The NEWS and VIEWS Letter about people and happenings at Vancouver Community College ATIONAL IN COLLEGE OCT 2.1 19 COLLEGE OCT

Forum Africa

VCC HELPS IT HAPPEN

People in British Columbia, the Yukon and the Northwest Territories will be the first in Canada to offer their plans, ideas and aspirations for what we, as a nation, can do to bring relief to the nations of Africa stricken with drought and famine.

Forum Africa, mounted October 18 and 19 in B.C. and the two territories, starts a series of cross-country events where Canadians can tell the federal government quite directly what they think should be done with the millions of dollars in African aid we have raised and which the government has pledged to match.

Vancouver Community College, along with other colleges and institutes in the region, is playing a focal role in this effort. From the onset Canada's African famine relief co-ordinator, the Honourable David MacDonald, determined that the most effective means of reaching people was through a series of town hall meetings. These meetings would then be linked by television broadcast, providing background on the African situation and pulling together trends and consensus from the discussions. A VCC committee is charged with co-ordinating the meetings and broadcasts throughout the province and the two territories.

The college became involved in mid-August when President Paul Gallagher was one of a number of Vancouver opinion leaders called to a preliminary meeting by MacDonald's office. His enthusiasm for the project and the role he saw community colleges could play led him to volunteer the system's services.

"It's a long been a claim of community colleges that they are instruments of community development," he explains. "What better way than this to put that idea into action?"

The college steering committee is headed by Dr. Richard Pearce, director of Continuing Education, who is overseeing field development. This means "getting out the troops" - enlisting the services of volunteer agencies and getting information out to them. Barbara Clague, who is a consultant on conference planning and program management, has been brought in to work with him on the nuts and bolts, day to day organization and co-ordination, working with representatives in colleges and institutes to set up meetings and discussion groups throughout the region. Director of Public Relations Cam Avery is heading up media liaison and working with a producer loaned from the CBC, Dieter Kachtigall, on the television production. Bruce MacLean, director of instructional media services, is providing technical advice. They are working closely with B.C. convenor David Cadman, who is national vice-president of the United Nations Association.

October 18 the first of two one-hour telecasts will air, 8 to 9 p.m., over the satellite facilities of the Knowledge Network. This first broadcast sets the scene for the meetings to follow the next day, providing information on the situation in Africa now, reporting on Canada's efforts to date and their effect, and offering some "starting point" ideas and thoughts from Canadians in various walks of life.

Community colleges throughout the province and in the north are working with church organizations, local government, service clubs and other interests to mount meetings that will take place October 19 on campuses, in community centres, schools or whatever locations provide access. Here people will have the opportunity to talk, exchange ideas, share viewpoints and, in the end, forge new strategies and directions, not only to relieve African famine but assist those nations in future economic development.

Continued on back page

Forum Africa

Continued from front page

In Vancouver meetings are slated for all three VCC campuses. They will start at 1 and run to 3 p.m. If you have interest and enthusiasm — the ideas will come out of the discussions — you are urged to come out. There is no need to pre-

register. Just show up.

Saturday evening, after reports from the dozens of meetings have been called in to the Knowledge Network, a teleconference will give people throughout the region a chance to see their ideas and reactions pulled together. An "open line" will be part of the broadcast, giving you a chance to respond to what has come out of the meetings. As well, there will be comment from the Honourable David MacDonald and others about this effort.

For the last month the VCC committee, along with their colleagues in community colleges

throughout the region, have worked an extra day in most 24 hours, fitting in early morning meetings and late evening sessions, overseeing the myriad of details and making the decisions that will take this effort off the drawing board. They have been assisted by the Canadian Broadcasting Corporation, who have provided a television producer and the use of some technical facilities. The producer is advising sponsoring groups on what they can practically ask of cable facilities. Local cable broadcast companies and their staff have committed themselves to co-operate as fully as possible with community groups in the Forum Africa effort.

B.C. and the north are the pioneers in this effort. The trail is being broken here for similar efforts in regions across the country. The federal government has tentative plans for a national forum on this issue in the new year. In the meantime written summaries of the proceedings, resolutions and conclusions will go to Ottawa, along with copies of the two broadcasts.

