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## ALUMNEWS

Volume 5 No. 3, October 1990

Published by Vancouver Community College Alumni Association

## Looking for a new career?

### 30 companies recruiting at VCC November 7

Statistics show that if you are a typical Canadian, you will spend 700,000 hours at work over your lifetime and change your career four times. Your work will provide meaning in life as well as monetary reward.

This means that choosing a career is a major decision. But even after making one major decision, like studying nursing instead of accounting or instead of arts – or vice versa – there are more decisions to be made.

In which kind of environment do you want to work? Whether you've chosen nursing, accounting, sales, computers or arts, you can apply your specific skills in a profit making company, in a public service institution or in a non-profit organization...

At this point, when the mind is boggling, using the "eeny, meeny, miny, mo" method of decision making starts to sound good.

Sorting out all of your choices does take time and energy and good information. But with 700,000 hours of your life at stake, you want to make the right choice.

You will find 30 organizations ready and willing to help at the VCC Career Fair sponsored by the Alumni Association on November 7th, 1990 at Langara Campus.

Organized like a trade fair, 30 organizations will have representatives from their personnel departments on hand to discuss your concerns. Whether you just want information about an industry in general, or whether you are actively looking for a job, they will be there to help you.

Mark your diary now, and plan to be there on November 7th between 11:00 and 6:00!

Alumni are also invited to a wine and cheese social with company reps and campus staff from 6:00 to 7:30 pm. ■

**CAREER FAIR**  
ARE YOU LEAVING YOUR FUTURE TO CHANCE?

HEALTH CARE  
SOCIAL SERVICES  
MANAGEMENT  
SELF EMPLOYED  
PUBLIC SERVICE  
ACCOUNTING  
SALES  
PRIVATE INDUSTRY

**INCREASE YOUR ODDS OF SUCCESS!**

Wednesday, November 7, 1990 11:00 am to 6:00 pm  
Langara Campus, Vancouver Community College, 100 West 49th Avenue

Come and talk to company reps. about careers in the nineties

Explore your options Bring your resumes

Sponsored by the VCC Alumni Association  
Call us at 875-1131 for more information

VANCOUVER COMMUNITY COLLEGE  
25 YEARS

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## PRESIDENT'S CORNER



Carole Wilson, President,  
VCC Alumni Association

### Carpe Diem!

Change is a constant in our busy lives and the Alumni Association is no exception. The new board of directors is busy planning for the year ahead. We have installed a new computer system to better service our membership.

**ALUMNEWS** has a new format and is now printed on environment friendly paper

On November 7th, the Alumni Association is sponsoring its first Career Fair as a service for alumni and students of VCC. As a forerunner to the Career Fair, this issue of **ALUMNEWS** looks at change in the workplace in the 1990's.

People are no longer content with just one career in a lifetime. Living in the information age we see technology and the changing family structure as two important influences on our lives. Many of today's career choices were unavailable just a few years ago.

Many people have been given choices for new careers through VCC programs. The scope of opportunities available across the three campuses truly fits the needs of a changing world. For those of you embarking on a new career path, as well as those of us remaining in our chosen field, the VCC motto – *carpe diem* – seize the day – still provides inspiration! ■

## GALLAGHER'S NOTEBOOK



Paul Gallagher, President,  
Vancouver Community College

### New directions for VCC after 25 years?

students, their disciplines and their teaching.

We are growing even closer to the communities we serve. Our King Edward Campus people have recently built closer ties to the Mount Pleasant community. At Langara, there are plans afoot to work more closely with neighbours and to make Langara, among other things, a campus of which its immediate community will be very proud.

And what is going on behind the scenes?

The most significant development, I believe, is a concerted effort to reaffirm our traditional roles in B.C. education, or to reorient ourselves to a new future.

This development is prompted by the fact that, over the last several years, our desire to serve our communities has been outstripping our resources. VCC people have traditionally been very generous to their community. They have been willing to serve more and more students, in an increasing variety of programs.

But there comes a point when we can no

longer serve more students well, unless we have the necessary personnel, equipment and buildings. VCC students deserve as much as students elsewhere and VCC personnel need to have the environment, the resources and the recognition available to their colleagues elsewhere.

