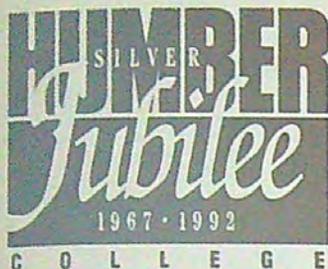


**HUMBER**  
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*Jubilee*  
1967 • 1992  
C O L L E G E



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*This publication has been produced as part of Humber's 25th Anniversary celebrations. It is a tribute to the men and women who have committed their professional lives over the past twenty-five years to help others build better futures. The articles were researched and written by students in the School of Journalism and are a testimony to the quality of the individuals who choose to spend time learning and growing while at Humber.*



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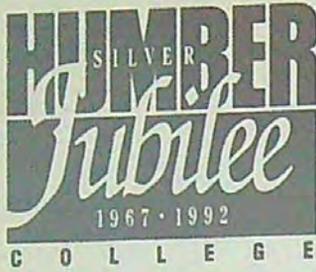
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With thanks to all 2nd year journalism students who submitted their work to Jubilee



## Editorial

**A**s Humber College celebrates its Silver Anniversary, it is time for us to reflect on who we are, where we've been, and where we're going. As members of the Jubilee year graduating class, along with the second year journalism students with whom we worked to create this magazine, we would like to share with you some of the changes and accomplishments of our community college.

Humber was born in the middle of a party: while the rest of the country was celebrating Canada's centennial, Humber began life as a small and innovative alternative to university education. But during the past quarter century, our College has grown, both physically and philosophically.

Humber now boasts internationally-recognized courses and, in fact, sponsors skills-exchange programs with countries around the world. Some of our courses are totally unique: Humber is the only school in Ontario that offers a program in funeral services. Our package design program is unique in Canada.

The metamorphosis of the College has made us not only a viable alternative to university education, but a necessary supplement in terms of job placement. Humber now offers streamlined programs specifically designed for university graduates who need to upgrade job skills, an often-necessary survival tactic in today's economy. In recognition of this fact, Humber is developing co-operative programs with universities like York, which now acknowledges certain credits earned here.

Despite the fact that the College has grown beyond its builders' dreams, and is now "home" to more than 11,000 full-time and 80,000 part-time students, it remains a tightly-knit community.

The glue that holds together Humber's campuses (North, Lakeshore, Woodbine, Keele, and York-Eglinton) is our student-driven media. Humber's community newspaper *Coven* keeps full-time students, faculty and staff informed. Those involved in Continuing Education are served by *Encore* magazine. And our airwaves are ruled by CKHC, Humber's own radio station.

In all, Humber College has come a long way. Despite its overwhelming growth, it has managed to retain its individuality and unique personality.

Join us in celebrating this special anniversary. Here's to Jubilee and the 25 years of growth and challenges to come.

# IN THE BEGINNING...

by Linda Thomsen

In the beginning, there was farmland.

In 1967, that farmland became more than a twinkle in an architect's eye. It became Humber College.

And now, we are celebrating Humber's 25th anniversary. Getting here hasn't been easy. Just ask people who have been here since the beginning, people like Ken Cohen and Doris Tallon.

Ken Cohen, who has served as director of physical resources at Humber since 1974, has been involved with Humber since 1967. Back then, he was working for the architects.

"I knew Humber very well, because I designed most of the buildings here," he says. "I found the site, actually. In '66, I found the actual farmer's field." The site was suggested and selected for many reasons: it was cheap, it was close to a hospital, it had good soil and good access by highway. "It's just a beautiful site," Cohen adds.

The original site included two farmhouses, located where the Demonstration Gardens are now. One was an historical building, and Cohen remembers that Humber got into a little trouble when the house was demolished in the '70s. "I don't think we were as heritage-conscious in those days as we are today," he explains. At the time, Humber was primarily interested in new buildings and expansion. There were, however, some plans to rescue the building, but each plan fell through.

Doris Tallon, executive assistant to the president at Humber, remembers what it was like in the beginning. "I've been right here since '67,"



Photo: Paul Smith

*Under construction: Humber's first president Gordon Wragg, tours the North Campus site with visiting politicians.*

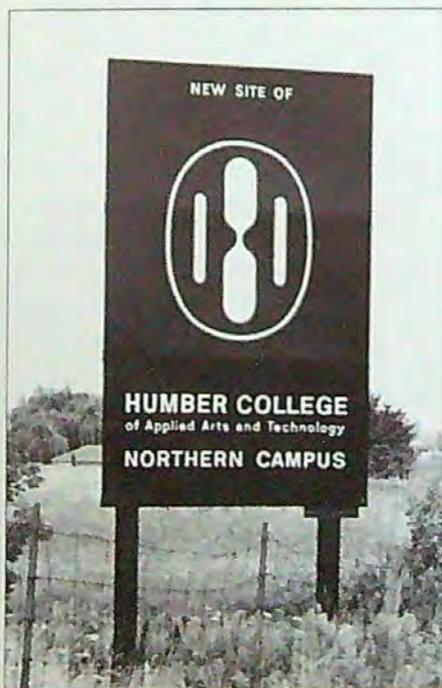
she says proudly. Back then, horses used to come up from the farm, and even the farmer was given a job in the mailroom when Humber first took over, she recalls.

As for being here for 25 years, Tallon remains enthusiastic. "I've

enjoyed it. Loved it. And still do. 'Isn't that amazing,' people say. 'Twenty-five years!' But I love it, and I love the students." In addition to her duties as assistant to the president, Tallon keeps busy looking after international students. She is also involved in women's issues and the Board of Governors.

Tallon is amazed at Humber's growth. "We have a good name," she says, "It's not just growing. Quality counts a lot – and I think we've got it here." Quality is important to Ken Cohen, too. He says that Humber plans to start consolidating down to three campuses: Lakeshore, the North Campus, and the City of York. "We're trying to get down to three campuses around the same size. We believe it's better to have three really good, first-class campuses than 20 mediocre ones."

That quest for quality has kept the Humber spirit alive for a quarter of a century. Here's to the next 25 years of education and experience at Humber College!



# COMMUNICARE:

## GROWING STUDENTS IN THE STYLE OF GORDON WRAGG

by Jerry Compierchio

There are those who strive to gain fame and fortune and to leave behind a legacy that will allow their names to remain firmly imbedded in history. Others find that greatness and significance simply come to them, not because they want it to but because of who they are and what they believe in.

Gordon Wragg, the founding president of Humber College, did not strive for greatness. He just ran a college and he ran it the way he felt was proper.

Born on March 9, 1918 in Oshawa, Wragg was the son of a gardener. He describes himself as a simple man with old-fashioned values, a man "who isn't afraid to get his hands dirty."

As a child, Wragg says he was a bookish fellow without much inclination toward physical sports.

Although he did participate in such street games as kick-the-can and duck-on-a-rock, Wragg says he was more interested in literature and music.

Wragg laughs when he recalls his childhood. In fact, Wragg laughs a lot. Humour comes easily to him and a chuckle is heard at regular intervals. He gives the impression of being a man who is content with himself, one who enjoys what he is doing and knows what he has done.

As is common with most kids, Wragg had a nickname. He was known by his fellow pals as "Dit" — a nickname that has no known origin. Wragg himself has no idea what it means or how he got it. It's just one of those mysterious things that only kids understand.

Today, Wragg lives in the small town of Nashville, Ontario, in a cozy



Photo: Gary Gallert

*How does your garden grow? After years of guiding and "growing" students, Gordon Wragg now cultivates a passion for plants.*

home on a 50-acre farm just north of the College. There, he indulges in his passion for plants, devoting many acres to an apple orchard, some to small vegetables, and many to his most beloved of flowers — the gladiola. His home is decorated with many pictures of flowers. Attractive lamps adorn the sitting area, lamps that Wragg carved himself. In the hall, on the floor in front of the door, lies a large throw rug with the Humber emblem on it. However, what one readily notices, on tables, in corners, and hanging from the ceilings, are the ever-present plants.

It might be his love for gardening that has made Wragg such a local legend. Plants require patience, hard work, and understanding, much the same as college students did when growing up in the active '70s. Wragg's staff members

were unanimous in their praise for his ability to understand and communicate with students on their level. One such experience justifies their praise: It was a wild summer in the early '70s, and the Humber student union decided that big business was destroying society. According to its philosophy, big business was causing segregation and automation, destroying the will to think freely. In response to this threat, the union set about creating a new college. Comprised of tents situated in the valley behind Humber, the settlement was called Liberation College. Students decided to live there to carry out their protest 24 hours a day, seven days a week.

Despite many members of Humber's administration who urged Wragg to shut down the new college, Wragg allowed the students to stay. "Many of my colleagues thought I was crazy," he remembers. He pauses to sip his tea and glance out the window. A tennis court and many trees dominate the view. "But I felt that they had the right to act for something they believed in."

With concerns about sanitation at the new college rising, many thought Wragg would finally have to shut down the whole operation. Instead, he gave the students 24-hour access to Humber's washroom and shower facilities.

Wragg would not ignore these students. His admiration for those students is evident as Wragg recalls the story. Winter was fast approaching. Wragg, donning his lumber jacket and grabbing his chainsaw, proceeded to cut wood so the students would have a fire for warmth. (Wragg stresses that he cut only

those trees that were either dead or on the ground.)

Praise for Wragg's commitment to his students does not end there. Members of Humber's staff say Wragg spent almost as much time with students as with the administration. Doris Tallon, assistant to the president and long-time friend of Wragg's, says it was not unusual to find him socializing with groups of students.

"Gordon was a people man. You could often find him talking to a group of students, in the cafeteria or other popular student meeting places. He wasn't the type who ran the college from an office. He liked to get out there and see what was happening," says Tallon.

Bryan Beatty, a Humber staff member and a former student, says that Wragg "liked to communicate with his staff and students, but it was a bit more than that. It was more like 'communicare.' Wragg had a special way of talking, listening and caring." Beatty says that Wragg had an "open door policy" when he was a student. When he returned as an instructor, he says he was glad to see that the policy still applied.

A conversation with Wragg leaves people with the feeling that they can handle anything that comes their way. Wragg is still active: he is a flautist in the Caledon Band, a yearly participant in the best gladiola competition, and a gourmet chef (his specialty is carrot cake and muffins which, according to his wife Anne, he bakes dozens at a time). And of course, there is the occasional tennis match with his wife, held on the backyard court.

Wragg grew up with four brothers and a sister in a humble home in Oshawa. His father was a groundskeeper for R.S. McLaughlin, the late president of General Motors of Canada. Wragg describes his father as a diligent worker and the man responsible for his own passion for plants.

"Dad loved his work. He'd be out there six days a week, and if he ever got a Saturday off he'd be surprised. There was no thought of retiring at

the age of 65 back then. My father retired when he was 90 and only because R.S. McLaughlin, who was 100, died. There was no telling when he would have quit if McLaughlin were still alive."

Coming from a family that was in the low-income bracket, university was not one of Wragg's educational options. Night courses and private tutoring while he worked on a General Motors assembly line was how Wragg achieved his education. Consequently, his experience on the assembly line was one of the major reasons he decided to return to school. He describes the job as "mind-numbing." With the money he made (at this point, he says he was earning more than his father), he attended college in Oshawa and became a teacher. He then went on to become the president of the Institute of Trade (now known as George Brown College) before settling down at Humber in 1967, the place he remained for 15 years before retiring. Those 15 years, he says, "were the most exciting times of my life."

Wragg was important to the development of Humber College. With an extensive background in teaching along with technical know-how, Wragg spent a lot of time implementing new programs and

expanding Humber's offerings.

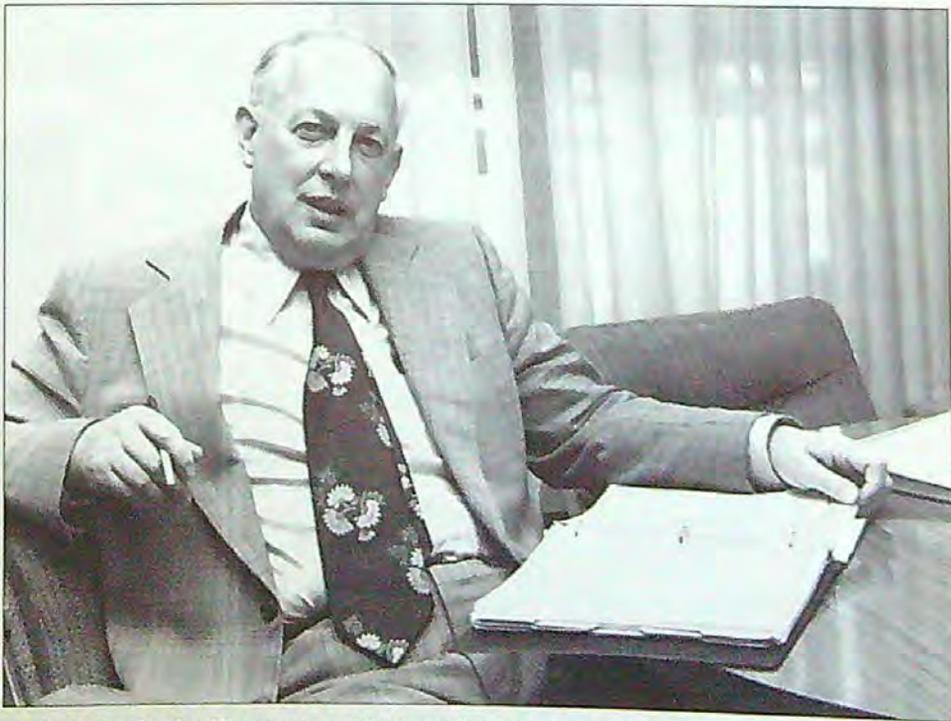
"I taught industrial arts courses in high school before academics," says Wragg. "This experience was invaluable to me when I went to the Institute (of Trade) and then when I went to Humber."