In summing up the effort, committee member Cam Avery said, "This may not approach the world-wide interest of the Live-Aid concert, but it is potentially the start of something big in community involvement in Canada."

LANGARA WOMEN TOP REPRESENTA-TIVES FOR VANCOUVER



Brenda Critchlow and Jacqueline Plouffe stop for a chat outside Langara Campus.

Charming, bright and attractive, they would stand out in any crowd. Jacqueline Plouffe and Brenda Critchlow, both students at Vancouver Community College's Langara Campus are, respectively, Miss Pacific National Exhibition and Miss Vancouver Princess, recognized not only for their beauty, but for their poise, intelligence and talent.

Brenda leaves next week for Toronto where she will be this city's representative in the Miss Canada pageant on October 28.

Jacqueline, in her second year of the marketing and sales programs, balances a full course

load, "about 400" scheduled engagements as Miss PNE and a part-time job in designer fashions at the Bay.

The bilingual 21-year-old Britannia graduate, studies jazz dance and ballet. In 1981 she was a B.C. Lions Sundancer. Jackie is weighing a number of options when she completes her program at Langara. She may continue her education and pursue a career in public relations or media. Or she may go to Australia to work and travel for awhile, putting the career temporarily on hold.

Brenda, 19, is a graduate of Eric Hamber. She recently withdrew from her second year in the theatre arts program so she could compete in the Miss Canada pageant. She will, she says, return

to Langara in January.

"With course work, plus involvement with Studio 58, you are here from 9 a.m. to midnight at times," she explained. "There was no way I could take time for the pageant and handle my studies, so I put off my second year till January. Brenda hopes to transfer to a university with a theatre arts program and complete her degree after she graduates from Langara. Then, it's onto the professional stage.

"I'm getting a terrific start here," she says of the program. "This is real experience. You do props, lighting, costumes as well as stage work."

Both Jacqueline and Brenda reflect well on their community and the college can take particular pride in the fact that these two dynamic young women, who will play important roles as Vancouver's ambassadors during next year's Expo '86 festivities, come from our own ranks.



Bob Brady and Carl Meadows: ready for the road.

A real challenge. Pitting yourself against the odds. Hundreds of people dream of doing it, but few do. This summer two instructors in KEC's diesel mechanics program did just that.

Department head Bob Brady and instructor Carl Meadows, both of whom are on the far side of 40, climbed on their bikes and headed off for challenge and adventure. Brady left the last week in June and seven days later he'd biked the Hope-Princeton, through the Yellowhead Pass and onto Edmonton, surviving treacherous mountin climbs, a hail storm, head winds and the pain of an old injury to his left knee that caused the joint to balloon up after a day's riding. Meadows went from Vancouver to the Mexican border in 23 days, coping with fog, forest fires, and a painful left arm.

Why? "I can't imagine anything that gives you the sense of confidence a trip like this does," Brady explains. "Every day was a challenge. I'd say to myself 'Well Brady do you think you can handle this for anther six, or five, or four or however many days?' I look at that trip and I realize I haven't yet found my breaking point. Biking teaches you patience. You learn to pace yourself. These lessons have tremendous value when it comes to coping with the everyday pressures of life."

"After this kind of an experience I am completely convinced I can do anything I want to, anything I set my mind to," Meadows says. "I knew when I started out there was no way I was going to let anyone give me a lift for even half a mile. I had to do this myself. I know I can work my way through the difficulties and that I'll persevere. You get a strong belief in yourself. And talk about management training. When you plan a trip like this you have to look at it from every angle. You have to plan your route, your stops, your alternatives if conditions are bad. You have to take the right kind of equipment and enough of what you need, but at the same time you can't weigh yourself down with a bunch of unnecessary junk. You have to develop a real strategy. It's like a general mounting a campaign."

Both men say physical conditioning is only 50 percent of what you need to cope. The other 50 percent is attitude. And attitude is what carries you through during the tough times.

"When my arm was really hurting I knew I could ride through it," Meadows explains. "After a while it just went numb. You wouldn't feel it any more. It was a matter of pacing yourself through to that point."