That is why, in the last few years, we have tried to put greater emphasis on the quality of the service we provide.

*“The outcome will be either significant increases in our funding or a significant reorientation of what we do.”*

This emphasis on quality has required us to spend the last months with our colleagues in the Ministry of Advanced Education analyzing the costs of our activities, program by program.

The outcome will be either significant increases in our funding or a significant reorientation of what we do, so that we can ensure that everything we do will be done to a level of quality our students deserve.

The governing Board of the College and the government are facing some very difficult decisions. These decisions will shape the future of your college – a task appropriate in our 25th anniversary year. ■

Alumnae and alumni deserve glimpses of what is going on behind the scenes at their college, but it is important for all of us, including me, not to lose sight of what is very much up front.

Up front are our students, our faculty and our community. Despite a variety of stresses on all of them, their performance is still outstanding. Our students continue to do well after they leave the College. Employment rates for our graduates are still strong. Our students who proceed to university do us proud.

Our instructors throughout the College are as good as you will find anywhere. They very much care about their

## Getting noticed and getting ahead: Grad gives advice.



Harriett Lemer attended VCC in 1970. She graduated from U.B.C. in 1974 and now is a partner in the management and marketing consulting firm of Einblau and Associates. As Vice President, Marketing Services, she provides marketing and strategic planning advice to the firm's clients, as well as offering in-house training seminars in a variety of related subjects. This article is based on the U.B.C. Continuing Ed. course designed and taught by Lemer, *Selling Yourself: Getting Noticed, Getting Ahead*

What is the purpose of devoting time and energy to this endeavour? What do I see when I look into the near future and into the longer term? How will I know when I've achieved my goals?" By answering these questions honestly and in detail (a written plan is essential if you are serious about goal setting), you have taken that crucial first step – looking inward before moving outward.

Self marketing activities are chosen based on your individual goals and aspirations and personality. Nevertheless, there are some "generic" activities which most people find essential. The main goal is to maximize your visibility among your peers and associates.

By keeping in touch with friends and colleagues and by nurturing these relationships, you begin to set yourself apart from the pack. Building influence, getting noticed and having "top of mind" presence is what this is all about.

Recent research has shown that leaders use three bases to build influence. They seek relevant information, they build and maintain good working relations and they develop a good track record. In other words, they deliver. Leaders depend on a strong "network" of individuals below them, beside them and above them. Personal contact marketing is often synonymous with networking. Networking is give and take, it's collaboration for mutual gain. Sincerity and honesty in all undertakings is a prerequisite for success.

That said, here are several ideas to consider for your personal marketing activities.

These ideas will help you in achieving the overall goals you set for yourself. But remember, visibility only enhances substance, it doesn't replace it. The point of personal contact marketing is to get people's attention. After that, you've got

to deliver what you promise and earn the respect you desire.

1. Organize and document your contacts. Keep them current and stay in touch.
2. Eliminate non-essential activities. You can't be everywhere, effectively.
3. Carry a pocket calendar and use it to make "dates" with people you meet at professional gatherings and social events. Getting to know someone away from the cocktail environment is much more meaningful.
4. Ensure your image (clothes, business cards etc.) gives the message you want to give. Dog-eared or missing business cards make a statement, loud and clear.
5. Attend events and set a goal of meeting five new people. Don't forget to wear a name tag so it's easy for others to say hello to you.
6. Be visible by volunteering to be part of smaller working committees. Getting to know six people well is much better and more satisfying than getting lost in the crowd of "lunch for 200".
7. Polish your public speaking and get out there whenever possible. Seminars and speeches raise your profile and provide credibility.
8. Contribute a well written article to newsletters and professional journals.
9. Become a committed card sender. Thank you notes are so rarely sent that they often elicit a thank you phone call from the recipient!
10. Specialize, specialize, specialize. Keep up to date on developments in your field and related fields; become known for your expertise so you will be sought out by others.



# Conference helps balance family & business

Starting a family can change your life, in more ways than one. As the needs of a family compete with career demands, one way of adapting is to bring the work home.

