



# Make it happen.

ANNUAL REPORT 2008 | 2009

# Academic Centres and Schools

# By the Numbers

## CENTRE FOR CONTINUOUS LEARNING

SCHOOL OF CONTINUING EDUCATION  
CORPORATE TRAINING  
DISTANCE EDUCATION  
SCHOOL OF EMERGENCY MANAGEMENT  
YORKVILLE SCHOOL OF MAKEUP & ESTHETICS

## CENTRE FOR INTERNATIONAL AND IMMIGRANT EDUCATION

SCHOOL OF ENGLISH AS A SECOND LANGUAGE  
IMMIGRATION EDUCATION  
INTERNATIONAL

## CENTRE FOR PREPARATORY AND LIBERAL STUDIES

SCHOOL OF LIBERAL ARTS & SCIENCES  
SCHOOL OF WORK & COLLEGE PREPARATION

## CENTRE FOR ARTS AND DESIGN

SCHOOL OF DESIGN  
SCHOOL OF FASHION STUDIES  
SCHOOL OF PERFORMING ARTS

## CENTRE FOR COMMUNITY SERVICES AND EARLY CHILDHOOD

SCHOOL OF EARLY CHILDHOOD  
SCHOOL OF DEAF & DEAFBLIND STUDIES  
SCHOOL OF SOCIAL & COMMUNITY SERVICES

## CENTRE FOR HEALTH SCIENCES

SCHOOL OF DENTAL HEALTH  
SCHOOL OF HEALTH AND WELLNESS  
SCHOOL OF HEALTH SERVICES MANAGEMENT  
SCHOOL OF NURSING

## CENTRE FOR HOSPITALITY AND CULINARY ARTS

CHEF SCHOOL  
SCHOOL OF HOSPITALITY AND TOURISM MANAGEMENT

## CENTRE FOR CONSTRUCTION & ENGINEERING TECHNOLOGIES

SCHOOL OF ARCHITECTURAL STUDIES  
SCHOOL OF COMPUTER TECHNOLOGY  
SCHOOL OF CONSTRUCTION MANAGEMENT & TRADES  
SCHOOL OF MECHANICAL ENGINEERING TECHNOLOGIES

## CENTRE FOR BUSINESS

SCHOOL OF BUSINESS  
SCHOOL OF FINANCIAL SERVICES

## Programs Offered

158 PROGRAMS

- 68 Diploma
- 33 Post-Graduate Certificates
- 52 Certificates and Apprenticeship Programs
- 5 Bachelor Degrees

## Students

22,000 STUDENT BODY\*

- 18,300 Domestic
- 1,800 International
- 1,900 Apprentice
- 68,000 Continuing Education Registrants (Including 11,000 Distance Learners)

## George Brown College Staff

1,180 FULL-TIME STAFF

- 500 Faculty
- 500 Support Staff
- 180 Administrative Staff

960 PART-TIME

- 280 Faculty
- 650 Support Staff
- 30 Administrative Staff

600 CONTINUING EDUCATION TEACHERS/INSTRUCTORS

\*Full-Time Equivalent





“Employers identify George Brown College as leading all GTA colleges in producing graduates with the key skills and abilities they seek.”

Source: Northstar Research Partners, June 2008

## A Message from the President and the Chair of Board of Governors



*ASado*  
Anne Sado,  
President

One of the most satisfying aspects of leading George Brown College is watching our students realize their aspirations.

In the pages that follow, you will read about the different ways our graduates are making an impact in every sector of society, from the construction site to the theatre stage, and from the financial institution to the hospital ward. Their successes are inspirational, and judging by the record enrolments we are seeing every year as well as our remarkably high graduate and employer satisfaction rates, further evidence that our approach to high quality applied education is both working and highly valued.

This past year saw many accomplishments at the College, as we remained focused on continuing to improve upon our excellence in teaching and applied learning, including the opening of newly renovated facilities at both our Centre for Hospitality and Culinary Arts and our School of Design. These new buildings will allow our students to continue to learn in ‘state-of-the-workplace’ environments that give them one foot to their future careers – even before they graduate. As will our new Waterfront Campus, for which we break ground in Fall 2009. This progressive learning environment will help transform the city’s East Bayfront and allow us to increase our capacity by as much as 4,000 students per year—the single greatest expansion of both our student body and our physical footprint in the College’s history. But most importantly it will help us meet the province’s vital need for more health-care professionals to serve our aging population.