One night Brady had to stop at a motel to pack his knee in ice. But at no point did he consider quitting. He was determined to meet his objective, even though, when he was finished, his knee would hardly bend for the next two weeks.

GOING DOWN

Planning played a big part in both Bob's and Carl's determination. Both had plotted out routes with painstaking care, determining how far they would go in any one day, where their stop offs would come, what they could anticipate on the road ahead. They made sure they knew exactly what they were up against. Nothing was left to chance.

"I got profile maps that let me see the elevations," Brady says. "This keeps you up mentally because you know what's ahead and you pace yourself accordingly. For instance, on the Hope-Princeton you go up about 44,000 feet in elevation. The first 10 miles out of Hope aren't bad. Then you begin to climb up for about 13 or 14 miles. It's pretty gruelling, but then you go through the valley and that's not bad. Then you begin to climb again for about 10 to 20 miles. You can keep yourself psyched up because you have a good idea of what you have before you.

"You can get into a rhythm too. You don't get impatient when you're climbing or there are head winds. You just sit back, stay loose and pace yourself through.

"I spent the whole winter getting ready, planning my route, where I'd stop," Meadows says. "I'd gone to San Francisco by bike the summer before so I had a good idea of most of the ups and downs along at least part of the way. Even my gear I looked at pretty closely. I decided just what I needed and what I didn't. For instance, I took an inflatable pillow. This was important to my sleep. I knew I needed it. Experience and planning made me confident that I knew what I was getting into and what I could expect. This feeling that you're well prepared to cope helps

you stay positive." Brady and Meadows had hoped to travel together. But Carl wanted to do the Pacific Coast route. In fact, he took only one day's rest after he flew back from San Diego, before taking off for Lund on bicycle so he could, in fact, claim to have done the whole route from north to south. Brady didn't want to take that much time away from his family, so he opted for the Edmonton trip. But the two frequently trained together,

taking runs up to Seymour and Cypress to prepare for the hills enroute.

Brady, who, though fit, says he hadn't ridden a bike for 20 years until he began to prepare for this trip three months in advance, rode from his home, near the BCIT campus in Burnaby, out to UBC and back about five times a week. Meadows had done a couple of long distance bike trips, including the one to San Francisco the year before. But, like Brady he didn't begin training for the trip until about three months before he was due to leave. In the winter he stayed active by attending aerobics class and his efforts went into preparing to run the Vancouver Marathon, his first long distance run. He started biking from his home in Port Coquitlam to KEC and back every day, a distance of about 18 miles.

Both men carried a pack of about 45 pounds, paring down their load to the minimum - a tent, sleeping bag, a repair kit for the bike, bottles for water and a few granola bars for a bit of quick energy. They ate out along the way. Carrying cooking supplies would have weighed them down too much. Brady had a new lightweight, aluminum frame touring bike with 15 speeds -"you really need 15 if you're to manage with a pack." He went about 125 miles on an average day, and covered the 820 mile route in 63 hours and 19 minutes of actual peddling time. He had no flat tires, but his chain did break about 30

miles out of Edmonton. Meadows averaged about 108 miles a day. He travelled on an 18 speed bike, with, in effect, 15 usable speeds. He had heavy duty tires and 48 spokes on each wheel instead of the regular 36. He worked on the bike to ensure that there was an exact 10 percent differential between each gear, making shifting easy. His wife persuaded him to put a collapsible spare in his gear and, as luck would have it, he used the tire his second day out.

There were the inevitable snags along the way. Brady says his third day out was the toughest. That day he hit hail for 20 minutes just outside Merrit, then rain by Kamloops, along with strong head winds. Meadows was held up two days by forest fires near Big Sur in California. At that point he decided he'd have to back track and put some miles in on the freeway and pick up the

coast road again beyond the fires.

"I wanted to keep to my schedule even though I had to change the route. So I did 152 miles that day instead of my usual, which was about 108," he explains. "When you do a day like that you're a bit like a race horse. It is hard to stop. The only reason I did it was because it was becoming twilight and I was on the freeway and I knew it wasn't very safe. But when I got off the bike I felt terrific, like I could have done 250 miles.'