According to Joy Davies, Small Business Development Officer at VCC City Centre, "Starting a home-based business is a flexible alternative for many people wanting a career change that allows for a better balance between family and business."

"Over 70% of home-based businesses in North America are started and operated by women, and not just for pin money either. While men tend to start consulting, trades or construction related home based businesses, women are involved in absolutely everything you can think of!"

Advice on establishing and running home-based or other small businesses is just one side of a unique conference sponsored by VCC. Entitled

"Balancing Family and Business" and scheduled for January 26 and 27, 1991 the conference is designed to help people with all the varied skills they will need to succeed, both personal and business.

Conference organizer Davies says: "We want to encourage people operating small businesses to develop a number of basic skills.

For example, learning how to do your own business plan is a much better preparation for the rigors of the market place than having an accountant do it for you."

City Centre is helping students and alumni with their business aspirations in

other ways as well. A newly developed small business skills component has been integrated into a variety of City Centre programs including baking, hair-dressing, esthetics and jewelry design.

*City Centre's Business Division is organizing a small business advisory service available to graduates of all campuses.*

To follow up on this training, City Centre's Business Division is organizing a monthly small business advisory service. Experienced small business owners from the community will share their expertise on establishing and running a business with

people who are just starting out. Graduates of all campuses of the College are encouraged to take advantage of this free service.

For more information on the advisory service or the conference, leave a message for Joy Davies at 645-6452. ■

# Economics instructor is computer pioneer



Walter Behnke demonstrates his award winning computer economics course to a student in VCC's Adult Basic Education Division.

Walter Behnke, a King Edward Campus economics instructor is leading VCC into the competitive field of computer based educational technology as the author of an award winning computer program.

"The Workings of Markets: An Introductory Economics Course" earned Behnke a Northern Telecom National Award for its "extraordinary ingenuity" last July. Like correspondence courses, lessons in the special computer program explain concepts and end with a series of problems to test the user's progress. "Because of the interactive nature of the program, the problems don't just foster rote recall," Behnke said.

The program allows students to graph, ask for help or do calculations on the computer screen. Students who used the program during its development consistently rated it at 8 out of 10. One reason for this Behnke feels is because "the use of high resolution color graphics relate the concepts to real situations and keep students' interest."

A successful KEC bid for a provincial grant funded Behnke's work. Three

other colleges also received grants from the Ministry of Advanced Education and Economic Development to develop instructional computer programs.

"Of them all, ours is most commercially viable," Behnke says. He bases this assessment on the high demand for demonstration disks in Canada and the U.S. since winning the award. "The program will be available later this fall for about \$250."

Behnke has returned to the classroom after his year developing "The Workings of Marketing," but will be taking time out to present a course in computer based instructional materials development to technical educators from southeast Asia in Manila later this fall.

By Keri Kent  
Reprinted with permission from the Voice,  
September 21, 1990

# From hobby to career: Passion for cooking opens career options



City Centre Grad Laura Norrie, Valedictorian and winner of the Principal's Award for excellence, 1989. Two career moves back, Laura was a chef at the Granville Island Hotel.

When it comes to career planning, Laura Norrie could write the book.

Laura is a graduate of both the Chef Training and the Baking and Pastry Arts Programs at VCC City Centre. For the last year she has been putting those skills to work as a teacher's aide at David Thompson Secondary School in Vancouver, a job that meets her current needs as a single mother of two.

The future hasn't always been bright for Laura. For years she was an inside postal worker, a job not noted for its abundant career potential. But a couple of key decisions changed everything. She

gathered up her savings, cashed in a pension plan and headed back to school.

Cooking and baking were natural choices. "Cooking has always been my hobby," she says. "I have a herb garden; I make my own candies at Christmas. I really love that sort of thing."

"It was scary going back to school. I was an older student with a lot of younger people. But everyone was really nice and it didn't take me long to feel right at home."

After completing Chef Training, she found a job at the Granville Island Hotel.

