



From left, B.Comm. students Michael Bishansky, Amy Koch, Emma Maxwell and Andrea Speer

A newsletter for graduates of the College of Business and Economics | Winter 2015

Business+ Alumni News

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Gryphons Reunite at Toronto Alumni Event

THEY MIXED, THEY MINGLED and they networked. That was the aim of the first “Gryphons on Bay Street” alumni event held in September. The event was designed to help encourage Guelph graduates to enhance their personal and professional goals through networking.

“You know that feeling you get when you meet a fellow alumnus? That instant connection? That bond of familiarity and trust? Enduring professional relationships are built on the foundation of that feeling,” says Dian Chaaban, B.Comm. '08, investment adviser at RBC Dominion Securities and organizer of the event. “It’s so great to be around people who share that experience with you – and a great way to take your success to the next level by networking with local alumni.”



Dian Chaaban

The event was held at Oliver and Bonacini on 33 Yonge St. and attracted about 50 recent graduates as well as more experienced alumni from a variety of academic backgrounds, including business, arts, science and engineering. “They really loved having a Guelph event in Toronto,” says Chaaban.



Leaders for a sustainable world.

PROF LEAVES A LEGACY

AFTER MORE THAN TWO decades at U of G, Prof. Jane Londerville is retiring from the real estate and housing program, but her legacy will live on in her current and former students.

"It's a little bittersweet," she admits of retiring from the program, "but I left it in good hands." Several faculty in marketing and consumer studies, including Profs. Paul Anglin, Jian Zhou and Avis Devine, will now oversee the program.

Londerville will continue to work on a limited basis in the college, serving as an industry liaison and working with alumni.

She also served as an academic adviser, offering support to students who were experiencing personal or health challenges during their studies.

At her retirement celebration last fall, the Jane Londerville Real Estate and Housing Student Opportunities Fund was launched to help students cover the cost of participating in case competitions, study abroad programs and field trips.



Prof. Jane Londerville



Bonnie Brooks, left, vice chairman of HBC, and dean Julia Christensen Hughes

College Proud of Achievements

THE COLLEGE OF BUSINESS and Economics has enjoyed a busy fall semester, welcoming new and returning students to our beautiful campus. In this edition you will learn about our exciting new Business + Mentoring program, which was recently featured in the *Globe and Mail*. You will also learn about new partnerships that are supporting our goals of transformational learning, research that counts and community engagement.

One such partnership is with Reid's Heritage Homes on their Net Zero Energy program. Business students along with engineering students are working alongside Reid's Heritage Homes as they build five net-zero-energy homes in Guelph. Supporting our vision of leaders for a sustainable world, this program is an example of sustainable business at its best and is exactly the kind of partnership we are looking for – a partnership with industry that requires the development of talent as our students receive leading edge, transformational learning experiences.

Our students continue to push themselves and excel. This fall saw fourth-year commerce student Sergio Morales elected to Barrie city council. A number of our students have won awards this past semester, including first place at the Gen YP case competition at the Hospitality Financial and Technology Professionals convention and tradeshow, second place in the Free Chartered Professional Accountants Tax Clinics Challenge and finalists in the Cornell International Real Estate Competition. Congratulations to all.

We also welcomed some of Canada's most celebrated chefs to campus last fall to discuss the future of Canadian food. Moderated by Anita Stewart, the University of Guelph's food laureate, this impressive panel of experts shared their views on local food and small business.

And finally, we were honoured to host Bonnie Brooks, vice chairman of the Hudson's Bay Company, as she received her honorary doctorate at fall convocation. Her address to our students was most inspiring.

DEAN JULIA CHRISTENSEN HUGHES

Grads Start Ad Company



From left, Paul Demarco, Fred Scheuer, Rob Murray and Dave Hannaberg

THE NEXT TIME you're in a doctor's office or a restaurant, look for TV screens on the wall. They just might be one of 240 TVs owned and operated by Intrigue Media, a Guelph-based company that specializes in video and online advertising.

"We want to become the leaders in local marketing across Canada," says Fred Scheuer, B. Comm. '09, part owner.

When a business hosts a TV, Intrigue Media produces the content with the help of graphic designers and videographers. "Every fifth video is dedicated to [the business] to promote their higher-profit-margin items and to communicate different programs to their current clients," says Scheuer. The TVs also feature community events and Twitter feeds.