Brady echoes this idea. "Once you get into it there is a real rush of adrenaline. You feel like you could go on forever. It's a little like the high runners get going long distances. I was so up mentally that I didn't even notice my knee. I felt something I can only describe as euphoria when I got near Edmonton. It was fantastic."

What does a person think about peddling down the road? Brady says, even though you are moving hard, you get a chance to really look around and enjoy the country. He liked being away from the fast pace and noise of the city.

"You think about things you haven't considered in years. You remember the happy times and the sad times in your life. You have a chance to really reflect.

"I've been at the college 16 years and I've never gone on vacation when I didn't think about my work. After two days on the road I never gave the place another thought. That's never happened before. I found, too, when I got back I really had a renewed enthusiasm for the job."

No one day was like the next Meadows says. "You really get a kinship with your route when you bike," he claims, "and you see so much more than you ever could going by car.

"To me this is the only way to travel. Along the part of the route I'd travelled before I could actually picture in my mind just what was around the next bend. So much stays with you.

"I particularly loved the Oregon coast. It is beautiful and you never see any garbage or broken glass. The people have such pride in the outdoors. Photography is one of my hobbies and I have about five trays of slides from the trip."

There is a real fellowship of the road among bikers. Both Brady and Meadows rode alone during the day - they were doing more miles than most other bikers. But in the evenings they enjoyed talking with other cyclists at the campgrounds.

"I made a number of friends along the way," Meadows says. "I've had about 15 letters from people I met along the way. I send them pictures I've taken and they send pictures back to me."

Facilities along the Pacific coast route are first rate for cyclists. Meadows says there are special places in the campgrounds just for bikers, right near the showers and the charge is only \$1 a

Both would like to do a cross-continent tour next summer. Though plans are tentative, the trip would give them both lots to do through the winter, mapping out a route and planning the journey stage by stage.

MEET YOUR NEIGHBOURS AT MacGREGOR CHILD CARE CENTRE

Most of you who work at KEC shuffle by it on your way in and your way out every day, as do many of you who come to do business at KEC or Central Admin. It is the small building to the north of the campus, sandwiched between the parking lots and the receiving area.

On Wednesday, October 23, from 3 p.m. to 6 p.m., you are invited to drop in and see wha is on the other side of the walls, when the staff and board of the MacGregor Child Care Centre hold open house.

The little people, who bring so many smiles to the inhabitants of the big building nearby, won't be on hand. But you can see how they spend their day and look at the set up and operation of the centre, which cares for children from three months to five years. Those on the staff and board will be happy to answer any questions and to discuss the program of care offered at the

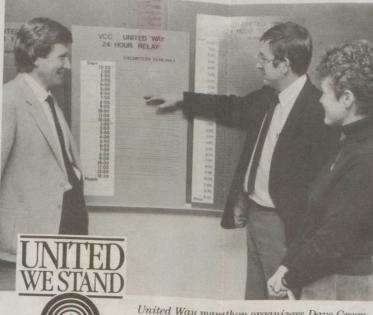
So please stop in for tea, a cookie and a chat!



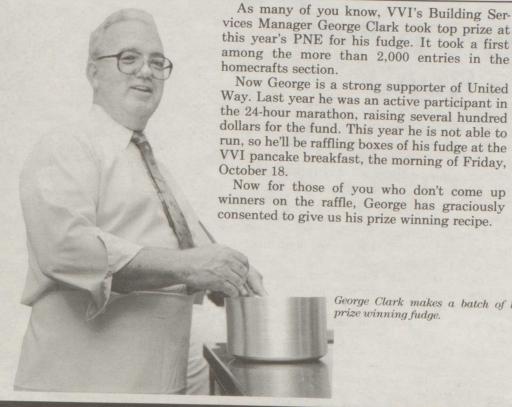
NEWS MAKERS



The United Way campaign '85 got its start October 2 when $members\ of\ College\ Executive\ Committee\ put\ their\ pledges$ into the kitty - or in this case, into the white elephant. Left to right are: Director of CE, Dr. Richard Pearce, Director of College Resources Ross Carter, President Paul Gallagher, VVI Dean Dr. Marvin Lamoureux, KEC Principal Harry Pankratz and Langara Campus Principal,



United Way marathon organizers Dave Green-all, Gordon Pawelchak and Edith Ferguson get race details in order.