Among his personal triumphs are Humber's funeral services, horticulture, and landscape architecture courses.

Given his love of plants, it's not surprising that he was instrumental in developing the horticulture program; it is interesting to discover that Wragg had actually contemplated a horticultural career before becoming a teacher. Wragg describes his decision as one of the most important of his life.

"I had every intention of going into horticulture before I was sidetracked by teaching — which is a good thing because I met my wife Anne (who is also a teacher) at the College of Education. When a teacher marries a teacher, they're bound to have much in common."

Men like Gordon Wragg do not strive for recognition on a grand scale. They do not search for immortality. Men like Gordon Wragg do only what they believe is right, and a bit of immortality and recognition eventually find them.



*At the helm: Gordon Wragg was not the type of president who ran the college from an office.*

# HERE'S TO THE MEMORIES

With Streakers,  
Flashers, Bursting  
Bubbles and  
Posting Bail,  
Life At Humber Has  
Never Been Dull

by Teresa Savile

**F**or the last 25 years, faculty and students have been working together to create history. So — step into Humber's time machine and come with me for a ride down memory lane.

Zap!! Here we are in 1966, and Humber College has just been established. In November, the Board of Governors officially named the school Humber College. In September 1967, the doors were opened and Humber (temporarily housed in an old, abandoned public school on Lakeshore Boulevard West) was in business.

From here, a good thing could only get better, right? Of course. Land was purchased one mile north of Rexdale Boulevard, just off Highway 27. That land was soon to become Humber's North Campus. Once the school was firmly

established, the only thing it lacked were some strange events and incidents to occur. And occur they did.

It only took three years for students to get sick of Humber and leave to form their own college — Liberation College. You may have been there. Protesting students formed their own community; they ate, slept and basically partied until the Department of Health and Welfare threatened to drag them back to school.

In 1971, the school newspaper, *Coven*, was started. Over the next 20 years it would help preserve the Humber history that may have been forgotten otherwise.

This history includes Humber's long-gone bubble. At the time, it was a big thing. In fact, it was the



Illustration: Bezena Olszanska



Next stop: Humber South – Way South. In 1971, nearly 30 Humber students made the trek to Mexico as part of their educational experience.

biggest bubble in Canada — and the first, too. The air-structured sports gym was officially opened on November 8, 1971 in grand style with a ribbon cutting ceremony and prizes.

The bubble cost \$135,000 to build and was 154 feet long and 124 feet wide. It housed facilities for two games of basketball, six games of badminton, two tennis matches, two volleyball matches, judo, fencing and weight-training. So, where is the mighty bubble today?

It's a real shame, but on December 20, 1979 the bubble burst — leaving Humber's gym without a roof. Don't fear though: the Gordon Wragg Centre was already being built. The new Centre is much sturdier than the bubble ever was. But no matter how sturdy the Wragg centre was, it took an off-campus building to hold some students. A building, that is, with iron bars.

Yup, that same year two students were bailed out of the clinker by Humber's student union. The union posted \$1000 bail when the students were charged with trafficking in controlled drugs. Humber certainly didn't want these "good" students failing the year.

From here, it only gets better. Remember the streaking craze? Well, it caught on at Humber, too. In

1974, three men and one woman ran nude through the cafeteria, scaring and probably exciting many spectators. The streakers were public relations students raising money for the United Way.

In 1975, a student rolled his way into the Guinness Book of World Records. Tony Reis roller skated for 672 hours. He skated for 30 days. He went to class, ate, slept and drove his car with roller skates on.

In 1977, the Hockey Hawks won their first Ontario Athletic Association championship. They won the same title again in 1981, and went on to win the Bronze at the Canadian colleges' hockey championships.

The men's hockey team was not alone in winning. In 1982, the women's hockey team, conveniently called the Women Hawks, won the Ontario Athletic Association championship. The women beat their rivals, the Seneca Braves, by one goal, a 7-6 victory.

On a more serious note, this was the same year that students organized a protest march against the government. On March 11, the three bus loads of students chanted, "Tories out, Tories out." SAC provided \$400 to fund the protest. The students were

outraged about a \$2 billion cutback to social services, including tuition fees.

In 1985, the Woodbine Centre shopping mall became home to a new campus, a totally new concept. Over 450 people enrolled in the courses that were offered.

In the same year, students started to learn about the deadly disease AIDS. It was the first time that public relations students campaigned to fight this kind of disease.

The school was rocking in 1987 when David Wilcox came to Humber to belt out a few tunes. Caps was packed with Wilcox fans. One hundred advanced tickets were sold in three minutes. The rest of the fans lined up as early as 4:30 in the afternoon to gain admittance.

In the same year, the school administration discussed building an indoor pool, as well as a new technology wing. The tech wing would cost approximately \$8.8 million and would be added by the Spring of 1989.

Some may have been here long enough to remember the teachers' strike in 1989. On Wednesday, October 18, 1989 the teachers voted 52.8 per cent to strike. For four weeks, students put their education on hold until the dispute was resolved.

Now give your head a shake and come back from your stroll down memory lane. Return to the present because it's not what's behind you that matters, but what's ahead.

In the last year we've seen the school fill to its capacity and beyond. We've seen a new pool open and a Gay Alliance group has been established. But then, this news isn't quite old enough to be called history.

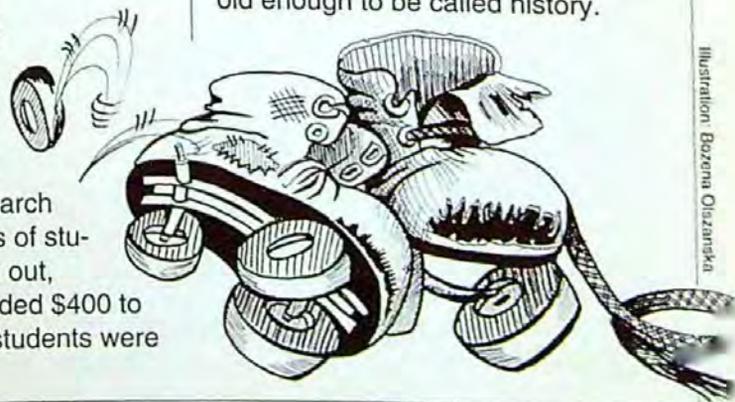


Illustration: Bezzina Olszanska

# Humber College:

## Expansion and Evolution

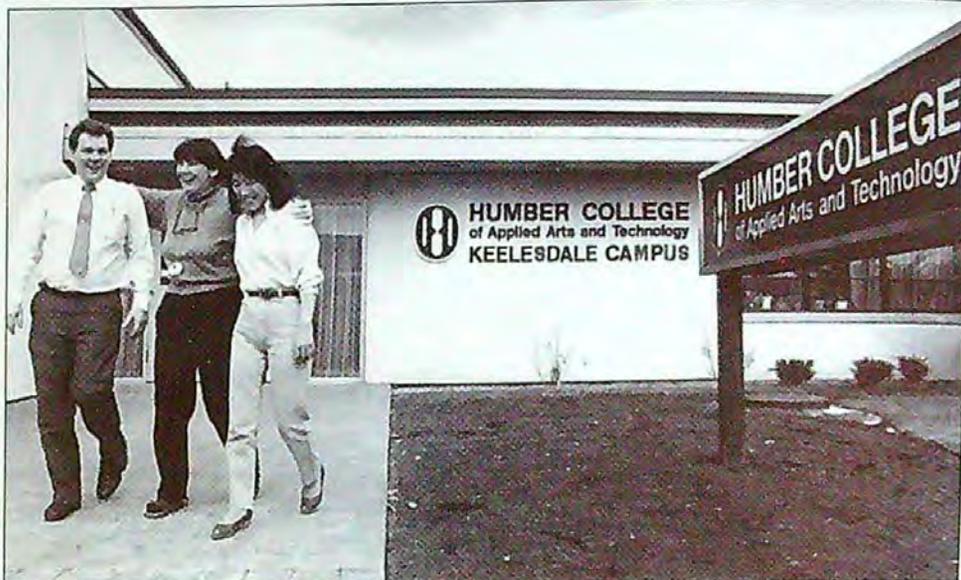
by Jane Rae and Douglas Duke

**T**he most recent Humber College calendar promises that "Humber facilities and services are designed to enhance opportunities for both intellectual and personal growth." Several articles in *Jubilee* deal with student growth; however, you are about to take a stroll through the physical growth of Humber College — one of Canada's largest community colleges.

Humber consists of several campuses, each occupying territory in disparate areas to the west of the City of Toronto. But for many, the jewel in the crown is located in Rexdale, at Humber's North Campus. From the moment you see its white buildings rising above the trees as you drive north up Highway 27, you can tell that there is something unique about it.

The sheer size of the campus is overwhelming. First time visitors may feel a sense of awe as they gaze across the valley at the modern-looking structures that make up the sprawling North Campus. Once inside the building, this awe may turn quickly to confusion: navigating the interior of the campus for the first time is often a frustrating and trying experience. But, for those of you who have already experienced Humber — students, staff and alumni alike — each visit is accompanied by an eerie feeling that something has changed since the last time you were there.

Changes are to be expected. Since its humble beginning in September 1967, Humber's administration has always provided the community and the student body with an ambitious and forward-thinking post-secondary alternative.



*Northern Overexposure? Humber's North Campus often overshadows the smaller campuses — like KeeleSDale, which serves mostly adult students.*

But some things will never change. Take the intersection of Highway 27 and Humber College Boulevard. In his book *Past and Presence: A History of Humber College*, Walt McDayter describes the intersection as a "crash corner." In 1968, the entranceway to the North Campus was a bumpy road intersecting Highway 27, and without traffic lights, left turns were particularly hazardous. Today, the corner's nickname still applies. Just listen to the radio traffic reports every morning: even with a set of lights and an advanced green for the left turn, the intersection sees a fender bender almost daily.

For additional proof that some things never change at Humber, pick up almost any fall issue of the student newspaper *Coven*. You will soon realize that parking is still a major problem at the North Campus. If you were a student in 1976, you may recall the uproar when free parking became pay parking on all

five Humber lots. The new fees were to cover the growing costs of maintenance and staff, pavement improvement and expansion, plus snow removal; unimpressed students unsuccessfully protested the move.

Students with cars are still complaining about parking. These days, student parking passes are awarded on a lottery basis; even if you are lucky enough to get a pass for North Campus parking, chances are you will be cruising the lot for some time looking for an available space. Some lucky lottery winners were able to buy a parking pass for Woodbine Racetrack; for these students, a free shuttle bus was provided to and from the campus. Lottery "losers" must either park at the pay lot at Woodbine, or wait for a spot in the North Campus daily pay lot. Other options include taking public transit or joining a car pool. But only full-time students must battle for a parking space. Continuing Educa-

tion students pay a continuing education fee which includes parking. These students can park "free" and with relative ease after 3 p.m. on weekdays at any of Humber's lots.

Humber's parking woes surely cause annual administrative headaches; however, the ensuing mess continues to be fodder for *Coven's* eager reporters.

*Coven* hasn't changed much, either. The successor to *Ad Hoc* (the College's first newspaper), *Coven* still finds its way into the halls every Thursday afternoon, and by Friday, thumbed-through and coffee-stained copies can be found scattered on the floor, on the benches and in the garbage. The words of aspiring journalists still make their way around the college; the big difference is that there are more places to find copies of *Coven* now.

While full-time students turn to *Coven* for Humber news, continuing education students can now turn to *Encore* magazine. Put out by (full-time) students in the magazine pathway of the school of journalism, *Encore* addresses the needs of the part-time student.

When the first buildings were erected at the North Campus in the north-west corner of Etobicoke, they immediately became impressive landmarks of a growing community college. Now — in the early 1990's — the growth continues.

Perhaps most noticeable is the school's new five-storey library and technology wing, built together with a price tag of \$15 million. The glass pyramids now act as Humber's main entrance. It took almost 20 years, but the original main doors located near the Registrar's office finally became the doors they were meant to be — the back doors. The only problem is that students can't get used to the fact that there's a new way into the school. At one point, both sets of doors had signs that touted them as the "main" entrance. Will the real main entrance please stand up?