*CBoyle*  
Chris Boyle,  
Chair, Board of Governors,  
2007-2009

As we continue to follow our Path to Leadership and seek to develop workplace-ready graduates who are employers’ candidates of choice, we continue our focus on student success. This year some of the key milestones were met, including the implementation of a student success program in all divisions and the College-wide rollout of an online course outline tool. As the needs of our students evolve along with the demands of employers, George Brown College is well poised to support and serve them through our adaptability in programming, expertise as educators and our commitment to putting students first.

We wish to thank all of the people who contribute to giving our students the tools and training they need to be successful beyond their time at George Brown College. Our donors, our partners, our educators and our staff, each of whose dedication and drive are at the heart of what makes the George Brown community truly special. Your hard work and enthusiasm for what we do and for those we serve have been – and will continue to be – crucial to George Brown College’s success. It is so satisfying to work along side such an inspired group of people, all of us sharing a common goal of helping develop citizens who will make an important contribution to a successful future for us all.



# Making it Happen

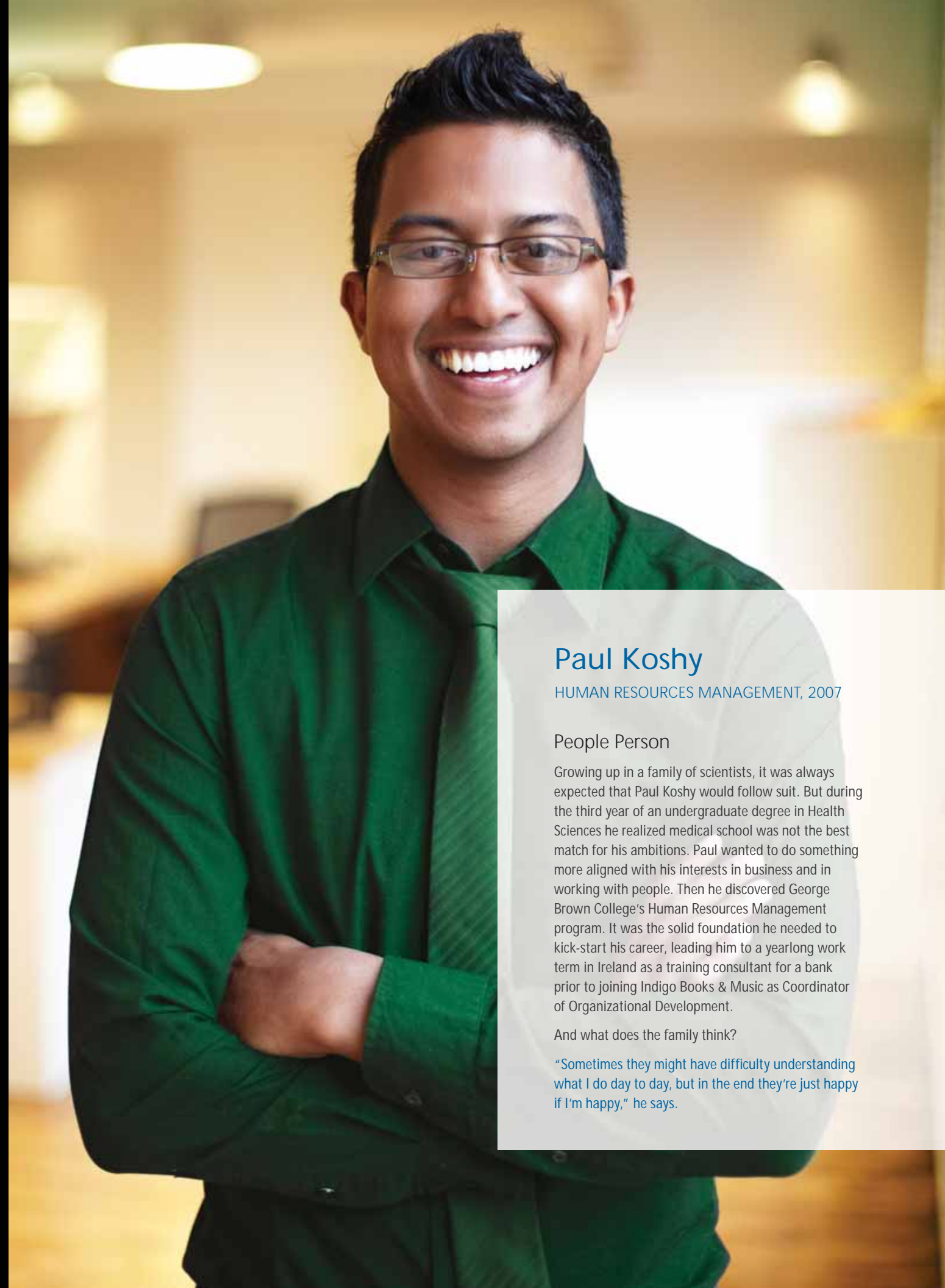
There is a reason why 9 out of 10 George Brown College graduates secure employment within 6 months of graduation. They are job ready. We help them make careers happen, offering programs that are highly relevant, adaptable and responsive to industry changes. We develop entire programs in cooperation with employers in order to address sector needs. We work together with our partners in industry and the community to give students real world, applied learning experiences provided by faculty dedicated to excellence in teaching. Our students learn in an environment that is focused