George Clark makes a batch of his prize winning fudge.

PRIZE FUDGE **RAFFLE FOR UNITED WAY**

GEORGE CLARK'S WINNER

11/2 cups granulated 2 tablespoons butter

1 cup brown sugar 1 teaspoon vanilla

2/3 cup light cream 1/2 cup chopped nuts 1. Combine sugars, cream and butter in a heavy saucepan.

2. Cook with medium heat, stirring constantly, until sugar dissolves and mixture comes to a boil.

3. Cook to soft ball stage without stirring.

4. Remove from heat and let cool until lukewarm by placing pan in cold water.

5. Add vanilla - beat vigorously until mixture thickens and begins to lose its gloss.

6. Stir in chopped nuts and spread quickly into a buttered pan - cut into squares yield 20 pieces.

NOTE: to prevent crystals, butter the inside of saucepan before you start.

LANGARA STEAMS AHEAD At Langara Campus the internal foundation campaign, chaired by Lyle Larrigan, is moving ahead on all fronts. To date, more than \$6,000

has come in through pledges and payroll deduction. October 18 there is a gala theatre evening and dinner at Langara. Tickets sell for \$25 a piece and each comes with \$11 contribution to the foundation, for which an income tax receipt is issued. Tickets are limited to 120. A gourmet buffet dinner is followed by Studio 58's production of "The Bat," a play of intrigue and

In addition, the Langara committee has scored a coup by getting 150 copies of the hard-to-come-by Entertainment '86. This book provides hundreds of discount coupons for hotels, dining, theatre and recreation, not only in Vancouver but throughout the province and the American Pacific Northwest. These sell for \$38, of which \$7.60 goes to the foundation. To order call Lyle Larrigan at Langara (324-5427) or

Peggy Clarkson in the LFA office (324-5343). Penny Wise, a retired Vancouver Sun writer and the consumer advocate of her day, has given Langara Campus a \$2,500 annual bursary for a woman entering the journalism certificate

Students in the campus's photography technician program are benefitting from a colour processor, valued at about \$1,650, generously given by Lysle-Kelco Ltd. of Toronto. The processor enables them to develop black and white prints and colour prints in different sizes at very low

CAR DRAW HIGHLIGHTS KEC EFFORTS

Howard Carter, a foundation board member, has donated a 1975 Mustang, which students in auto mechanics and auto body repair are busy restoring to original condition. When work is completed, tickets will go on sale for a raffle, with proceeds going to the foundation. Draw date and ticket prices haven't yet been determined, but KEC Principal Harry Pankratz assures us that the price will be reasonable encourage a maximum number of sales. Marketing and sales students at Langara are giving a hand with this, overseeing the publicity and ticket sales. Kick off date is likely to be early in December.

It will be KEC night when the cast of "Ain't Misbehavin'" comes on stage at the Arts Club Revue Theatre the evening of October 28. Miriam Bennett is the organizer and tickets will sell for \$20, with a \$10 deduction receipt for contribution to the foundation.

The Student Association at KEC gave the remainder of its funds, some \$3,680, to the foundation. And in a series of contributions the Italian Cultural Centre has given the fund \$1,500.

VVI ON HOLD

At VVI Dick Strachan reports that foundation fund raising won't begin until later in the year, though there have been some preliminary discussions with KEC about the possibility of staging a fashion show in the VVI mall. VANCOUVER FOUNDATION

If the college can, as it did last year, raise \$100,000 for an endowment fund by March 31, 1986, the Vancouver Foundation will match this



Dr. J.J. Denholm cuts a ribbon to officially open the newly renovated Langara Campus library. On the left is media librarian Mary Anne Epp and on the right is campus

The library, like nearly every other facility at Langara Campus, got caught in the squeeze. The campus, originally designed to accommodate 3,500, this fall has nearly 6,000 students registered.