The library provides students with more than twice the space of the original library, which was located on the second floor of E section. It is equipped with the latest in media screening rooms and research technology. The natural light that streams in from the multitude of windows creates a pleasant study environment.

But as grand as the new library seems to be, Humber's journalism department found something controversial to write about in *Coven* after the facility had opened: our new and improved source of knowledge and study paradise only stays open until 9:00 p.m. Surely Humber's student body is more studious than that?

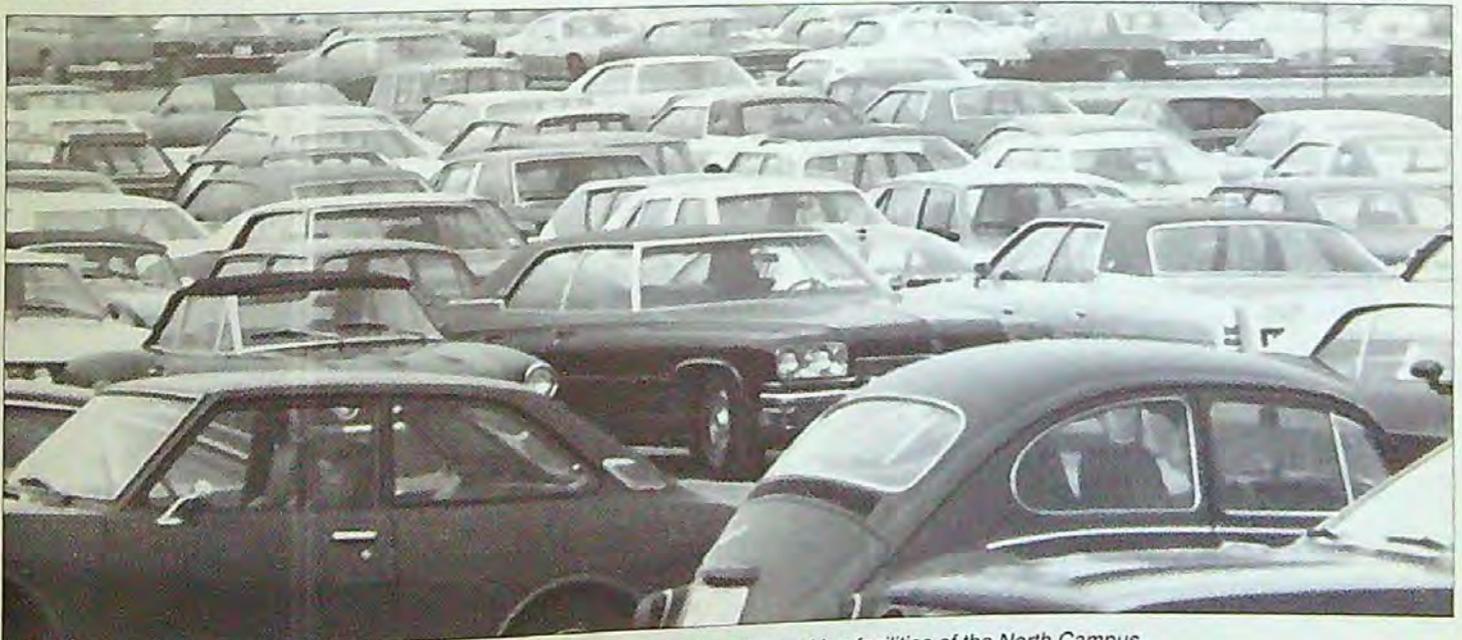
And what about the new technology wing? Spacious and fully-

equipped, it is considered one of the most up-to-date functional tech departments in Canadian colleges. But that's not really surprising when you consider that much of Humber's appeal over the years has been its ability to provide the very best, first.

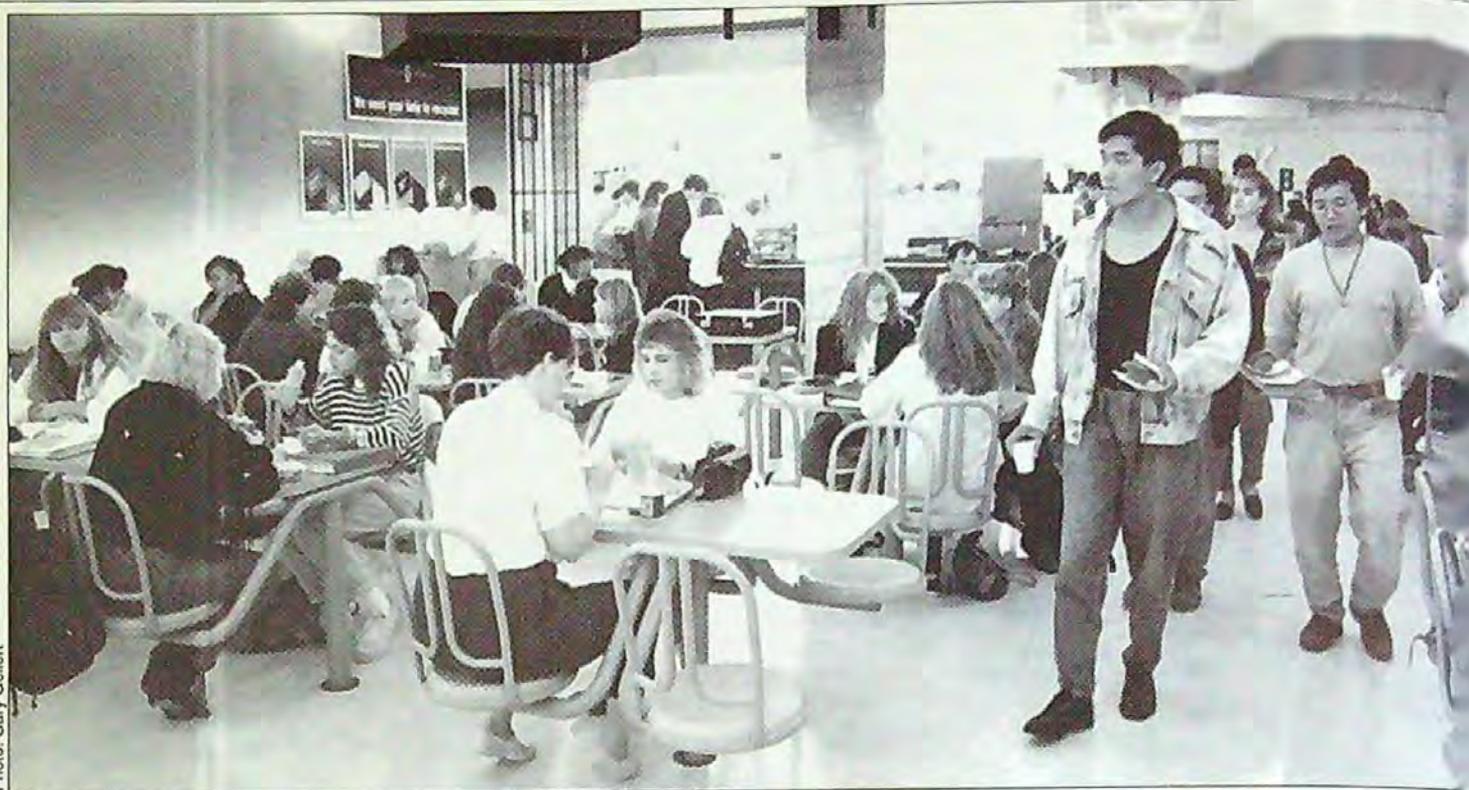
Ever ready for the "scoop," it was the journalist's responsibility to come up with another angle to the story. And what an angle! Ironically, administration announced cutbacks in educational funding that would see some courses and teachers let go from the newly-expanded department only weeks after the doors to the impressive wing opened.

As Humber expanded, so did the definition of the community college. Set up to serve people within its community, the last thing anyone expected to see at Humber was a student residence. But students came from far and near, and the need for affordable and convenient housing grew. The new residences, visible from Highway 27 and the nearby Woodbine Centre, can be found on the south-east corner of the campus (near the Equine Centre). Certainly, we have come a long way since the early '70s when *Coven* reported that no residence could be built at North Campus because Humber would lose its identity as a community college.

Most prominent of the two residences is the large eight-storey



Some things never change: Students with cars are still complaining about the parking facilities of the North Campus.



Lets do lunch: But leave your cigarettes in your pocket. Smoking is no longer permitted in The Pipe.

brick building that has become home to hundreds of Humber's students. Next door is the smaller residence, a five-storey building. Each floor is arranged into small "living units." Each unit contains the necessities of life: a place to sleep, a TV room, and washrooms. Residents also have access to laundry facilities and a cafeteria.

The system of housing placement also was controversial: co-ed or not co-ed, that was the question. The answer is a compromise. The residence itself is considered to be co-ed, but different floors have different policies. Some floors are co-ed, some are female only, and some are male only.

The residences, opened in September 1990, will firmly entrench Humber as a provincial, national and international educational complex. For our journalistic community, the new residences provided tons of fresh copy for the weekly paper. Under examination was a mandatory food plan: should residents be forced to pay hundreds of dollars for something they might not want?

College life is no party. But short pub hours — whether it be Caps or the never-to-be-forgotten Purple Onion — have always been a con-

trovery at Humber. Student residents will, no doubt, have stronger feelings about the limitations of the local "watering hole." They will not have the luxury of a place to socialize every night. But during the day, residents and other college students can take advantage of Humber's scenic 250-acre Arboretum. Grasslands, ponds and gardens interspersed with pathways and gazebos make the Arboretum a great place to study, or simply to contemplate life.

For aquatic types, a swimming pool has been a long-awaited addition to the North Campus. It is located on the north end of the 10-year-old Gordon Wragg Athletic Centre, and serves both Humber and the surrounding community. Originally, lack of funds resulted in the \$2 million complex being built without a pool. Indeed, space for a 25-metre pool was reserved below the present Continuous Learning Centre but was never utilized. But even without the pool, the revamped Athletic Centre is clearly a major improvement over the old polyvinyl chloride bubble once used as the school gym. The Gordon Wragg Centre has facilities including gyms, squash courts, weight training rooms, saunas, and more! College

life? No sweat!

While construction is changing the face of Humber College, interior renovations have modified the guts of the school as well. Most noisy tables and chairs in The Pipe have been replaced with permanent, McDonald's-style swivel chairs and anchored tables. There are new spots to buy in-between-class snacks with the addition of Java Express (in The Pipe) and Munchie (next to the bookstore).

The atmosphere of Humber's eating centres has also changed — literally! "Smoke gets in your eyes" may have been an appropriate theme song for the College's early days when smoking was allowed during classes. But, the more we were told about the hazards of smoke, the less space we were given to indulge in the habit. Last year, Humber became completely smoke-free (with the exception of designated hours in Caps). A nice tix fix is now even more hazardous to the smoker's health, as he or she must brave the elements — including snow, sleet, rain, wind, and s — in order to light up.

Incidentally, the no-smoking policy — which promotes a healthier environment for students and staff

— has made Humber College healthier, too. Ken Cohen, Humber's director of physical resources, says that smoking did a tremendous amount of damage to the College. In one semester, he says, a carpet could acquire 50 holes from cigarette burns. Due to unrestricted smoking, the College frequently had to replace carpets and paint ceilings. Ashtrays supplied for students and staff mysteriously disappeared, and new ones had to be provided. The new non-smoking policy, says Cohen, has saved Humber a lot in repairs and maintenance.

Lest we forget (as too many of us do), there are other campuses belonging to Humber. Humber's Lakeshore Campus is small (serving approximately 1500 students), but its size makes it congenial. It is located in a park-like setting next to Lake Ontario in the south-east corner of the City of Etobicoke. Students who make Lakeshore their "second home" are drawn to programs in human services, general arts and science, travel, and business. And the campus is not without the amenities. Services include a cafeteria, a counselling centre, placement office, a gymnasium and a weight training room.

The York-Eglinton Centre is a small, two-storey building that is located near Dufferin Street and Eglinton Avenue. The building is square-shaped, and houses 10 classrooms and one lounge. During the day, curriculum focuses on English as a Second Language (ESL) courses. On average, there are 220 students taking one of the five levels of ESL. York-Eglinton offers continuous intake: staff meet with students every day, testing them and assessing their abilities. Students are placed in their appropriate ESL level, and if there is a spot in a current class, students are scheduled for the next class. Night courses offer ESL, too. However, the focus is on adult training and retraining. Bookkeeping, accounting, shorthand and typing are some of the courses offered at night. Many students go from ESL to these courses. In addi-

tion, some post-secondary students attend the York-Eglinton Centre, primarily for the accounting courses.

The Keelesdale Campus is also small, and is about 10 minutes away from the York-Eglinton Centre. Keelesdale is a single level building located near Black Creek Drive and Eglinton Avenue. It serves mostly adults, offering academic upgrading to many landed immigrants and individuals who left high school early. After students have obtained their high school equivalency, they are free to apply to post-secondary institutions. In addition, Keelesdale often offers English as a Second Language courses.