on their success through programs and services that address everything from ESL courses to peer assisted learning and academic bridging.

In the coming years, greater numbers of job ready graduates will be critical to our socioeconomic well being, as a shortage of 364,000 skilled workers is expected by the year 2025<sup>1</sup>. George Brown College is creating a skilled GTA workforce, one that is flexible and adaptable, through 158 programs in such diverse areas as Business, Construction and Health Sciences.

**“My college work placement term was one of the most eye opening experiences because I was able to apply what we learned in the classroom right away. I gained a lot of experience by the end of it.” – Paul Koshy**

<sup>1</sup> Source: Conference Board of Canada, 2007



## Paul Koshy

HUMAN RESOURCES MANAGEMENT, 2007

### People Person

Growing up in a family of scientists, it was always expected that Paul Koshy would follow suit. But during the third year of an undergraduate degree in Health Sciences he realized medical school was not the best match for his ambitions. Paul wanted to do something more aligned with his interests in business and in working with people. Then he discovered George Brown College's Human Resources Management program. It was the solid foundation he needed to kick-start his career, leading him to a yearlong work term in Ireland as a training consultant for a bank prior to joining Indigo Books & Music as Coordinator of Organizational Development.

And what does the family think?

“Sometimes they might have difficulty understanding what I do day to day, but in the end they're just happy if I'm happy,” he says.





## Rachel Thombs

PRACTICAL NURSING, 2009

### Taking Care

When Rachel Thombs started her job with Bridgepoint Health as a Registered Practical Nurse (RPN) last April, she was one of 13 George Brown College graduates out of 23 new hires in the room. She wasn't surprised by the ratio. "George Brown graduates are over-represented in the workplace because they truly are job ready," she says.

One of the ways Rachel was prepared was through training in state of the art facilities such as the Simulated Practice Centre, a simulated hospital ward at the College complete with programmable mannequins as patients.

She also got a taste of what it takes to work in a real hospital setting through two invaluable work placements—one in a veterans residence and the other in a pediatric rehabilitation hospital.

"The College is determined to see students succeed and has a lot of support networks in place to make that happen such as peer assisted learning and language classes for new immigrants. It really makes a difference," she says.



## Minaz Abji

HOTEL MANAGEMENT, 1975

### Lucrative Landing

Minaz Abji was forced to flee his homeland of Uganda in 1972 when Dictator Idi Amin exiled citizens of Indian and Asian descent, seizing their property and finances. Arriving in Canada with virtually nothing, Minaz made a decision to enroll in a hotel management program at George Brown College. It was a choice that would ultimately propel him to the upper echelon of the international hotel industry. Today, Minaz manages more than \$10 billion in worldwide assets as Executive Vice President Asset Management for Host Hotels and Resorts, operator of many of the world's premium hotel brands, including Marriott, Ritz-Carlton, Westin, Sheraton, Hyatt, Fairmont, Four Seasons and Hilton. Recognizing his alma mater, Minaz established a scholarship in 2007, matched by the Ontario government, which created a \$100,000 endowment that will benefit two students each year in perpetuity. He spoke to students at the college this past year.

"George Brown College was very good for me," he says. "I had great instructors and mentors who really challenged me and I benefited from scholarships that helped me to get started. This is just one way for me to show my gratitude."