As Mary Anne Epp, the librarian who oversaw the renovations explained, while student enrollment has gone up, the number of seats available for study dwindled.

"We started out with 300 seats and that was gradually eroded to about 150. There simply wasn't space for our students to work. Another difficulty was the meeting space on the fifth floor was used by all sorts of groups. This, of course, made for security problems and difficulties when, say, a class was scheduled to use the room at a time when the library wasn't open.

"Because service points were scattered throughout the library, the work flow got backed up. Books didn't get shelved, that sort of thing. So the solution seemed to be to combine service points so staff could meet student needs at the same time they were handling the general day to

Beginning in January of last year library staff, working with Dean Ralph Kerr, took a good, hard look at who the clients were, what their needs were today and what needs they might have five years from now, and planned accordingly. They had, Epp says, to accommodate a new microcomputer lab and anticipate what changes technology might bring to the library in the future.

"Access was very important to us too," she explains. "We had to have a setup that

would encourage people to use the library and make that use as simple and straightforward as possible. We wanted to make it easy for students to ask for and get informa-

When Langara Campus Principal Dr. J.J. Denholm cut the ribbon September 26 to officially open the newly-renovated library most all the hurdles had been overcome. Over the months the work was done, librarians and staff continued, sometimes with great difficulty, to provide a full range of services to students and in-

"We shuffled about a lot," Epp says, "and sometimes the noise was incredible, but this was something we were all strongly committed to so that made the inconvenience easier to take."

The library now has 350 study seats and when ment of chairs arrive there will be work space for nearly 500 students. The first floor and mezzanine were combined - by punching a hole in the concrete wall that separated them and putting in a wide staircase - into an open, airy circulation and reference area.

"I think this is much more inviting that it used to be," Epp says. "I'm sure we'll get more students using the reference facilities simply because we've made it easier for them to do so. There's study space on this floor and it also accommodates the new microcomputer lab. There are about 12 stations in there now as well as six typewriters. But there's capacity for more once the equipment becomes available.

Media and periodicals have been combined on the second floor. Here there is a room for previewing films and slides, as well as a lab for technical equipment use - for instance, students in court reporting can use special machines to do tape transcription.

The third floor has stacks and study space as well as the library's technical services office. The fourth, where the media used to be, is now stacks and study area, as is the fifth, where the meeting room previously was. On the fourth there is a room for library skills or group study, which instructors can book, as well as a reading and study skills room, where students get extra help.

The public meeting room has moved down to the second basement level where there is independent access from the rear of the building, avoiding security problems. On the first basement level are reference support offices as well as the offices of a clearing house for materials for the print impaired, a service that the library operates on behalf of colleges and institutes throughout the province.

"I am really quite proud of what we've accomplished," Epp says. "I think we've created a library that functions well for students and instructors, as well as for the people who work here. There is good access to services and information. The study areas are in small clusters and they take advantage of natural light. I think

conditions all around are a great deal better. "If there is anything we need to tackle in the future, I think it would be updating our media collection. It gets very heavy use and it is getting badly in need of upgrading.'



United Way

UNITED WAY '85

October is United Way month at VCC and this year's campaign got off the ground October 2 when members of the college executive put their pledges in the kitty, or in this instance, the white elephant.

This year's efforts are being headed by Director of Continuing Education, Dr. Richard Pearce. Greg King is the campus rep for KEC. Sheila Slaght and John Vandenakker team up to spearhead efforts at VVI. And Linda Prince and Pat MacKenzie oversee the campaign at Lan-

By the time you read this, the 24-hour marathon will be history. But as we go to deadline, dozens of volunteers are working to bring this event off. Not only does the run enrich United Way coffers by several thousand dollars, it is a community event that draws on the energy, resources and enthusiasm of people throughout the college as they run, jog or walk the track, count baton laps, act as pit crews for the runners, or work at the beer garden or pancake breakfast. The music school is once again providing great sounds.