"It was just before Expo and the set-up was an open kitchen. There was a lot of high energy — you had to be fast and good. The hotel really challenged me — I was constantly learning there. It was a great experience."

When the hotel was sold and staff laid off, she headed back to school again, this time to the Baking and Pastry Arts Program. After graduation she took a job at the Pan Pacific Hotel bake shop.

It was when she left the Pan Pacific that Laura first realized she had highly marketable job skills.

"It was a real revelation to me. Here I was for the first time being able to choose where I wanted to work. I actually turned down one job because it didn't pay enough. Then the school board job came along at just the right time."

But she's not one to sit back and be content. "I think people need goals in their life — short term goals, long term goals and life goals." One of her goals is owning her own business. "I can imagine a bed and breakfast," she muses, "maybe somewhere on Vancouver Island."

Whatever becomes of that life goal, you can be sure Laura will pursue it with the same high energy she has put into the rest of her career.

By Barbara Cameron

# Part time study increases career opportunities

In many cases, career change means going back to school to learn a new set of skills. But full time studies are often a luxury that can't be juggled with rent, daycare and all the other expenses of urban living. Part time certificate programs with evening or weekend class schedules may be the answer.

The Continuing Education Division of Vancouver Community College has initiated a number of new certificate programs in response to community needs. Representatives of industry and the professions help plan these programs for adults who want to get a thorough background in a particular field but who don't want to undertake a degree program.

Some of these new certificate programs are designed to give practical training in the rapidly growing fields of business and computers. Among them are Small Business Management, Office Administration and Local Area Network Administrator.

Another new certificate program is the innovative Telecommunications Management which offers "real life" experience in this rapidly changing field. Students gain both technical knowledge and management skills to apply in the workplace.

In direct response to the needs of B.C.'s courts, the Court Interpreting Program was developed. This is the first program of its kind in Canada. Since 1979 eight classes of trained court interpreters have

graduated. This part-time program gives people who speak more than one language the specific knowledge and skills to become court interpreters. The innovative program is also excellent preparation for other interpreting jobs.

Whether for business or for fun, Continuing Education has a program for you. For professional development there's a wide selection of business, computer, teaching and writing programs. For a "fun" course, there is sailing, skiing and wine appreciation, to name just a few.

VCC alumni can obtain a 20% discount on many Continuing Education Division courses. For details call the Alumni Association office at 875-1131. ■



## Pygmalion: A film treasure in Cantonese

A cross-cultural version of the *Pygmalion* story is one of 58 feature length movies in Cantonese and Mandarin donated to Vancouver Community College by alumnus Quing Ying Lai, a retired film distributor from Hong Kong.

The collection of movies made in Hong Kong, Taiwan and Korea between the 1950's and 1970's is unique in North America, according to Mary Anne Epp, library media services co-ordinator at the VCC Langara Campus.

"We haven't published the fact that we have these films yet because we are afraid we would be inundated with demand."

However, before the collection can be shown regularly, the College must locate an outdated and specialized piece of electronic film technology designed to clean the 16 mm film. In addition to cleaning each frame of "a very bad fungus", the films will have to be transferred onto videotape.

The College received \$5,000 from the Asia Pacific Foundation for this project, but will have to find another \$23,000 before it can be completed.

"There are many Chinese-Canadians who would be familiar with these films," says Epp. The collection includes Chinese folk tales, a fictionalized account of the Japanese occupation of China during the Second World War, Chinese operas, musicals, romances and sword-plays.

## Pacific Rim Magazine sets unique example

*Pacific Rim Magazine* is unique. It is Canada's only general interest periodical devoted to the cultures and economies of the East and West "Rims" of the Pacific ocean. In addition, the magazine is generated entirely by students across VCC's campuses.

But if this fact generates a picture of an amateur production, think again. *Pacific Rim Magazine* is a very professional looking production and its distribution network proves it is. 16,500 copies of

the second annual edition were delivered with the *Financial Post* in September; it is available on Canadian Airlines International trans-Pacific flights and at news stands throughout Vancouver.