## Gillian Johnston

PROFESSOR AND CO-ORDINATOR,  
CAREER AND WORK COUNSELLOR PROGRAM

### Career Connector

Gillian Johnston practically wrote the book on career counseling in Canada. In the 1980s she was part of a pioneering group of practitioners who set out to professionalize the field by standardizing service delivery and setting the bar for qualifications for counsellors. For the past 17 years, she has taught in the Career and Work Counsellor Program at George Brown College and this year was awarded an Excellence in Teaching Award based on many glowing comments from her students. This is her third award for teaching excellence at George Brown. She sees her work as a teacher and the contributions of her graduates as vital to society, especially in these economic times.

"I love teaching at George Brown," she says. "The College is absolutely vibrant and the curriculum is topical and current all of the time. It's all about helping people to manage their careers and be career resilient. That is the massive gift that our graduates offer."





## Gordon Ramsay

On February 9, 2009 Chef Gordon Ramsay visited the college's new student-operated restaurant, The Chefs' House, as part of a Canadian book tour. The international television personality and restaurateur demonstrated one of his new soup recipes for George Brown Chef School students and staff.

## Inspiring Students at The Chefs' House

### Jamie Oliver

On November 14, 2008, Chef Jamie Oliver visited The Chefs' House. The famous chef and media personality demonstrated one of his new garlic toast and mushroom recipes and worked with the fortunate George Brown Chef School students who were working that day.



## Ben Carlson

THEATRE, 1993

### Centre Stage

Ben Carlson played Hamlet to rave reviews at the Stratford Shakespeare Festival in 2008. By that time, he had just completed his twelfth season with the Shaw Festival. Already a veteran actor at the age of 38, Ben has performed on stages throughout North America, earning outstanding notices and critical acclaim including a Dora Award. He credits his practical theatre training at George Brown College for providing him with a solid foundation upon which to develop his craft.

*"When I entered the workplace, the fundamental principles of hard work, in combination with the many different skills that I had learned and honed gave me a distinct edge in getting the limited jobs on offer. It's no exaggeration to say that my time at George Brown was invaluable to me as a professional actor," he says.*



# Preparing a Changing Workforce

The career path of the employee is changing, and in the coming years, employment of workers from non-traditional backgrounds will be essential to our economic prosperity. Looming labour shortages in Ontario's workforce requires an ever-increasing pool of skilled professionals who can adapt to change and follow a path of lifelong learning in order to adapt to a constantly evolving economy.

## New Canadians

One of the keys to the province's future prosperity will be its ability to capitalize on the increasingly multicultural nature of the population. Half of Toronto was born in a country other than Canada. And with immigration trends continuing to grow, new Canadians are expected to account for 100 per cent of labour force growth by 2011<sup>1</sup>.

George Brown College is committed to building bridges to employment through English as a Second Language (ESL) programs, academic upgrading and other support systems that make college training programs a possibility. The College is also focused on making post-secondary education a reality for students who are the first in their families to attend a post-secondary school. This year, George Brown continued to expand its First Generation Project, with more than 1,600 students benefiting from its initiatives.

## Mature and Second Career Students

George Brown also caters to the unique needs of students seeking to make a career change mid-life and those who require re-training. In fact our largest growing student population doesn't come to us from High School. Since Fall 2005, we have seen a 28 per cent increase in applicants coming to us indirectly. This group now represents 60 per cent of registered students at the College<sup>2</sup>. In addition, this year the College enrolled more than 100 students through the Ontario government's Second Career program, which provides funded retraining to laid off professionals in hard-hit sectors of the Ontario economy. George Brown College also continues to lead all other GTA colleges in offering Continuing Education for professionals at all levels of their career, including those in transition. Our enrolments include 65,000 continuing education registrants, of which 7,000 are distance learners.