Mark October 18 — that's a Friday — on your calendar. For the second year VVI is bringing out its celebrity cooks. From 7 a.m. to 9:30 a.m. VCC luminaries will man the griddles, cooking pancakes, bacon and sausages for the crowd. All this for only \$2 a person. All proceeds go to the United Way. Food is generously supplied by Neptune Food Suppliers, C.S. Ruby Distributor, Fraser Valley Milk Producers, Dickson's Food Service Ltd., Westside Meats and Russell Food Equipment.

Fred Naso reports VII is ready with 120 pounds of bacon and sausage, 150 pounds of pancake mix, 1,000 containers of juice, 18 pounds of coffee, eight gallons of sirup, 2,000 butter patties and 1,200 containers of coffee creamer. This should be enought to handle the 1,000 people they anticipate coming. Remember to come early. Last year lines stretched down the stairs and into the mall.

REVENGE OF THE DRAGONS

With experience on their side — they'd played a season in the 11 team VMREU softball league - and new uniforms - courtesy of 7-Eleven the KEC Dragons were a tough match for the hastily pieced together A Team. Still it was an action packed game that August 12, with both teams taking the lead at various points. But in the end history won out with the Dragons taking administration's A Team 18 to 10 by the end of the eighth inning.

Alas, the sweet taste of victory the Dragons savoured when they put away the A Team, was not often on the menu in their regular season, when they saw six wins and 10 losses. But, as coach Steve Baker, "There's always next year."

THE ATEAM STORY

The ball drifted lazily toward centre field and the baserunners scampered for the next points of the diamond. The Dragons' outfielder got a good jump on the ball, made a great grab and threw a rope to second base, nailing the A Teams'



TAKE ME OUT TO THE BALL GAME!

baserunner for the third out and suddenly the great championship dream was over for the boys and girls of autumn.

There are purists who say baseball will never be the same since the Dragons, who played in the VMREU slow-pitch league, took on the A Team, a motley crew of would-be stars, assembled by the Administrators' Association. However, most were agreed that the event was one of great good fun and one which deserves repeating next year. Some are even talking of a challenge tourney with invitations going to the VIA and LFA as

The score? Well, that doesn't adequately tell the story; the lead did go back and forth — The A Team were actually leading after about five innings - thanks in no small way to three women who were initially challenged as 'ringers' but who were able to brandish letters of appointment as administrators for very short terms.

Final score? Oh, yea — Dragons 18, A Team 10. But wait 'til next year!

COLLEGE AND COMMUNITY PULL TOGETHER FOR STUDENT AID

Former B.C. Hydro chairman and well known Vancouver lawyer Robert Bonner got the '85 corporate campaign for the VCC Educational Foundation off the ground with a reception for the business community at Vancouver Vocational Institute on Thursday, September 26.

People from business and industry were invited to come and meet the foundation board and college administration, as well as to take a look at the "hands on" training done at VVI.

AN INVESTMENT IN FUTURE

This year's campaign is built around the theme: "There are more than 3,000 good reasons to contribute to VCC bursary funds-". This is the number of students college officials anticipate, from past experience, will ask for bursary assistance. At present less than one in three requests can be met. There is no way of calculating how many students leave the college because they can't afford to continue. The campaign is aiming at providing about \$300,000 in bursary money to students at all three campuses.

Bonner says he responded enthusiastically when his friend, VCC board and foundation member John Pearkes, asked him to spearhead the corporate effort because he recognized the important role a skilled workforce, particularly in the trades and technologies, played in the province's economic future.

A telephone canvass will follow the 600 letters asking for assistance that have already gone out to presidents and chief executive officers of firms in the Lower Mainland.

BUILDING AWARENESS

"Until now there's been no particular habit of giving to community colleges in British Columbia," Bonner explained. "So in this year's campaign our efforts are two-fold. The first you could call missionary. We want to make people aware of the college and how it provides a trained workforce. Then we want to point out the important role technical expertise plays in business and how an investment in the college is an investment in business's own future. This is really appealing to enlightened self-interest."

The biggest hurdle, he says, is the immediate economic downturn many businesses are caught in. "I think we in British Columbia have a pretty good history of corporate giving," he says. "But now we're up against hard times. I know there are some firms less able to give than they might wish. But I think in this campaign we are making a good start and building toward a promising future."