Articles in *PRM* illustrate the mutual

influence across the Pacific. The varied topics include drift-net fishing, dragon-boat racing, the concept of "face" and women's status in Japan and trekking in Thailand. There are profiles of an exiled Burmese freedom fighter and hereditary prince and of four Chinese-Canadian

politicians who have successfully broken the ethnic barrier.

But the magazine is more than a forum for ideas and information. It has created

opportunities for those involved to learn and to demonstrate their abilities visibly. Their efforts have also set a challenging example – that of successfully working co-operatively in a changing environment containing a great diversity of people.

*The magazine is more than a forum for ideas and information. Those involved have set a challenging example of working co-operatively in a changing environment.*

## Immigrant alumni create jobs

Co-ordinator Alice Wong's Small Business Program at the VCC King Edward campus is helping immigrants make – not take – jobs. The program offers expertise to entrepreneurs in their own languages, for businesses ranging from printing to international trade.

"This is the first program of its kind in Canada," said Wong. "Our students are often in business for themselves and the program helps tie them into the mainstream in Vancouver. They need skilled, local people. Consequently they generally hire more English speaking Canadians than people from their own community."

Wong relies on over 40 specialists from the Chinese community who instruct in Cantonese and Mandarin on subjects ranging from tax planning to registering a patent. The program is also available in Spanish, with Korean and Punjabi under consideration.

"These people are a bridge to the Pacific Rim market for Canada. They have business contacts that will be extremely important for Canadian exports to Pacific Rim countries," according to Wong.

Johnson Fong, a retailer in Vancouver and a graduate of the program, valued the opportunity to be taught in his native language. "It symbolizes an acceptance of our Chinese heritage and helps us move more positively toward full participation as Canadian citizens." ■



Picture success! If you know a VCC grad who has "made it", we want their picture and their story. It could be success in business, in community service, in overcoming personal hardship or disabilities – or someone who has had an unusual career. The object is to publish a booklet of success stories to demonstrate that VCC helps its community succeed! Tell us about an interesting, successful former classmate and we will send you a VCC pin. Call Barbara at 875-1131 local 353.

### Volunteer opportunities...

► If you can smile, you can help us at the Alumni Association booth at the Career Fair on November 7th from 11:00 am to 6:00 pm. Free tickets to the wine and cheese social included! Call Barbara or Tracy at 875-1131 local 353.

## Bulletin Board

► Remember Sarge's Christmas party for kids at Langara Campus? If you'd like to help now with organizing the 1990 party or on the day of the event, call Barbara at 875-1131 local 353.



► If you're familiar with Acc-Pac and would like someone to be very grateful to you, you could help the Alumni Association transfer its paper accounting records onto computer. Call Barbara at 875-1131 local 353.

If you would like to find out how the rest of your graduating class is doing, the Alumni Association will help you plan a reunion. Call Barbara at 875-1131 local 353.

VCC's vocal jazz group *Soundwave* has just recorded a new CD. It will be available shortly at VCC bookstores and selected record stores. Recording engineers were alumni Chris Vaughn-Jones and Greg Reid who have again donated their fees to student scholarships at VCC.

City Centre's Meat Shop and Delicatessen offer lower than industry standard prices to the general public while it trains students in meat cutting, sausage making, etc. Hours are 9:00 am to 1:00 pm Mon to Fri. While you're there, check the City Centre Bakery for the same good deals.



Studio 58 upcoming productions:  
Oct. 12 to Nov. 4, William Shakespeare's "The Tempest." Directed by Roy Surette, featuring graduates Kim Kondrashoff and Allan Morgan.  
Nov. 28 to Dec. 9, "Boy's Life," a contemporary comedy by Howard Korder. Showtimes Tues. thru Sat. at 8:00p.m., Sundays 2 for 1 at 3:00p.m. and 8:00p.m. Reservations 324-5227

Free lecture series Thursday at 12:00 noon at Robson Square presented by Langara Campus in tribute to Malcolm Francis McGregor. For information call Ted Langley 324-5368.

November 1, *The Legacy of Hagia Sophia* by George Karas: An illustration of the unique masterpiece built by Justinian in the 6th century AD & the profound influence it exerted on subsequent Slavic & Muslim architecture.