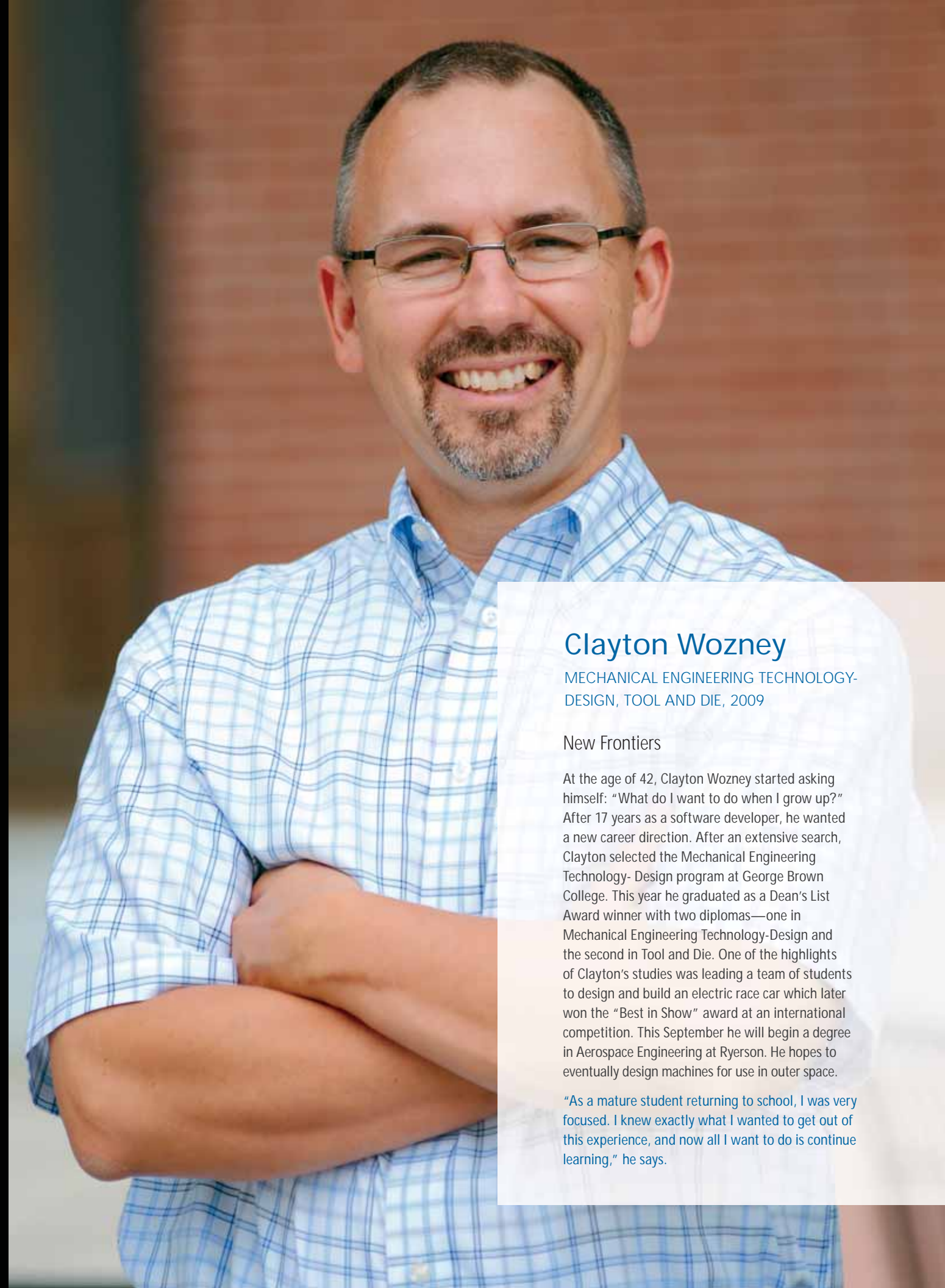
## Marginalized Youth

For marginalized and at-risk youth, George Brown has continued to initiate new partnerships with community agencies and organizations throughout the GTA, resulting in more bridges to employment, and as a result, renewed hope and the creation of healthier communities. Since 2005, the College has built 65 partnerships with community agencies. The number of projects and the rate of participation as a result of these partnerships have increased at a rate of 50 per cent in one year.

**"George Brown College was the best educational experience of my life. I got everything out of it that I wanted to extract. It was a great foundation for my future." – Clayton Wozney**

<sup>1</sup>Statscan/TD Economics, 2008

<sup>2</sup>OCAS College Counts by Enrolment Stages, August 2009



## Clayton Wozney

MECHANICAL ENGINEERING TECHNOLOGY-  
DESIGN, TOOL AND DIE, 2009

### New Frontiers

At the age of 42, Clayton Wozney started asking himself: "What do I want to do when I grow up?" After 17 years as a software developer, he wanted a new career direction. After an extensive search, Clayton selected the Mechanical Engineering Technology- Design program at George Brown College. This year he graduated as a Dean's List Award winner with two diplomas—one in Mechanical Engineering Technology-Design and the second in Tool and Die. One of the highlights of Clayton's studies was leading a team of students to design and build an electric race car which later won the "Best in Show" award at an international competition. This September he will begin a degree in Aerospace Engineering at Ryerson. He hopes to eventually design machines for use in outer space.