The Woodbine Campus is located inside a shopping mall, the Woodbine Centre. For fellow shopaholics, this can be problematic. Perhaps students should get a tuition discount in direct proportion to their impulse buying (just call it danger pay)! Academically speaking, however, Woodbine is an adult education training centre, offering special accreditation programs targeted specifically to the business community. Most courses are offered in cooperation with a professional association or institute.

And here we grow again: Humber recently announced a new plan

for a 63.4-acre Lakeshore Neighbourhood, a site which was originally the property of a psychiatric hospital. The original plans for the site, made in 1989, have been significantly updated. The changes include: restoration of the historic hospital buildings to accommodate Humber College; parks and open space on 29.3 acres (or 46 per cent of the site); a new junior-middle school site; 1350 new housing units (or 23 per cent of the site); and a new investment in the Lakeshore community.

Physical changes may have sculpted a Humber College different from the one you remember. But as a student of Humber — past or present — you are part of the spirit of a great institution. Students are Humber's only constant; they'll be here again and again, year after year.

What will the world hold for Humber College in another 25 years? Some of the articles in *Jubilee* have attempted to answer that question. Chances are, Humber will still be here — only bigger and better. Students will still fill its hallowed halls. They will be here because the experience of education draws them.

Now, where did I park my car? Whoa, that wall wasn't here before!



Photo: Gary Gellert

*Growing Pains: Physical changes may have sculpted a Humber College quite different from the one you remember.*

# WHAT'S IN A NAME

## A president Called "Squee" Can't Be All Bad

by Dario Decicco

**M**y interview with Dr. Robert "Squee" Gordon, the president of Humber College, was scheduled for 11:00 on a cool and cloudy February morning. Gordon had stepped out of his office for a few minutes, so I sat down and waited. Fifteen minutes later, he arrived and invited me into his "L" shaped inner sanctum. I felt like I was in high school again, and I was in trouble with the principal. As I waited for Gordon to make a phone call, I noticed the many degrees and plaques this Harvard graduate had hanging on the wall.

It was an impressive sight, to say the least.

My first question was obvious. How did the president — known to all and sundry as "Squee" — get his nickname?

"I used to be small and got called a pipsqueak. Then it got cut down to "Squee" and I have had that name over 40 years now. It is a little late to change it," confesses Gordon.

Gordon says he has seen the student body change dramatically since the day he took over as president of the College in 1982, particularly in the diversity of ethnic backgrounds. Many students attending Humber College are children of immigrants who do not have a long-standing attachment to Toronto. He says this fundamental change has forced him to find new ways of doing things.

"We have an international office which we didn't have before, staffed by people with an international background," Gordon explains. "We have requests and try to meet those requests. For example, we have prayer rooms for some of the different religions, which was unheard of



Photo: Gary Gellert

*Hail to the chief: After almost 10 years, Dr. Robert Gordon still feels challenged.*

in the Canadian context in the '70s."

The marketplace these students will join has changed, too. Gordon says the College is trying to adjust to the modern demands by focusing more on business and industry training, and new program development.

"We can't simply stand pat on the programs we've always offered," he says. "We constantly have to move forward, to find out what the society of the year 2000 will require. We try to diversify our staff both in terms of their global look at things, but also in their skills in using educational technology."

Another change in the College, Gordon notes, is the improvement and addition of facilities. During the

'80s, Humber enjoyed a burst in construction: two residences were built, as was a library, the technology building, the student centre, and the swimming pool.

"These changes at the North Campus have made it better equipped, and also more glamorous, I suppose. And they have provided more space for those who are coming here," says Gordon.

Humber's president sees the future of the educational system improving in Ontario. The future relates to the competency levels of our young and not so young, and it is the duty of colleges and universities to make sure they are preparing these people to succeed in the global economy of the 21st century.

However, Gordon admits he faces problems that make it difficult to maintain these standards in education. "There is never enough money. The equipment demands are so incredibly complex and expensive that we can never keep up, and we run the danger of offering our programs on out-dated equipment. The average age of our faculty and staff is 46. Many of them have been here for years and plan to stay here for many more, so we have to make sure they get an extra boost of enthusiasm and have the opportunity to remain current so that they are equipped to teach," Gordon says.

There is a constant pressure on Gordon to move forward; by standing still, he says, you are moving backwards — particularly against the competition.

Gordon describes his approach to being president as different from that of former president Gordon Wragg. Times are not what they



Looking forward to the next 25 years: Dr Robert Gordon and Assistant to the President Doris Tallon.

used to be, and he must tailor his approach to today's times.

"I think since I've arrived, we've tried to put more focus not only on professional development of all the people here, but we've tried to fire them up in the second phase of their careers. Also, we've tried to move to a shared governance model. The Academic Council was created so that the people who are affected by decisions could be involved in the decision-making process."

Gordon believes that if you are going to spend any number of years in an institution, you have the right to be involved in institutional decisions which affect you directly. To that end, the College has initiated a more diversified management mandate since Gordon became president, including councils with decision-making powers.

Humber has had the reputation of being an easy-going college, almost too easy. Gordon disagrees, saying that the College always had a good reputation. He attributes this "easy-going" rumour to people who look at the school as an exciting place where students are exposed to a lot of activities. They are forgetting, however, the quality of education

students receive when they attend the College.

"We are fairly well regarded, and have worked hard to make sure that our programs remain that way. Employers seem to be very pleased with our graduates, and some of them insist on our graduates," Gordon boasts.

He adds it wouldn't be fair to students if the college didn't provide them with both a good education and excitement. It is very important for college to be a fun experience, so that when students look back, they will have fond memories of their stay at Humber.

After almost 10 years of being Humber's president, does Gordon still feel challenged?

"There are always new challenges. People come and go, and I've worked with a whole bunch of different vice presidents and things like that. I can't think of a better job in a college in North America actually, let alone Canada," states Gordon.

Being president of Humber takes up most of Gordon's time, but believe it or not, he has other interests and hobbies for when he is not performing presidential duties.

"I play a lot of squash, basketball, jogging and tennis. I like music and reading. I like travelling and spending time with my family, and I try to build my off-time around that," he says.

This year marks Humber's 25th anniversary, and Gordon is excited. "I think we have a lot to celebrate, as long as we don't blow our own horns in a ridiculous fashion, like saying 'we're the best' and 'we're number one.' I don't go for that. I think the idea of saying 'we've tried to do our best and we hope you will share with us in looking back and looking forward to the next 25 years' would be more than appropriate," he explains.

I asked Dr. Gordon to describe his personality in one word. He replied: "Outgoing." I then asked him what type of president he is. He said: "Effective." And what type of boss? He answered: "Fair."

I left the president's office that cool, cloudy February morning feeling that I know the president of Humber College just a little bit better. He was no longer a figure I would occasionally see in the hall or read about in the school newspaper. He is a man called Squee.

# COMMUNITY SPIRIT

## Humber Maintains A High Profile in Etobicoke

by Keri Wellhauser

**H**umber College is important to society because it does so much to be a contributing member of the community. From television programs to funding needy causes, Humber is more than just a school.

Madeleine Matte, director of public relations at Humber College, says it is important for the College to have community involvement because "it indicates to the community that we have a diversity of programs, something to suit everyone from the child to the senior citizen. It also shows the community that we are a true community college." She says all the community events, shows and programs Humber puts together reinforce the school's presence in the community.

Cable television has been a large part of Humber's attempt to connect the school to the community. Colin Musson, manager of community programming at Cable 10 (Maclean Hunter) in Etobicoke, says "Part of our mandate is to produce programs from the community; Humber was a natural place to start. Over the course of the years, we have done things from really great to things that haven't been that great. We have done 'how to' type programming like gardening and baking shows. We

are currently about to embark on a music program." It is developed in cooperation with Humber's Music Education for Children program.

Musson says the music show is about introducing your child to music and how to appreciate it. The shows will air in May or June of 1992.

Cable 10 is a strong supporter of Humber athletics. Until Humber's hockey program was terminated, the station was one of many Hawk fans. Musson remembers they had to stop the hockey shows because their equipment was constantly getting

damaged because of fights on the ice and in the stands.

Humber and Cable 10 also put together indoor and outdoor cooking shows. In December of 1991, Michael McFadden, a pastry chef and faculty member at Humber, hosted a Christmas baking series. Musson said one of the best shows that involved the community was the walking tour of the arboretum.

Most of the shows are hosted by staff or students of the college.

These shows always run on Cable 10 in Etobicoke, but occasionally you can view the programs on the Metro Cable Association Network, Scarborough Cable, Roger's Cable, Maclean Hunter in Parkdale and Graham Cable.

Madeleine Matte, producer of many of the shows, says she is very pleased with the community's response to the Cable 10 productions. "The purpose (of the shows) is to heighten Humber's profile in the community. I'm really pleased to have been given the opportunity to produce the shows."

All the Cable 10 shows are non-profit and are not tied to any part of a credit course at Humber, but students and staff are always eager to participate. Community support is what keeps the shows alive.

The community is involved with Humber in



Illustration: Rebecca Timmons



High profile: Cable TV shows have heightened Humber's profile in the community. In a 1991 news program, from left to right, are anchors George Green and Jane Shannon and director Tom Care.

more ways than through television. The Humber College Arboretum Nature Centre puts together many programs especially for the community, including "A Window on Nature," a series of programs that focuses on the environment.

Christine Fraser, coordinator of the Nature Studies Program, put together several programs, one of which was "Beyond the Blue Box." She says the purpose of these programs is to teach children — possible future Humber Students — to respect the environment. The Metro Works Department took part in the program by bringing a display. Several other companies participated by displaying their environmentally friendly products. Fraser says company involvement helps to create a connection with the community and the Nature Centre.

The Centre also provides many nature walks, each focusing on one theme. A bird walk could be held one weekend, a pond study the next. All of these programs are open to the Humber family and the general public.

The Nature Centre is involved with the Environmental Youth Corps (EYC). For nearly four years, Humber has applied to be part of the Ontario government-sponsored pro-

gram. EYC was developed for Ontario youths to create an environmental awareness in the community. The Corps pays for the Centre to hire an extra staff member to run programs such as "A Window on Nature."

Humber College has a wide variety of talented and knowledgeable staff who share their expertise through a Speaker's Bureau. The Bureau is a service centre that provides community groups and organizations with speakers for their meetings. Groups requiring a speaker call the school with their request; if Humber has what they are looking for, the speaker is sent on behalf of the College.

Humber's community involvement does not stop there. Public relations students are known for their community support. Part of their program is to take on projects to create awareness and raise funds for them. Each year the causes are different, but each cause equally needs the support.

One of the many projects recently taken on by the public relations students was a fundraiser for Moorelands Camp for underprivileged children. Sherri Armstrong, the student in charge of the fundraiser, says "Moorelands

encourages children from socially and economically deprived backgrounds to develop cooperation, leadership and life skills to help them deal with their lives in the city." The events, planned and executed by PR students, raised approximately \$12,500 and will send about 19 children to summer camp this year.

The "Meet Your Neighbour" open house at the Amos Waite Community Centre was put together by the students for senior citizens. Cathy Mickalakos, the student in charge of this event, says the purpose was to bring together seniors and familiarize them with the community program.

The students have taken part in many events, all of which bring Humber and the community closer together. The United Way is a cause that not only the public relations students take part in; staff members are also great contributors. The staff and students arrange an array of events to raise money for the organization. Each year, it is quite successful.

For years, the college and the community have coasted along with each other, hand in hand. Humber participates endlessly in the community and the support given in return proves that all the work is appreciated.

SILVER  
*Jubilee*  
1967 • 1992

# TIME WARP

Over the years,  
Humber College  
photographers have  
captured brief  
moments in time  
with their cameras.

Here's to 25 years of  
memories.

Cheers!