Nov. 8, *Odysseus the Ultimate Wanderer* by Ted Langley: The highlights of the archetypal adventure recorded by the Greek poet Homer of Odysseus' journey home to Ithaka after the destruction of Troy.

Nov. 22, *Apologia for Mrs. Gamp* by Anna Bursewicz: Charles Dickens' character Sarah Gamp does not deserve the reputation for dishonesty and ignorance attributed to her.

Nov. 29, *The Anatomy of a Painting* by Val Sutherland: "Maids of Honour" by Diego Velasquez offers a delightful glimpse into the court of Philip IV of Spain.

## New Board Members



Ingrid Laue, Patrick Connolly, Leo Mol, Carole Wilson, Howard Naphtali, Bruna Giacomazzi, Art Hoeckh

New members elected to the VCC Alumni Association Board of Directors at the June 5, 1990 annual general meeting are Ingrid Laue, Patrick Connolly, Leo Mol, Howard Naphtali, Yvonne Coveney-Boyd and Marco Pirro. They join directors now completing the second year

of a two year term Bruna Giacomazzi, Hans Rerup and Valerie Nielsen. The 1990/91 Executive Committee is Carole Wilson-President, Art Hoeckh-Vice President, Susan Toplak-Secretary and Ian Sutcliffe-Treasurer. ■



## Where are they now?

City Centre 1988, **D.N. Watson**, Computer Programming, now working as Systems Co-ordinator for Alcan's Kemano Completion project.

City Centre 1989, **Cathy Clough**, Legal Secretary, now working in the Burnaby Crown Counsel Office of the Ministry of Attorney General.

City Centre 1989, **Susan Chenier**, Practical Nursing, now working full time in the respiratory ward of George Pearson Hospital.

City Centre 1989, **Celia Devitt**, Hair-dressing, has started her own mobile hairdressing business in West Vancouver and loves it.

City Centre 1989, **Catherine Wu**, now working as an accounting clerk and hoping to take CGA courses and open a business of her own.

KEC 1989, **Shuk Hang Chan**, English, now working as an equipment control clerk in a shipping company.

KEC 1989, **Barbara Karolak**, English, now working in sales in the Pacific Centre Mall in Vancouver.

KEC 1989, **Sau Hung Kwan**, ESL, still looking for a job working with children in a school or day care.

KEC 1990, **Pauline Kotovich**, College Foundations, now working as an assistant Manager with Coles bookstores.

Langara 1986, **Paul Michael McBurney**, Langara, graduated from UBC with a degree in Physical Education in 1989 and is now working as an administrative assistant with Athletes in Action.

Langara 1989, **Pearl Kam**, Computer Information Systems, now working as a user support assistant at West Coast Energy.

Langara 1989, **Eddie Leung**, Computer Systems Technologist, now working for an engineering firm as a network administrator for a year.

Langara 1989, **Eddie Yuen**, Computer Systems Technologist, now working for VCC as a programmer.

Langara 1990, **Janet Swartz**, Recreation Leadership, now working at George Pearson Centre Physiotherapy Dept and planning to go to UVic for a Recreation degree.

## ALUMNEWS®

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*ALUMNEWS is published by the Vancouver Community College Alumni Association. The Association represents and serves former students of the College's three campuses – Langara, City Centre and King Edward – and the Continuing Education Division. The Association also seeks to enhance the profile of the College in its community.*

*Your comments are welcome!  
What changes, additions or new topics would you like to see in ALUMNEWS? ■*

## What's new in your life?

Stay in touch and help us keep our records up to date. (Our records are confidential.) Tell us the latest and greatest—your news.

Tell us about paid or volunteer work, hobbies, marriage, children, interest, messages, etc. We will publish your news unless you request otherwise.

## New address? Please let us know:

Name: \_\_\_\_\_

Phone: (Home) \_\_\_\_\_ (Work) \_\_\_\_\_

New Address: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

What's new in your life? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Send the completed form to: **VCC Alumni Association**  
1155 East Broadway  
Box 24700, Station C  
Vancouver, B.C. V5T 4N4

