about Syrian cuisine.

"What a great day for our College, our Island community, and our Syrian friends," said Holland College President Dr. Brian McMillan.



(L-R) Syrian Islanders Fadi Malke, Mirian Sabra, and Rana Malikie with Holland College president Dr. Brian McMillan at Walking with You: A Journey of Love

Holland College Crossword

ACROSS

- Atlantic ____ Academy
- Canada's ____ Kitchen at the Tourism and Culinary Centre
- Student aid offered in the form of scholarships, bursaries, and ____
- College namesake
- Athletics "Storm"

DOWN

- The Charlottetown Campus after whom the Prince is named
- 2+2 articulation agreements also known as degree ____
- ____ Simmons Performance Hall
- ____ Community Band
- Holland College Foundation Magazine
- Residence named after first Holland College President
- Dining room at The Culinary Institute of Canada

ANSWERS
ACROSS 1. Wales 2. Pathways 3. Smartest 4. Florence 5. Samuel Holland 6. Awards 7. Hurricans 8. Glendinning 9. Lucy Maud
DOWN 1. Prince of Wales 2. 2+2 3. Simmons 4. Simmons 5. Community 6. Magazine 7. President 8. Dining

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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)



Did You Know?

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

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



Office of Alumni Relations





Champions

In 2015/16 the Hurricanes were once again one of the country's top performing collegiate programs.

- The women's Hurricanes golf team claimed the ACAA championship for the sixth time in team history, while the men took home the title for the tenth year running.
- The Hurricanes football team took the AFL champions title again this year. The 2015 title was their third straight, and their fourth over the last five seasons.
- The men's Hurricanes soccer team won the ACAA championship in 2015, their fifth league title over the past seven seasons.
- The Hurricanes baseball team recorded their best nationals finish to date – a silver medal after a tough loss to McGill in the national championship game.
- Both the men's and women's Hurricanes basketball teams won the ACAA championships this year. This was the second straight for the women, and fourth for the men. The women went on to take home a national silver medal, while the men earned bronze.



Most Academic All-Canadians in the Country

Each year the Canadian Collegiate Athletic Association hands out the Academic All-Canadian Recognition Award to the institution with the most Academic All-Canadians in the country. For the second straight year, the Holland Hurricanes program was the recipient, honouring the achievements of 14 of our soccer, golf, cross-country, volleyball, and basketball athletes.

For a student-athlete to achieve Academic All-Canadian status, they must attain academic honours and be an All-Conference recipient within their sport. In 2015, Jill Curley, Tessa Fudge, Nicole McInnis, Briar Roberts, Madison Dayton, Ryan Merrett, Jaylene Holmes-Tang, Karleigh McEwen, Tyson Gavin, Sydney Foy, Meg MacKinnon, Kenton Dawkins, Darcie Handrahan, and Marvia Dean earned this honour.



All-Canadians

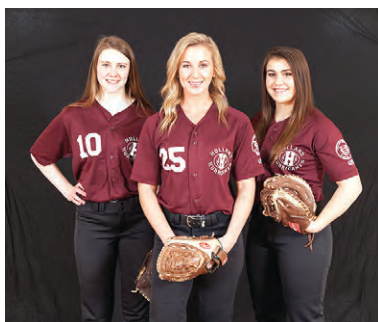
To earn All-Canadian status, an athlete must be one of the top two in their respective sport's voting for player of the year within their conference.

The Holland Hurricanes had an impressive 13 All-Canadians during the 2015/16 season in soccer, golf, baseball, volleyball and basketball. Congratulations to Briar Roberts, Ibra Sanoh, Karleigh McEwen, Jaylene Holmes-Tang, Grant Grady, Jay Oram, Brady Arsenaault, Dominique Ryan, Sydney Foy, Darcie Handrahan, Jazlin Barker, Jenea Barrett, and Trevone Grant.

Developing Women's Softball

The Holland Hurricanes will field a women's softball/fastpitch team at the club level this fall. The team will hold a training camp in early September and will play exhibition games with local club and collegiate teams once a roster has been selected.

Although softball/fastpitch is played in high school, it is currently not a recognized collegiate sport in Atlantic Canada. It does, however, exist in other parts of Canada at the collegiate level, and is very popular. Holland College endeavours to lead the way in growing the sport in the region.



2016 Athletes of the Year

In April, the Hurricanes held their 2016 athletics banquet, where Sydney Foy and Trevone Grant were named male and female Athletes of the Year.

Foy, of New Haven, P.E.I., captained the women's volleyball Hurricanes to an 18-3 regular season and the team's second straight ACAA silver medal. She was a member of the 1st All-Conference team, a CCAA All-Canadian, and a second team tournament All-Star at the CCAA National Women's Volleyball Championship. She was also the Volleyball P.E.I. Intercollegiate Player of the Year, an Academic All-Canadian, and the women's volleyball team's MVP.

Grant, from Nassau, Bahamas, led the Hurricanes basketball team to a regular season record of 20-1 and the programs fourth straight ACAA championship. At nationals, the Hurricanes took home their first national bronze medal. Grant was named the ACAA Player of the Year, 1st team ACAA All Conference, a CCAA All-Canadian and a 1st team tournament All Star at the CCAA National Men's Basketball Championship. He was also named the men's basketball team's MVP.

Proud National Hosts

The Holland Hurricanes continue to make a name for themselves, hosting the best teams in the country:

- 2016 CCAA National Women's Volleyball Championship
- 2016 PING CCAA National Golf Championships
- 2017 CCAA National Men's Basketball Championship

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We invite you to consider yours.



“Holland College is a community-focused college, educating for a better, stronger tomorrow. We give because it is an investment in the future!”

Jeff Cooke

President, Cooke Insurance Group
Donor since 1993

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.

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