Photo: Paul Smith

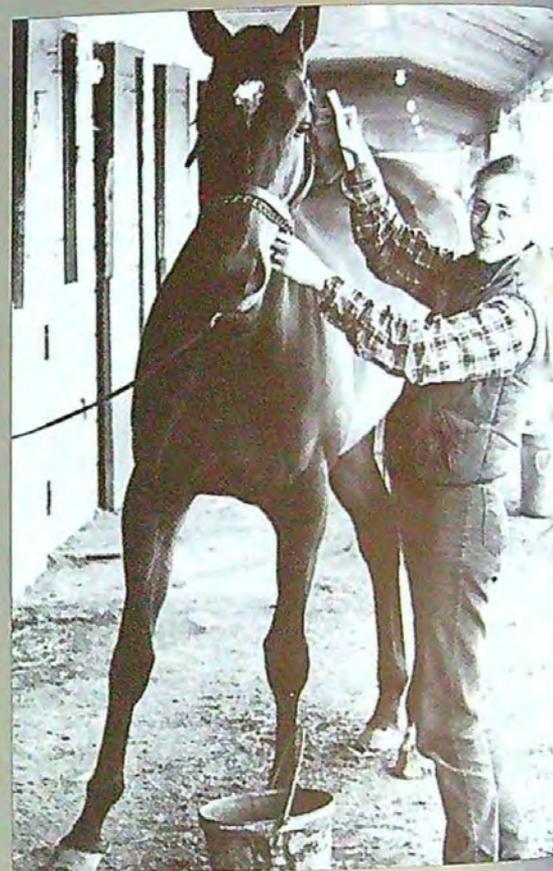
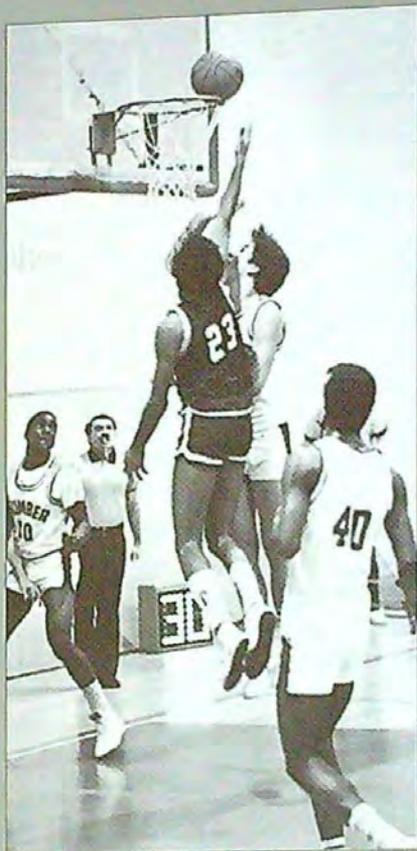


Photo: Gary Gelfert



Photo: Paul Smith

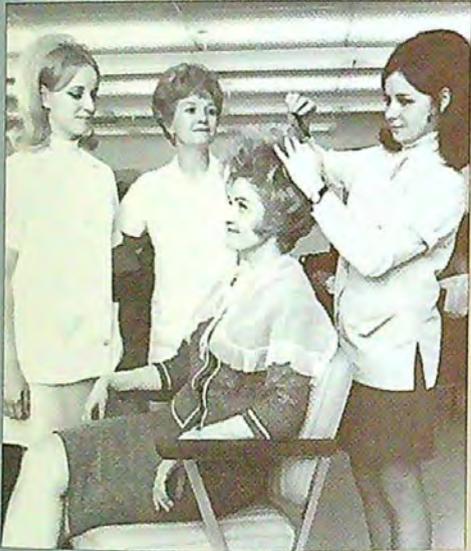


Photo: Paul Smith



Photo: Paul Smith



Photo: Steve Behal



Photo: Gary Gellert

## SHOW BIS

### Helping the Business Community Helps Students

by Lara Thais King

**H**umber College is the first college in Ontario to make a commitment to assist corporate clients with employee training.

"We're training and re-training the existing labour force," says Kris Gataveckas, vice president of Business and Industry Services (BIS) at Humber. She has been in the position since it was created three years ago when Humber made a College-wide commitment to serving corporate clients. "BIS is a profit centre that operates as a business and provides corporate training and related consulting to the public and private sectors." Its services span the business, technology, health and sciences, hospitality, and creative and design arts sectors.

Not surprisingly, while most businesses are experiencing tremendous difficulties during the recession, BIS is faring well. BIS has seen a significant increase in training courses, says account manager Rebel Hardy, who was awarded the 1991 Innovator of the Year award for her contributions to Humber's Business Division.

Clients of BIS include Ontario

Hydro, Labatt's Ltd., the Department of National Defence, and Kodak Canada. Rick Osborne, an educational consultant at Kodak, says he's been extremely happy with his two-year relationship with BIS. "BIS has taken a better approach than places like Ryerson and Sheridan College." Their approach, he says, is "we know what you need," and then they sit trainees in a lecture hall for eight hours. "That doesn't work. Humber seems to be more sensitive to the trainee's needs." Another Kodak consultant, George Chevagato, agrees that Humber is the first choice for training.

Humber's services offers seminar training specifically designed to meet each client's particular needs, creating a flexible training curriculum. The training is done in the BIS facilities, technology labs in the College, in the client's offices or in hotels — whatever is convenient for the client. Continuous learning is an asset to staying competitive in today's business world and some courses offered in BIS packages can be used toward a future diploma or certificate program.

Instructors for the training courses include Humber's oldtimers. These instructors offer their services to BIS in their own area of expertise. They include Jim Hardy and John Parsonage from technology, communications coordinator Walt McDayter, 1969 Humber graduate Dan Mothersill and many others. Training courses have taken instructors to teach as far away as Jamaica, across Canada, and throughout the United States.

Humber's two decade success story with BIS coincides with the increasing focus on technology, dedication to meeting client needs, and a strong educational background.

In front of Humber's BIS centre stands the Canadarm, the prototype used by SPAR Aerospace to train astronauts, donated to BIS by SPAR in the spring of 1989. It's a symbol of technological strength and educational growth. The promise of Humber's Business and Industry Services is to provide the opportunity for that continual educational growth.



Illustration: Bozenna Olszanska

# JOIN THE CLUB: HELP HUMBER CLEAN UP ITS ACT

by Bernadette Lindsay

**3**, 2, 1, ... Ignition. In March of 1992, the spaceship Atlantis set off for yet another mission. This time around, the environment — or more specifically — the depletion of the ozone layer was studied.

In the '60s and '70s, the word "ozone" wasn't even in people's everyday vocabulary. Words like "peace," "love," and "flower child" were commonplace. And at that time, society was preoccupied with one question: Why are we in the Vietnam War?

It wasn't until the mid '70s that society's concerns began to change. The staff and students at Humber College changed also. They started campaigns to make their environment better. One of the first issues was smoking.

"Smoking was becoming a societal concern, for both students and faculty. They wanted a better working environment, so they started to push for designated smoking areas," says political science teacher Gary Begg, who has been at Humber since the '70s.

Smoking was first banned from classrooms, then from the hallways, then finally from the ends of the halls. In the late '80s, it was banned from washrooms. Now, in 1992, there is only one designated area in

the school: Caps, the student pub.

In addition to smoking, concerns turned to exhaust fumes and carbon dioxide.

In 1972, four students and two staff members from the Technology department worked night and day to build "the Sawmill," an environmentally clean car. It ran on propane, and had a hydraulic pump/motor combination which replaced the transmission. The accelerator, brake and clutch operations were controlled with one lever.

Building the arboretum was one of Humber's greatest efforts to help the environment. "It's nice to see that the arboretum has not been ploughed down and replaced by a parking lot," says Ynesz Geroly, president of Humber's Environmental Club.

Every individual is responsible for releasing about a ton of carbon dioxide a year. An acre of trees can absorb up to one-and-a-quarter tons.

In Humber's early years, recycling was unheard of. It wasn't until 1974 that a successful program was implemented. The program was limited to paper recycling. An initial investment of \$2,300 was made to purchase the recycling bins. Two students were hired to sort and bun-

dle the paper. The waste was used to make paper composed of 20 per cent recycled and 80 per cent virgin materials. In 1990, recycling for bottles had not been started, and the recycling of pop cans and cardboard was still in the beginning stages. But, compared to other colleges, Humber has been one of the leaders in implementing effective programs like recycling.

Centennial College has a program which runs at almost four times the cost of Humber's. They deal separately with garbage and waste recycling companies. Seneca College doesn't have an organizer; all the efforts for the program have been individual efforts. Sheridan College, on the other hand, reports that they had recycled the equivalent of about 1,400 trees by midterm of the first semester of the 1991-92 school year.

Another topic of the '90s has been improving and expanding recycling programs to include plastics and styrofoam. "The residence is being used on a trial basis, before the program is implemented in the rest of the school. It's a step-by-step process; we can't expect miracles overnight," says Geroly.

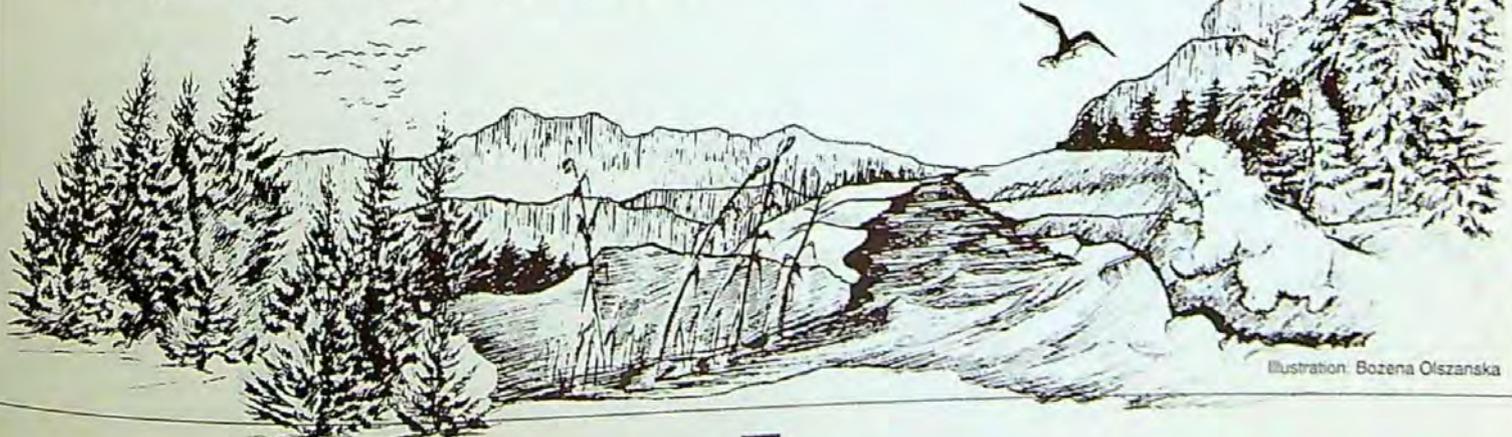


Illustration: Bozena Olszanska



*Keep it Clean: One of Humber's experimental cars, developed as an alternative to gas-guzzling vehicles.*

Geroly also says that the Club would like to see reusable dishes in the residences, but it's not feasible. There has been one type of reusable dish introduced: the Eco-mug.

Food Services introduced the mug in order to cut down on waste, as well as give the environmentally conscious consumer a break. By using the mug, the consumer would save up to \$53 and 1,560 grams of styrofoam in just one year of use. The mug was introduced in mid-October, and as of February, more than 800 had been sold.

While the College has taken steps to improve the environment, some problems persist. "Asbestos found in college" and "Asbestos problem continues" are some of the headlines found in Coven during the 1991-92 school year. Of course, this wasn't the first time these were seen. Back in 1980, the administration claimed that all the asbestos had been removed, encapsulated, or enclosed. Over the next several years, staff and students began to complain about constant health problems.

In 1986, Wayne Debley from the Technology department took it upon himself to conduct an independent study of the school's air quality. In the report, Debley talks about carbon dioxide levels, the amount of circulated fresh air, the operation of

the air system, and the amount of relative humidity. In 1992, the College hired Pinchin & Associates Ltd. to conduct a random survey of the air quality. The findings of both surveys are very similar, in that drastic changes were necessary to improve the system. The only difference between them is that the 1992 survey shows the problem has not been dealt with, and is in fact getting worse.

In 1986, Debley found that only 45 per cent of rooms had unsafe levels of carbon dioxide, between 900-2000 ppm (parts per million). In 1992, the D, E and H buildings were discovered to contain levels between 900-2000 ppm. The rest of the school had a level of 800 ppm. According to the Ontario Ministry of Labor, levels of 600 ppm are safe and comfortable; at 900 ppm, complaints will run rampant.

Humber is a closed environment; very few windows open. Therefore, it is important for the heating and cooling systems to work effectively. Buildings D, E and H only get fresh air if the rooms are too hot or too cold.

Pinchin & Associates Ltd. say the relative humidity levels are fine. However, students and staff are still complaining of discomfort with their contact lenses, skin irritation, and dry and sore throats.

Humber's Environmental Club

has been active in the College since September, 1991. The Club has about 15 members, and hopes to keep growing.

President Ynesz Geroly describes the environmental problem best when she says, "I see the problem with the environment as being a staircase, and we are only moving onto the second step. The first step is awareness and the second is action. People are becoming more aware of the problems; they just don't seem motivated when it comes to taking action."

Geroly and other Club members are often seen promoting issues around the school with events like environmental fairs and Earth Day celebrations. She also says the Club's door is always open, and suggestions are welcome.

What does the future hold for the planet? Maybe the astronauts from Atlantis and others will be able to tell us. But for now, it's anyone's guess.

In any event, the staff and students of Humber College will be right there trying to keep up with environmental demands. The problem won't be so hard to tackle if future students of the College learned — as early as kindergarten — what damage has already been done and what action must be taken to correct the problem. As the saying goes, "children are the future."

# WHERE HAS ALL THE POETRY GONE?

Somebody Better  
Write A New  
School Song —  
And Soon!

by Mary Beth Hartill

In the early '70s, students gathered at the Purple Onion and — much to the custodian's chagrin — would take over the cafeteria on the weekends. They played their guitars, sang songs and drank coffee in a scene reminiscent of the '60s.