"As a mature student returning to school, I was very focused. I knew exactly what I wanted to get out of this experience, and now all I want to do is continue learning," he says.





## Taran Dhillon

BACHELOR OF APPLIED BUSINESS DEGREE,  
FINANCIAL PLANNING, 2007

### Navigating Change

After 12 years as a navigational officer with the Canadian Armed Forces, Taran Dhillon decided to return to civilian life. Back in Toronto, he found it difficult to translate his naval credentials to the job market. Taran decided to follow a long-held interest in financial planning, entering into George Brown College's Bachelor of Applied Business degree in Financial Planning. The program, which includes preparation for the Certified Financial Planners exam, was exactly what he needed to make this career shift happen. An internship as a bank teller during his program enabled him to secure a similar position with TD Bank the following year, leading to a promotion to Financial Services Representative and, shortly after graduation, Financial Advisor. These days, instead of seas, Taran helps people navigate their financial future and loves the challenges each new client brings.

"My George Brown education helped me move up at TD very quickly, much faster than I would have without it," he says. "It was the right choice for me."



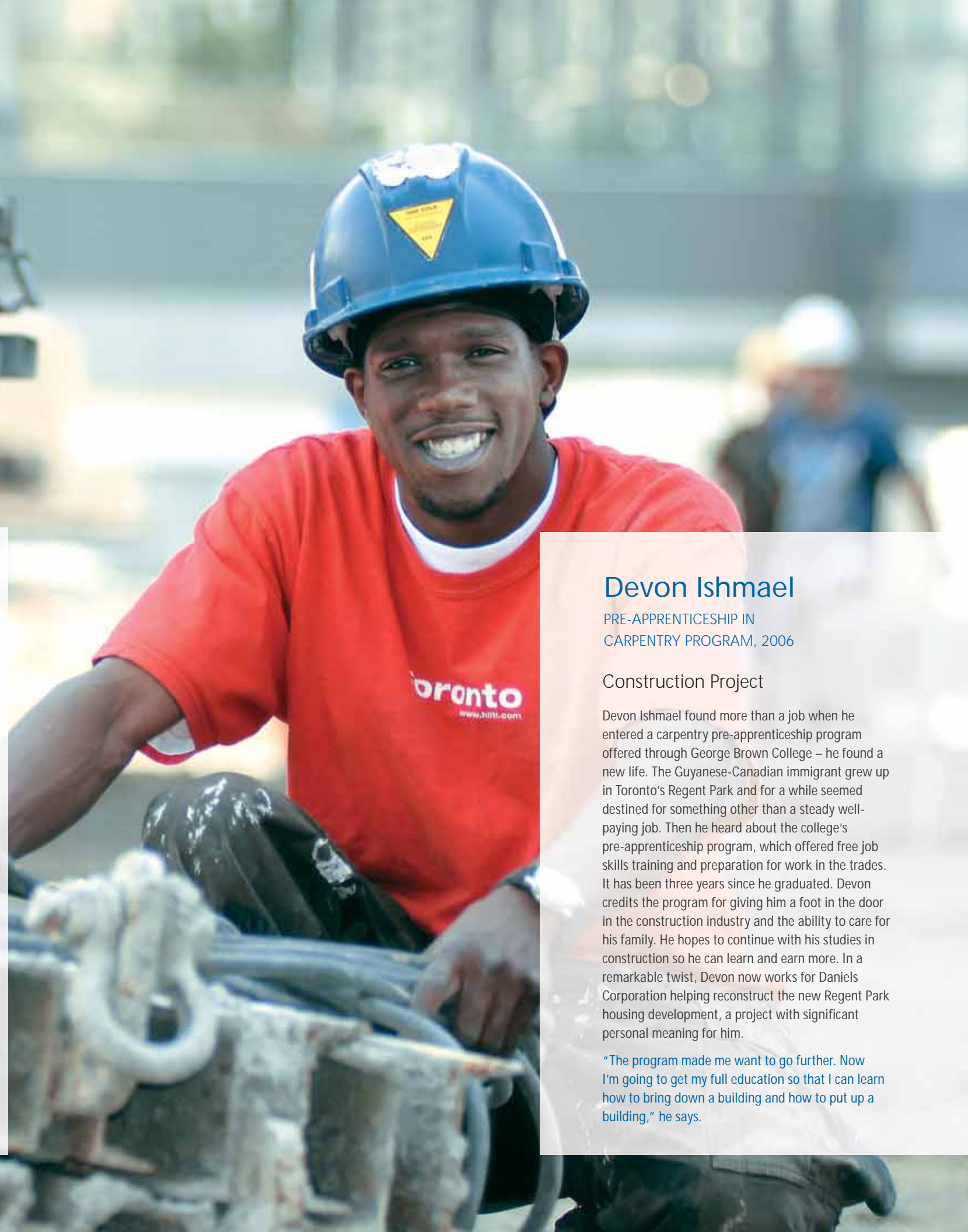
## Fanny Tam

FASHION TECHNIQUES AND DESIGN, 2009

### Fashion Passion

For close to 20 years Fanny Tam set aside her dream to be a designer because she had to take care of others first. She arrived in Canada from Hong Kong at the age of 15 to attend high school, and then attended university to study accounting before settling down to start a family. Almost 20 years later, with two grown children and an ailing father, she realized that if she were to die tomorrow her one regret would be never having studied her passion for design. In 2008, she enrolled in George Brown's Fashion Techniques and Design program, quickly immersing herself in her courses with passion and dedication, often working 16-hour days, and serving as a role model for her classmates. In April of 2009, she graduated at the top of her class and began an internship at Roots Canada. She credits George Brown faculty and fellow students for empowering her to make it happen.

"Without my teachers and all of the support I received, from language courses to help me present my design ideas to their continual encouragement and attention, I could not have done this. I want to thank them."



## Devon Ishmael

PRE-APPRENTICESHIP IN  
CARPENTRY PROGRAM, 2006

### Construction Project

Devon Ishmael found more than a job when he entered a carpentry pre-apprenticeship program offered through George Brown College – he found a new life. The Guyanese-Canadian immigrant grew up in Toronto's Regent Park and for a while seemed destined for something other than a steady well-paying job. Then he heard about the college's pre-apprenticeship program, which offered free job skills training and preparation for work in the trades. It has been three years since he graduated. Devon credits the program for giving him a foot in the door in the construction industry and the ability to care for his family. He hopes to continue with his studies in construction so he can learn and earn more. In a remarkable twist, Devon now works for Daniels Corporation helping reconstruct the new Regent Park housing development, a project with significant personal meaning for him.