What began as one TV screen installed in U of G's University Centre in 2007 has turned into hundreds of TV screens across Ontario, raking in more than \$1 million per year.

Co-founder Paul Demarco, B.Comm. '11, put up that first TV in the UC while he was still a student and was soon joined by current B.Comm. student Rob Murray. Five years later, Scheuer purchased a licence from Demarco and Murray, along with Dave Hannaberg, B.Comm. '09.

Scheuer and Hannaberg began growing their business in Milton, later expanding to Oakville. "University helped me in so many ways to start my own business," says Scheuer. "Most importantly the academics helped me understand very important business concepts that were integral to building our business plan and launching the expansion in Milton and Oakville."

Aside from its alumni staff, Intrigue Media also hires U of G co-op students and interns. "We hire lots of grads because we know how great the University is," he says. The company was named Small Business of the Year by the Guelph Chamber of Commerce in 2014.

MENTORSHIP PROGRAM HELPS STUDENTS, ALUMNI

BUSINESS STUDENTS at U of G don't need to wait until they graduate to find out what their future careers will be like. Alumni Affairs and Development and the Business Career Centre have partnered to launch the Business + Mentorship Program, which helps students and alumni build professional relationships.

"The College of Business and Economics continuously works to find new ways to keep our alumni connected to U of G and build new opportunities for our students to engage in career building," says Julia Christensen Hughes, dean of the college. "I'm excited to provide our students with enhanced opportunities to gain invaluable career advice and contacts, while engaging our alumni in a most meaningful task – helping launch the next generation of business leaders."

Mentoring benefits both students and alumni. Students become more prepared for the job market, interact with professionals in their field of interest and expand their networks. Alumni mentors build contacts with prospective talent, share their experience and industry insight, and give back to their community and university.

For more information, visit <https://www.uoguelph.ca/business/mentoring>.

KEEP IN TOUCH

Alumni News: To share your stories, contact Jennifer Barson, manager, marketing, communications and events, at 519-824-4120, Ext. 52538, or jbarson@uoguelph.ca.

To advance your career with our MBA or MA (leadership) programs, contact Patti Lago, manager, executive programs, at 1-888-622-2474, or plago@uoguelph.ca.

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UPCOMING EVENTS

June 12 to 14
Alumni Weekend

June 26
HAFA HFTM Alumni Association
Golf Tournament

UNIVERSITY
OF GUELPH

CHANGING LIVES
IMPROVING LIFE

College of
**Business +
Economics**



Cody Sorensen

Athletic Success Translates into Business World

AS AN OLYMPIC ATHLETE, Cody Sorensen's work ethic served him well in bobsledding and in business. After competing in the 2014 Winter Olympics in Sochi, Russia, he was hired by RBC as an Olympic ambassador.

He's one of 35 Olympians at RBC who attend special events and give motivational talks at schools. "Most of the talks revolve around my Olympic journey," says Sorensen, B.Comm. '08, adding that inspiring children is his biggest reward.

His own inspiration came from his father, Ole Sorensen, a Greco-Roman wrestler who competed in the 1972 Summer Olympics in Munich, Germany. "The Olympics were part of my family culture," says Sorensen. "My parents were always very supportive of whatever I did."

He encourages students to pursue their own passions. Growing up, sports were always part of his life, although track and field was his first competitive sport.

An open tryout in 2008 led him to switch to bobsledding. He says most members of the Canadian bobsledding team are former football, rugby or track and field athletes. "These are guys who are at the top end of their respective sport."

Sorensen hopes to compete again in the 2016 Winter Olympics in South Korea. "I think our four-man team has a few things to prove," he says. "We would like to show the world what we can do. It was always a dream of mine to wear an Olympic medal."

Being an athlete also prepared him for the business world by instilling in him the discipline and time-management skills to be successful. As captain of U of G's varsity track and field team, he learned how to balance his athletic and academic commitments.

He says it's important for athletes to have a backup plan to their sporting life. A career in business was always part of his game plan, and he credits RBC for giving him that opportunity.

"The beauty of the program is that it gives us access to the senior leadership team, and the ability to shadow people and figure out what we might want to do for a post-sports career."



From left, Sam Prentice, B.Comm '12, U of G student Stephanie Walker and Hildegard van Niekerk, B.Comm. '14, attend an alumni event at the Art Gallery of Ontario in October.