The Humber River could be clearly seen, winding behind the school. From this long body of water stemmed Humber College's school song — a ballad that has been forgotten over time.

A father/daughter team wrote "Near River's Bend." The words were written by the late Richard Ketchum, chair of English; his daughter Katie (Kathleen) assisted him to compose the music. Katie sang the ballad at a commencement and several other ceremonies.

The lyrics describe the College as a place "where people grow in understanding," and the college itself as an institution with "no ivy walls or old traditions, finding ourselves along the way near river's bend at Humber College."

What the song didn't do was spark lasting student interest — something a school song should do.

"It was an interesting renaissance-like period," said Walt McDayter, author of the book *Past and Presence: A History of Humber College*. "Poetry was very popular at that time. There was a flash of culture ... the golden age of culture at Humber. 'River's Bend' became a key expression back when we could see the river."

The only retrievable copy of the school song can be found in McDayter's book.

The Humber River became a focal point of the College: a literary magazine called *The River's Bend Review* was created as a reflection of the role the river played back then.

According to McDayter, a more popular song Katie Ketchum wrote and performed was entitled "Where Poppies Grow." It was inspired by a trip 65 Humber students made to nine countries in Europe. But neither this song nor the school song can be found in College archives.

Sands through an hourglass



Near River's Bend: Kathleen Ketchum, circa 1970 performs Humber's school song

mark the passing of time, as well as Humber College's logo. The first logo also symbolized the college's union with the river.

Originally, a contest was held throughout the school to find a logo. For a while, the logo that was used was an "H" with a series of waves representing the Humber River underneath.

In 1968, Dean Charters, an architect, was brought to the College to design a new logo — an hourglass with a hidden "H" in the design. "I recall a series of meetings where everyone said, 'this is terrible, this is horrible,'" says McDayter, "so we knew it would be adopted."

And adopted it was.

# SURVIVING CULTURE SHOCK

The International Students' Association Helps

by Paul Briggs

**W**hen you think of Humber College, what comes to your mind? An image of a thriving community of young minds preparing to lead Canada into the future? A sense of pride in Canada's world-renowned education system, molding the minds of our leaders to come? Either of these positive impressions of Humber College is valid, but not necessarily thorough. There is much more that goes unnoticed; Humber College is truly a cosmopolitan community.

In Humber's 25-year history, hundreds of visa students have found a "home away from home" at Humber. From countries such as China, Hong Kong, Australia, Switzerland and from islands all over the Caribbean, students have come to Humber College to learn in the Canadian style. They have come not just to learn — but to experience a culture which, in many cases, is much different from their own.

For many of these students, the initial "culture shock" is a frightening reality. Adapting to the fast-paced lifestyle of Canada is not easy, especially when you're also trying to keep up with your studies and make new friends. These lonely souls, so far away from home, need social interaction — and that is what Humber has provided.

In 1969, an association was formed under the name Humber Visa Students. It was created to help visa students adapt to their new life in Canada. Doris Tallon, the international student adviser from 1968 to 1990, saw the need for such an association. "We realized we had to have someplace for them to meet and talk over their common prob-

lems," she says.

"The president (of Humber) at that time thought visa students should have some extra services because they were so far away from home," says Tallon, "so we started a small association, a team of people. People just rallied around, made them welcome, and it grew out of there."

From that small association in 1969, which accommodated the six visa students, grew Humber College's International Students' Association, currently serving more than 200 visa students. The name of the Association changed from Humber Visa Students to the International Students' Association in 1990.

Francis Madhosingh, president of the 1992 Association, considers the group an important part of international students' lives. "The role of the International Students' Association is mainly to get people together, adapting people — anything we can help out with, international students especially," says Madhosingh. "Whether it be political, social, partying, anything — we want adaptation and we want people to know that we are there for them, no matter what their needs are."

Madhosingh decided to run for the presidency because he sensed apathy within the Association. "In my first year, I was disappointed in what was going on," he said. "The president at the time had no concern. The meetings were being held once or twice a month. Nobody was showing up."

It's no coincidence the club has taken a turn for the better since he took over. Madhosingh exudes confidence when around the executive

members and major players in the Association. They meet every Thursday at 3:45 p.m. in the Inter-cultural Centre, in room A-101, to discuss activities for the club. Madhosingh takes charge of the meeting and designates responsibilities in an orderly fashion. At one meeting, the Association was preparing to host an International Exposition Day which welcomed foreign dignitaries to display national cultures to the students of Humber. The members were enthusiastic and proud to be the hosts of the event. This made Madhosingh's job much easier.

Another reason for Madhosingh's competence as president of the club is his experience in Canada. Originally from Trinidad/Tobago, the 21-year old Manufacturing Engineering student has lived here for almost six years, attending a boarding school in Brockville prior to coming to Humber College. Next year, the Association will elect a new president. Judging by the remarks of the visa students, the club is in good hands. It provides them with a dependable social meeting place.

Judy Matadial, in her last semester of Computer Information Systems, is a visa student from St. Vincent. "I generally don't look at it (the Association) as a provider," she says. "I just think it's more like a buddy system where you see a friendly face from the Caribbean. You meet in the hall and chit chat in local dialect. I think that they're here to make that cultural shock less impacting."

Public Relations Officer Tameron Rogers, a second semester Marketing student from Barbados, plays an important part in orga-

nizing the many activities of the Association. "My job is to promote the club and develop a good image," she says. "I try to get more students into the club. At special events, I have to be there to make sure that everybody knows what we have planned." Some of the activities include roller skating, dining at restaurants, and dances.

Madhosingh says it's important for the Association to arrange social outings. "We are a very active group right now, and we are getting more and more active. Hopefully, this trend will continue," he says. Of the 200-plus visa students at Humber, close to 30 are active members of the Association, according to Madhosingh. However, he considers all international students members, even if they don't attend meetings or social functions.

Doris Tallon remains active in the Association by attending many of the social events, despite her responsibilities as executive assistant to the President of Humber College. "I meet students on weekends or nights and take them out," she says. "I enjoy them and it makes them feel good." Personally, she gets satisfaction from helping out, and she likes to learn about other styles of life. "It gives you a wonderful insight into how other people live. And it's good for our own students to see."

Among the international students, Doris Tallon is seemingly loved by all. "Since the opening of the college, Doris has been like a mother figure to all international students," says Madhosingh. "That is the way she was described by one of our students last year, and it's unanimously agreed upon without a doubt."

"You can walk into her office anytime. She comes up to you in the hall and gives you a hug," said Matadial. "She's a figure that we all appreciate because if you feel

really crummy or you just want to talk to somebody her door is always open."

PR Officer Rogers sums up Tallon's contribution to international students: "She's like your mother away from home."

Tallon is cherished by visa students, both young and old. Sibert Liverpool was Humber's first graduating visa student in 1971. He came back to the College in March to visit Tallon. "I think Doris was instrumental in creating a very good atmosphere at Humber for foreign students," said Liverpool. "She was a driving force for us." Such a driving force was especially needed for the first visa students because there wasn't an International Students' Association for them to fall

back on.

Liverpool succeeded with the help of fellow visa students and figures such as Tallon. He studied Architecture, then successfully applied for a work permit in Canada. Later, his visa was renewed and currently, at age 45, he is a general contractor in the Toronto area.

As a student, Liverpool supported himself by working odd jobs every weekend. Tuition was not expensive for him because of an "arrangement between our government and Canada." Originally from St. Vincent, he came to Humber College with two of his countrymen.

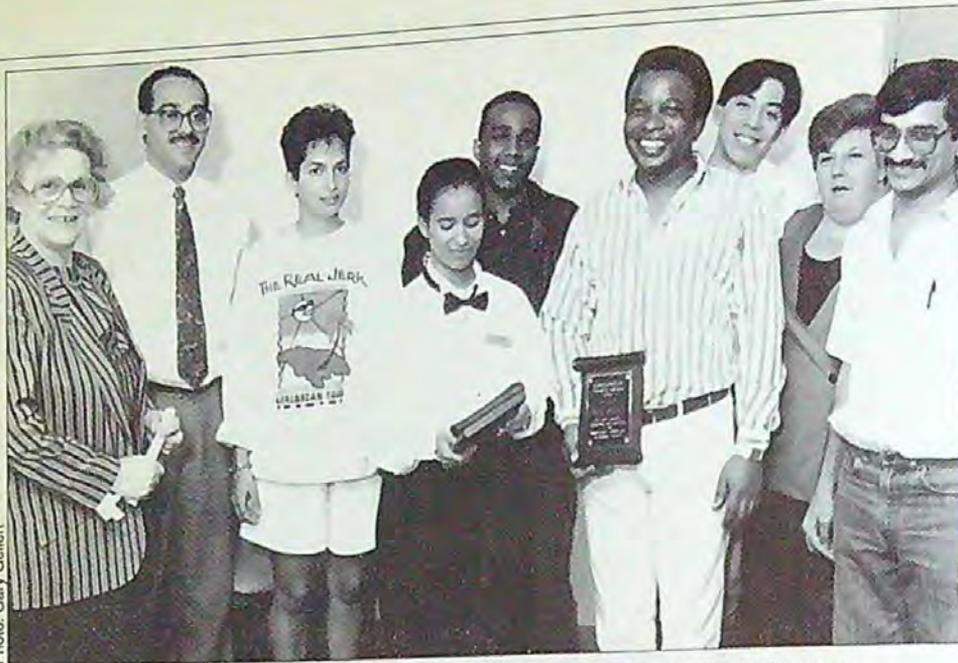
The predicament for visa students in 1992 is vastly different from that of 25 years ago. Because of



Illustration: Rebecca Timmons

HUMBER LIBRARIES

Photo: Gary Gallert



Lifesaver: Doris Tallon has helped many international students adjust to life at Humber.

changes in immigration laws, students are not allowed to work part time without work permits; tuition fees are also extremely high. The International Student Handbook quotes the international student tuition at \$5,804, but fees vary for different students. Madhosingh says that the cost for a visa student to attend school for one year is close to \$15,000. In light of such high costs, international students recommend several changes to the regulations imposed by the Canadian government, and they hope for some consistency in the laws.

"There are quite a number of immigration rules," says Madhosingh. "Each time we renew our student visa or apply for a work permit, it's \$75. The system keeps changing like that", he says, snapping his fingers.

Wayne Jack, vice-president of the Association and an Architecture student, pays in excess of \$7,000 a year in tuition. He says it is equivalent to \$30,000 in his home, Trinidad/Tobago. "It is very expensive, especially for me," he says. "I worked for that money for over two years and I see that money go away in a matter of nine months."

"The Canadian government should realize that we come here because we look at the system as something good," says Shirlyn Antonio, a Business Administration student from Antigua. "If they keep on

raising the tuition and living expenses, we might just decide to go somewhere else. As far as I can see, we are a market. They're encouraging us to come and they're getting a large percentage of international students. But don't scare us away. We want to come. We're eager to learn."

Madhosingh thinks the Canadian government should explore more efficient ways of attracting visa students at a more reasonable cost. He suggests giving incentives to companies abroad for sponsoring students in a related field and sending them to Canada for education. In that way, the Canadian system will become recognized, and the countries involved will benefit.

Canada attracts many visa students, despite government restrictions and the high cost of education. What is the appeal of our education system that draws students from all over the world?

"Right now, with a Canadian background, we can go home and it's recognized," says Madhosingh. "You lived in a foreign country, you adapted, and you successfully completed. They'll accept you for jobs over people who have graduated from local universities. Toronto is one of the largest cities in the world. If you can cope in Toronto, you can make it anywhere."

"At home, the people have a resistance to change," he continues.

"So what we intend to do with our education is to go back home and make these changes slowly, and therefore, make our countries more prosperous in the long run."

"The islands back home are small and we don't use our resources properly because we don't have the technology," says Antonio. "One of the reasons people come here is to learn how to use our resources."

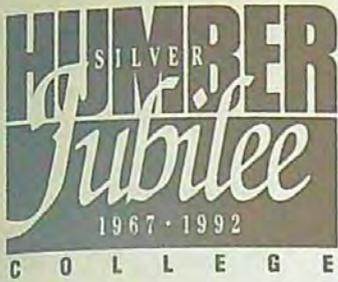
Many of the visa students from the Caribbean already knew about Humber College from their home countries or from relatives in Canada. Others heard of the college on a broader scale. "When I was growing up, Humber College was really globally recognized," says Madhosingh. "I have known the name since I was five years old."

Even though many of the visa students were told what to expect, they had to make some big cultural adjustments. In particular, those coming from tropical climates were not prepared for Canada's winters. Some had never seen snow before they arrived in Canada. Others had trouble with the fast-paced lifestyle in Canada and at Humber.

"In Canada, you cannot be spontaneous because everybody is on the go," says Matadial. "You have to make two weeks planning."

For the first time, many of them experienced racial discrimination. "In the Caribbean itself, you don't have the cultural gaps as you have in Canada," says Antonio. "So you can really identify with each other because we are basically from one culture."