"The program made me want to go further. Now I'm going to get my full education so that I can learn how to bring down a building and how to put up a building," he says.





# The Vision, Mission and Values of George Brown College

## The Path to Leadership

Inspired by a commitment to achievement through excellence in teaching and applied learning, we will set the benchmark to which all colleges will aspire and be recognized as a key resource in shaping the future of Toronto.

With this vibrant and dynamic drive, we will build a seamless bridge between students and employers as we develop workplace-ready graduates, who will be their candidates of choice.

Energized by the principles of access and diversity, we will create a community grounded in mutual respect and accountability in everything we say and do.

## CORE VALUES

### **L**EARNING COMMUNITY

We foster an environment of reciprocal dialogue to ensure learning, solve problems and strengthen the George Brown College community.

### **E**XCELLENCE

We commit ourselves to delivering a “George Brown College standard” of quality and superior performance.

### **A**CCOUNTABILITY

We hold ourselves responsible to ensure the future sustainability of George Brown College – academically and fiscally.

### **D**IVERSITY AND RESPECT

We show mutual respect for each other within the community of George Brown College, including all of our stakeholders, in all our behaviour.



# Committing to our Community

There are many aspects to building a healthy community. It can include physical infrastructure through the construction of a facility that uses less energy to heat or cool, or physical wellness through diet, nutrition and a work-life balance. It also requires socially responsible business practices. At George Brown College we are contributing to healthy communities in a holistic way.

Through our physical infrastructure projects we are beautifying Toronto's streetscapes and revitalizing Toronto. And these efforts are part of a larger goal to introduce new environmentally sound innovations and practices to urban development.

Our vision to play a major role in the enhancement of the city's environment extends to our curriculum. We are educating future employees about their own impact on the community in the work that they do – in programs as diverse as Business, Fashion Design, Culinary Arts and Health Sciences – and the role they play in enhancing their own neighbourhoods through responsible practices.

As a learning community anchored in neighbourhoods across the city and in close dialogue with community groups and leaders, we are committed to playing a significant role in the reshaping of Toronto over the next decade and for generations to come.