These obstacles are a reality for almost every visa student at Humber — and that is why the Association has played such an integral role in the lives of the foreign student. From Sibert Liverpool's graduation from Humber in 1971 to the many activities planned in 1992, Humber College's International Students' Association has managed to create an environment which is conducive to the success of international students.



# ALMOST RECESSION- PROOF

## Humber Students Still Find Jobs Through Career Services

*by DeAnne Oram*

**J**ob placement for Humber students has dramatically changed over the past 25 years, thanks to a changing economy, new technology, new programs and higher enrolment. But, the two major causes of change are the developing needs of the community and Toronto's growth. Humber currently enjoys a high success rate for student employment after graduation. It is a success hard won by the Career Services staff.

While most programs place students in their field of study, sometimes students aren't employed at semester's end. Enter Career Services, which can help students find a job.

Each year the Career Services staff puts together a career fair, creating a place employers can meet with students interested in joining their businesses. The fair usually takes place in March and features between 25 and 35 different companies. Call it one-stop shopping: students can drop off resumes, set up interviews and learn about prospective employers.

"I think the career fair is an excellent idea. It gives (students) a chance to find a job for the summer and perhaps even a full-time job in a career related to your program", said Leigh Price, a first-year Sports Equipment Specialist student and 1992 career fair visitor. "I took down the addresses of several companies for possible summer jobs and hopefully I'll get something. It's worth a try."

Getting more than 20 companies to participate in the career fair isn't an easy job for the Career Services staff, especially in today's economy. Often, staff have to call more than 100 companies. In 1986 and 1987, as many as 40 to 80 employers attended the fair, but only 28 participated this year. It's still a good number, considering that those who attend are usually quite willing to employ college students.

This wasn't always so. In the late '60s and early '70s, Humber had to "educate" the corporate public about what college students could do. Consequently, the Career Services department launched a huge cam-

paign directed toward business and industry, describing a college graduate's experience and ability. A college graduate could cost a company less money in terms of salary, yet, provide quality work due to "on-hands" experience gained through his/her program.

Career Services efforts convinced prospective employers that hiring college students for entry level positions was the wave of the future. As a product, college graduates have been well-received by the workforce.

Besides teaching students to write effective resumes, locate jobs and conduct job interviews, Career Services also keeps track of student success after graduation. This is done via a six-month follow-up contact to find out if they are employed in a program-related job, or if not, to find out what they are doing and why.

Over the years, the majority of Humber graduates have obtained employment shortly after graduation. The recession has made a slight dent in employment success, but Humber is still doing well.

Michael Thompson, a third-year Business Administration student has a job waiting for him after graduation, thanks to the help of the Career Services department. "I cannot praise (Career Services) enough. They helped a lot. Three months ago, I lost my job. I looked through the paper, (and did) everything. Then I came into (Career Services) and I got a job at data entry level for great pay." Thompson has plans to stay with the job for at least two years before opening his own business.

Despite many success stories, there was a 10 per cent drop in employment between 1990-91, but this is strictly related to entering a suffering economy. "Placement statistics are the lowest we have ever seen," says Humphries. She is anticipating similar outcomes for next year.

Besides compiling statistics, the Career Services department keeps track of the changing needs of the industrial and corporate world and informs the college administration of these changes. With the knowledge

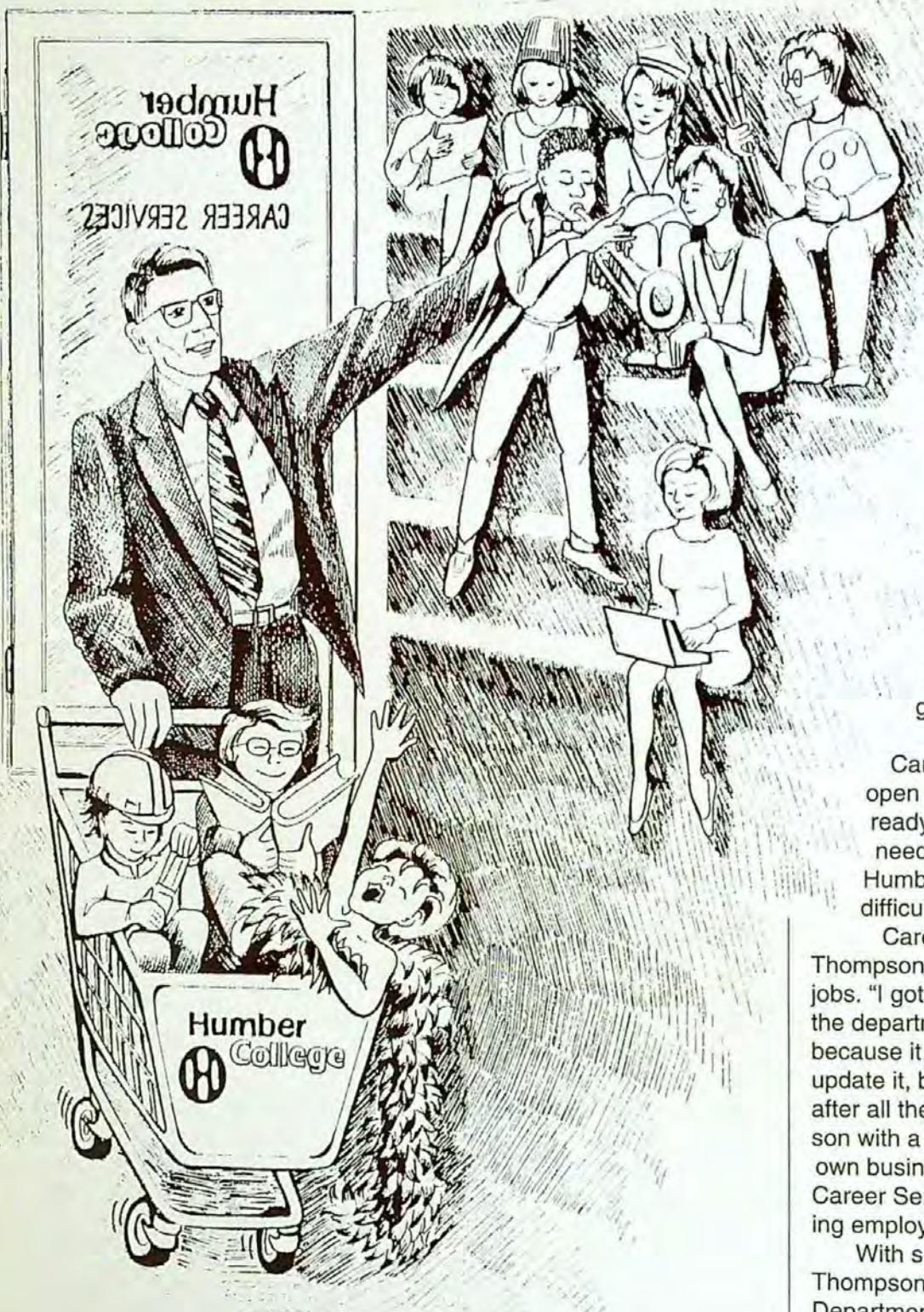


Illustration: Bozena Olszanska

go to Humber's quality programs and enthusiastic Career Services staff.

As well as assisting graduates in finding jobs, the Career Services Department also helps students locate part-time and summer jobs. There is always a list on the walls of employers searching for students — it's literally a roomful of classifieds. As well, there are files available to study companies. Placement officers would be the first to tell you that the more you know about a company, the better your chances of getting hired.

The best part about Career Services is that it is open year-round and is always ready to help a student in need. Without its help, many Humber graduates would have difficulty getting jobs.

Career Services has helped Thompson get five career-related jobs. "I got my first resume typed by the department, and I still use it because it looks so good. I just update it, but it's the same resume after all these years," says Thompson with a grin. Once he opens his own business, he plans to use Career Services as a means of finding employees.

With success stories like Thompson's, the Career Services Department proves without a doubt that Humber really cares about its students. And that care doesn't stop after graduation — it continues indefinitely.

obtained by Career Services, programs are modified and altered to meet the changing needs of employers. The result is a greater willingness by outside companies to hire Humber graduates.

Compared to other colleges, Humphries says that Humber usual-

ly has among the highest rates for student employment. Overall, Humber's placement rates have consistently been well over 90 percent. This is partially due to Humber's ideal location near Toronto with its many industries and companies. But most of the credit should

# THE ROAD TO SUCCESS:

Former Humber students blaze new trails

## Molly Pellecchia

by Barbara Peirce

In a world of deadlines and achievements, a tiny baby stopped Molly Pellecchia long enough to give her a new sense of wonder and understanding.

Molly Pellecchia decided to have her baby on the thirteenth of March. It wasn't really due until St. Patrick's Day, March 17th, but the 13th was a Friday, and Molly felt it would be an ideal time to check out of the office and into the hospital.

To her great surprise, Molly awoke during the early morning hours of March 5th, to find that she had already gone into labour. Undaunted, she hopped into the car and drove to the airport to meet the baby's father, who was to arrive at 6 a.m. on the red-eye from Calgary. By her calculations, Molly should have ample time to dash back to the office for her ten o' clock meeting before she would have to excuse herself to go to the hospital.

She did make it to the airport to meet the baby's father. She didn't make it to her ten o' clock meeting. She almost didn't make it to the hospital. Her son Jonathan was born soon afterwards, with none of the fuss and waiting which usually accompanies such occurrences.

Seven months later, Molly is firmly reintrenched in her Queen's Park office, her baby's father has moved from Edmonton to join her in Toronto, and life is much the same, but different.

"I've always had days that have been full," Molly says with a calm smile, "Even before I had Jonathan, I

had schedules that would go for maybe 15 or 20 hours. Now the days seem even fuller, in the sense that there's a shorter span of time you have to fit things in."

Fitting a lot of work into a short period of time is nothing new to Molly. Since her term as president of the Student Union at Humber College in 1977, during her final year in the three-year Business Administration program, she has rarely, if ever done, one job at a time.

In the history of her career, dates



Photo: Barbara Peirce

overlap and are made redundant by the vast list of her accomplishments. She is vague about such details.

"Somewhere just after I graduated, about three years later, I got appointed to the Board of Governors of Humber College [BOG] for a six year term, or maybe a four year and a two year term. I really should get out my resume."

But she doesn't, because the dates are not as important as what she has achieved. As she climbed the government hierarchy to the posi-

tion of Director, Supply and Services for the Legislative Assembly of Ontario, Molly also climbed the BOG ladder, from first-ever graduate representative, through several committees to Vice-Chairman, and finally Chairman.

"I was probably the first Chairman of the Board under 30," she says with a saucy grin. "So if you're ever wandering the halls of Humber, you will notice in the midst of the Chairman pictures there's this woman who doesn't quite relate to the rest of them."

That's nothing new to Molly either. At 36 years old, the diminutive woman with the big laugh has a top job at Queen's Park, a dedicated team of 16 employees, and has gone just about as far up the government ladder as she wants to go. How many people her age can relate to that?

How she got there is no mystery.

"I was very aggressive," she admits. "I thought 'I always know what I'm doing, and I'm usually right about it.' Now that I look back, I have to laugh about how immature and naive one can be."

She takes no personal credit for her meteoric rise to the top.

"I was very lucky when I joined this organization," she says. "The hierarchy was very short; people knew each other. I've been very fortunate here. I've been allowed to develop my own team and my own ways of doing things, which is pretty abnormal, I think."

What Molly does not see as abnormal is her own level of achievement. She disclaims most of the characteristics associated with a person who has so much responsibility.

"I'm not always organized, as you can see." Her hands take in the cosy mess of a busy office. "I procrastinate. I'm very detailed, and I panic a lot. What I don't tell anybody is that I have two speeds – one is stop and the other is full go – and I'm not ever in between. And when I'm stopped, nothing's going to move me."

Which leads to the obvious conclusion that her stop times are much shorter than her go times. She is certainly charging ahead with the family plan, while she pauses to ponder her future career goals.

"I've been here for ten years, and I'm not sure I want to go much higher," she muses. "The question becomes, 'Is this a challenge; is this rewarding enough; is this what you want to do for a long period of time?' And I had to say 'yes', and say 'O.K., maybe this is a good time to have the baby.'"

The baby is the culmination of a decade of desire and planning, and despite his untimely entrance into this world, he has pretty much conformed to plan. Now that the details of day-care and scheduling are a matter of routine, the biggest changes Jonathan has made in Molly's life are emotional ones.

"I've got so much to fit in and at the same time I want to know how people are, suddenly. I have a real value for other people and their feelings, but no time for chit-chat." She laughs at the apparent contradiction. "I didn't know how valuable sharing was," she adds on a more serious note.

Jumping up from her tapestry chair, she searches the comfortable clutter of her desk for her daily journal. She opens the floral cover of the book to the first page. She has copied a quote which has taken on special significance since the birth of her child.

"Here it is," she says, "It's by Mark Twain. 'Sorrow can take care of itself, but to get the true benefit of joy, you must share it.'"

The statement sums up Molly's current philosophy. She is, by her own definition, a success. She has

made, and is making a contribution. She is sharing.

There is really only one goal she has not yet achieved.

"I've always wanted to be older," she laughs. "I think someday I'll get to be 40, and I'll be believable. Somehow, people have an impression of you as young or old, and it doesn't really matter how old you are. What comes out of your mouth is irrelevant: it's what people see."

Seeing Molly, people still see youth. Soft hair framing a face not yet in need of makeup, she could easily be in her twenties. And in many ways, despite all her successes since graduation, Molly is just starting out. With the birth of her baby, she begins a whole new challenge, which may put the spark back into her eighteen-year relationship with Humber College.

"There's a big part of me that's still interested in education, and I'm sure it's about to get stronger as this seven-month-old becomes a seven-year-old." She gestures to the eight by ten colour photo of Jonathan which all but dominates her computer table. "I'll probably be a big pressure person again. I thought I grew out of all that, but I guess I haven't."

For now, Molly is content to live her life as it comes and let the future unfold as it will.

"Maybe I'll be 40," she quips. "Maybe I'll have another baby; maybe I'll have six – that's what I keep threatening my mother with."

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## Daniel Salerno

by Renee Shute

He has a boyish voice and radiates such an easygoing disposition that I immediately feel at ease talking with him. The man at the other end of the phone is relaxed, but certainly not a pushover. He talks about his accomplishments so matter-of-

factly that I wonder if his success has sunk into his own mind yet. I'm talking to the executive producer of Highway 61.

Daniel Salerno has come so far, so fast, it's no wonder his memories of Humber were a little foggy.

"It feels like a thousand years ago that I was a student at Humber," Salerno explains as we start to talk about how he got to the executive producer's seat. The truth is, the road to success started as soon as he received his high school diploma, years before he walked through Humber's door. "At a very early age I realized the importance of money. When I was 17, I bought into Centennial Plumbing, a construction supply business, and stayed with it for about a decade. I was a rebel kid, black sheep, black motorcycle, outcast sort of guy," he recalls. "I got a little obsessed with the business and forgot about having fun. As all of my friends were hanging out at the beach, I was working seven days a week without any holidays and I started thinking there's something wrong with this picture."

So he changed the picture. Waiting on tables at Yo-Yo's cafe in Toronto was Salerno's next endeavour. Being a waiter, he's convinced, is "the greatest way to make non-taxable money." He says he wasn't a "people kind of person," but he forced himself into it. In time, waiting on tables went stale and he got the itch to do something more beneficial for himself. That's when he met Ben Labovitch, a Lakeshore campus instructor.

"I was sitting in Yo-Yo's marking essays written by my Communications class," Labovitch says. "Danny was waitering and caught a glimpse of what I was reading and asked to read it too. He liked what he saw and was interested in the course."

Salerno enrolled at Humber and

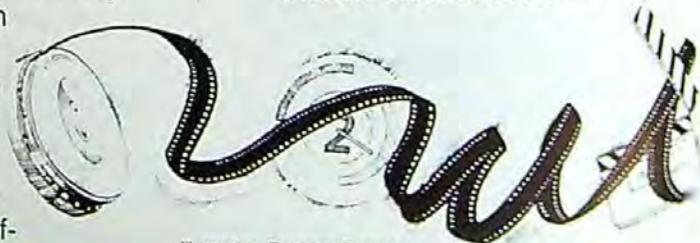


Illustration: Rebecca Timmons

took two classes with Labovitch — Communications 200 and Arts in the 20th Century Imagination.

"Danny would probably be too embarrassed to tell you this himself, so I'll tell you," says Labovitch. "In the Arts in the 20th Century class, Danny presented a seminar that he had already presented and perfected. It was on Butch Cassidy and the Sundance Kid, about their inability to accept change. We had a guest join us that day, a very beautiful woman from the south of France, and Danny's seminar was almost incoherent. I asked him what happened and he said that he was so distracted by her that he wanted me to kick her out of the class," Labovitch giggles and continues to tell me more secret stories about Salerno.

I soon find out that not only was Salerno a sucker for a pretty face, but he could read people like a book. While at Humber, he was involved in book clubs that would go out occasionally after a reading.

"The first time that Danny met a tight-wad colleague of mine was when we all went out for a couple of beers after a reading. Danny asked me if I noticed the guy go up to the bar as soon as I ordered a round. I didn't and Danny said that usually when people are cheap they'll do that. I told him he was right. That guy is a tight-wad," Labovitch sounds as impressed with Salerno's perception now as he was then.

Before leaving to go to Ottawa for the summer, Labovitch wrote Salerno an "anecdotal letter of reference," and came home to a real surprise after the summer ended. Salerno had found himself a job working on the most popular film at the Toronto Film Festival.

"That summer I was working with a crew person from Roadkill (directed by Bruce McDonald), who told me about the music put into the film and a little bit about the film. I thought it was fascinating. It sounded like one of the best Canadian films I'd ever heard of. So, I kept prodding the guy to introduce me to Bruce and he thought I was just another film fan. He didn't under-



Photo: Courtesy Cineplex Odeon Films  
*The "reel" story: One of the best aspects of Highway 61 was the chemistry between the actors.*

stand I was obsessed with meeting this guy and going in this direction. So I ended up finding Bruce's address myself and I walked into his office, introduced myself and offered to work for free. I was naive then, and I still am now, but Bruce found me a job working on the soundtrack and post production ... and objected to me working for free," Salerno remembers.

Someone this passionate about film is sure to climb the ladder of success quickly. By the time McDonald's next film got rolling, Salerno was named executive producer. He says that compared to Roadkill, Highway 61 has given him a much bigger responsibility. He calls executive producer his "first and a half job" and explains that "because Highway 61 is a Canadian low-budget film, you've got this huge, huge title but you work like hell."

"You have to have drive. You have to know and like people. You have to be able to follow through. These are some of the qualities you need to be a good producer and Danny has them all. He's been the most successful (student) at being famous," Labovitch proudly states.

But of all the jobs in film, Salerno says that acting is the most important. "It sounds funny. Of course actors are important, but one of the main successes of the film (Highway 61) was the chemistry between Valerie Buhagiar and Don McKellar. We were working on a low budget film so we didn't have the Winnebago, we didn't have the

glamour. They sacrificed a lot and you can still see that they're having fun."

"The funniest thing about making the film was that it was shot down Highway 61, from northern Ontario to New Orleans, and everyone in the crew took turns driving, but Valerie didn't have a licence. Doing a road movie without a licence was just hilarious. Even the car would have problems ... like sometimes it wouldn't have brakes ... but the crew has formed a real bond from their experiences. We were like this guerrilla troop that went out and conquered. It sounds goofy, but seeing everyone again is like coming home," Salerno says.

Travelling to places far away from home came with the job, and Salerno took a trip to Italy to promote the film. "There hadn't been any previous distribution in Italy, and all they needed was the personal touch. It meant going up there and banging down their door, so that's what I did." It turned out that the Italians couldn't wait to get their hands on the film, and Salerno also found his number one fan along the way.

Keep in mind that a Satan theme runs throughout the entire film and the only sex scene takes place outside a church in a graveyard, and you'll see why Salerno wanted to ease his aunt — who happens to be a nun — into Highway 61.

"After the promotional stuff was done in Italy, I was visiting my aunt there, who's a nun. I was trying to explain things about the film and didn't want her to see it right away. It turned out that she loved it. She's our promotion dressed in a penguin suit," Salerno says.

Maybe the secret to success is to keep thinking ahead. Maybe Salerno speaks so casually about his success because he is too busy thinking about what he'll do next. He says that his next goal is to write a screenplay. And I'm sure that in 10 years when someone is interviewing him about his latest movie, his days as an executive producer will seem like a lifetime away.







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# PREDICTING THE FUTURE

## The Message Is Simple: Get A Good Education

by Don Jackson

Only a fool or a prophet would attempt to predict the next 25 years in the job market. In our often unpredictable labor world, it's even a gamble to guess what's in store for the '90s.

Understanding change, and its repercussions on society, has become an industry in itself. The ancient art of reading the future is no longer a circus sideshow with crystal balls, tarot cards and tea leaves. It's a growing business based on statistics, trend-watching and solid business sense. Futurist and author Frank Feather is one man who has dared to speculate, and has turned his ability into a profitable career.

Feather says he sees technological change as the biggest factor in tomorrow's workforce. This creates problems for Canada, which has historically relied on its labor force and natural resources. Feather says these resources are "already collapsing. Canada simply cannot compete in the traditional industries. Canada has got to look at a different future ... it's going to be in our brain power, not in our natural resources."

Accordingly, if knowledge is to be the major marketable commodity in our society, education is going to be of infinite importance. Education is "a crucial factor," says Feather. "If people drop out of school, they're dropping out of society. College education is going to be essential for most jobs. We're going to see higher levels of degrees, beyond the master's. The BA, essentially, will become the equivalent of a high school diploma."

If this is the case, people who have a high school diploma may end

up with only the most menial jobs, and those who drop out before completing high school may find there is no work at all for which they are qualified. Couple this with the fact that several of the industries that employ unskilled labor are projecting very little growth in the near future, and you paint a bleak picture for those without post-secondary education.

"The pace of change, particularly technological change, is so rapid these days that your skills could be out of date in five-to-six years, which ... can require you to re-school or re-educate, even within your same occupation, or it can require you to change occupations," says Judy Humphries, Humber College's director of placement and financial aid.

While these technical skills will change constantly, some skills will be useful throughout one's life. "What's going to be important are effective skills or interpersonal skills," says Humphries. "These are things like communication skills, job search skills, learning skills; computer skills are going to be essential, no matter what job you do."

In this new educational environment, the old system of spending a given number of years in school and then pursuing a single career will become increasingly rare. Many people will be changing careers and re-educating themselves to keep up with a blitzkrieg business world.

Another important factor in tomorrow's business world is the aging of our largest population group: baby boomers. Many futurists are predicting a labor shortage for the turn of the century, when the baby boom generation reaches

retirement age. This will create a labor vacuum for entry level jobs. Employers will be forced to encourage workers to stay on after reaching age 65.

The unbalanced demography will have an impact on senior jobs and management positions, as well as entry level jobs. It will create what Humphries refers to as a "log jam effect." As employees grow older, they generally move up through the ranks of the company. When baby boomers reach the age usually associated with upper management, they will effectively create a traffic jam on the corporate ladder. This creates a problem: what to do with energetic employees who reach the level where further advancement is made impossible by the jam.

"A trend that is a very important one is what they call lateral career moves," says Humphries. A lateral career move is when an employee changes jobs without any real change in salary or position; rather, the new job offers different challenges. The idea is to alleviate boredom, and at the same time motivate the employee to be productive.

The aging of the workforce will not only change how the supply is created, but it will fundamentally alter consumer demand. Older people will want different things from what they did when they were young, and industry will reflect that. The way money is invested will also change, as people look for more secured investments. Toronto stock broker Ken Eisen says people will be looking for a solid foundation. "People will be looking for companies that will stick around, not the quick hit," he says. "People want

quality for their money. Our governments still have that (1980's) mentality, but people are starting to smarten up. People have to pay their debts. Governments don't."

Eisen is critical of Canada's domestic point of view where business is concerned. "We've been through pain," says Eisen. "We're in it. We're suffering. People have to realize they have to compete on a global scale."

Some of the problems North America will face in the job markets of tomorrow are covered in the book *Future Work* written by the executives of J.F. Coates, Inc., a U.S. futurist group. The book warns of the implications of trade alliances that are forming throughout the world. In Europe, the Economic Community (EC) begins a process of economic union this year. "Economic union is a major stem in the consolidation of the European countries into one market, one labor force, and one trading operation," *Future Work* states.

Some critics of the EC fear the ascent of a "Fortress Europe," with the EC using its combined clout to manipulate the world economy and set up unfair trade barriers for outside countries which export to Europe.

The Far East will also present formidable competition to the West, perhaps even greater than Japan's technological domination of the '80s. *Future Work* states, "The rise to industrial power of the 'four dragons' — South Korea, Taiwan, Singapore and Hong Kong — has startled the West." While these trade centres have always had very cheap labor costs, their industrialization will make it possible for them to produce exports at a price the West can't possibly match with its present cost of labor. This could force Western manufacturers to streamline their organizations or rely more heavily on automation for production.

North America's position in the world market is hinging on the U.S. election in 1992. The extreme right is calling for isolationist and protectionist policies which could have a

great impact on our Free Trade alliance. If politicians bow to these demands, North America's globalization will be delayed further, making our inevitable debut as a completely global trading force all the more painful.

If, on the other hand, politicians defy the outdated notion of isolationism, Mexico will — in all likelihood — become a member of the Free Trade Agreement. North American business will get a supply of cheap labor that could help it remain competitive on the world market. Unfortunately, many

manufacturing jobs may be lost in Canada and the United States if factories move south. This further emphasizes the value of technical skills in Canada's future.

Despite the complexity of the issues futurists have to study in order to predict the future, their message is simple. Get a good education. Admittedly, the future is a game of chance, but in the words of the famous scientist/philosopher Louis Pasteur: Chance favors the trained

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