**“This type of applied learning allows students to see that the work they do in business does have a real role to play, not only in generating revenue but also in building stronger and more resilient sustainable communities.”**

**– Mark Simpson**



## Mark Simpson

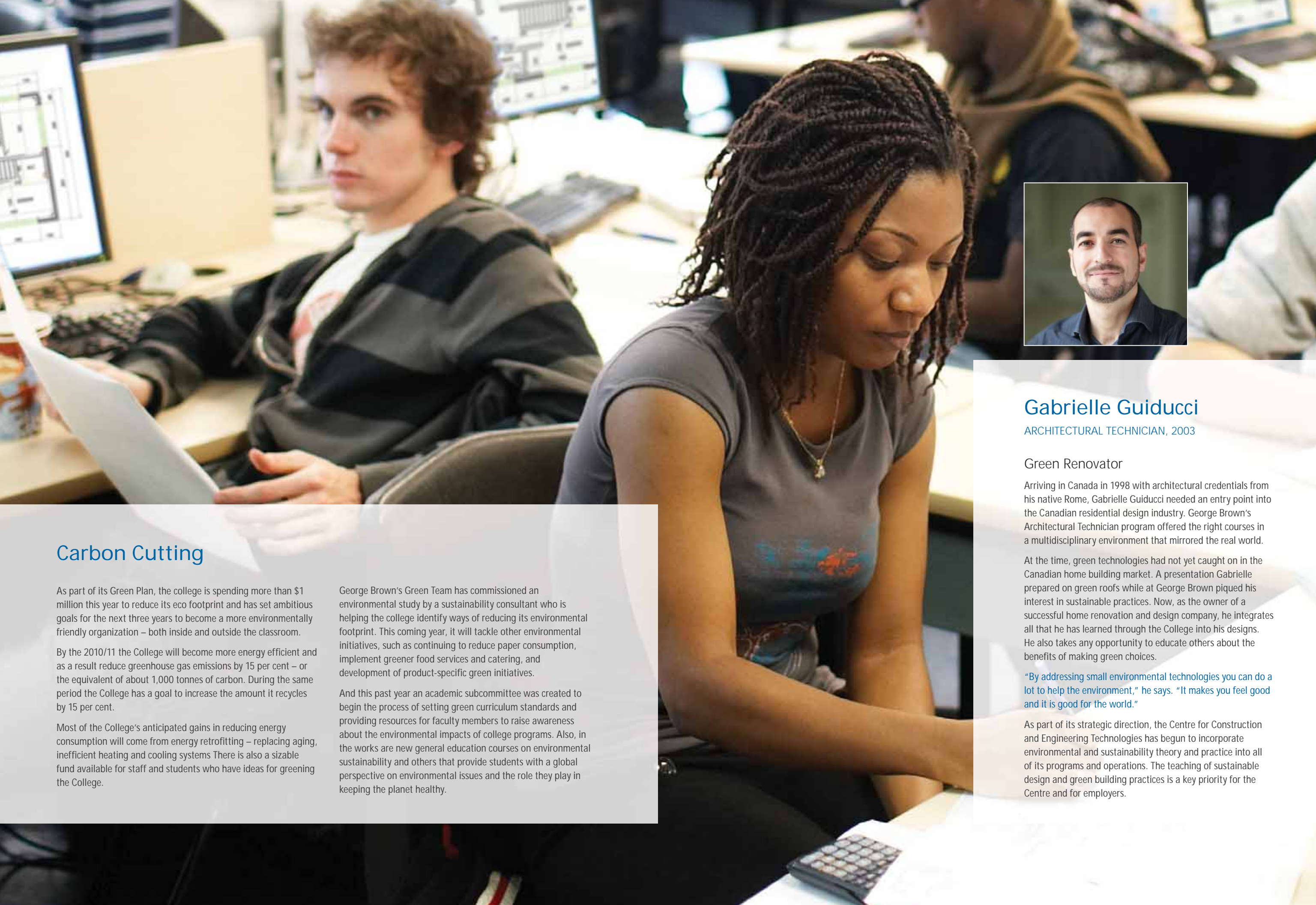
MARK SIMPSON, PROFESSOR AND COORDINATOR,  
INSTITUTE OF ENTREPRENEURSHIP AND  
COMMUNITY INNOVATION

### Community Innovator

When Mark Simpson left a successful career in the corporate world to teach at George Brown College, he wanted to make a difference. Now he is teaching students to do the same. His fourth year field-based consulting course, offered as an elective to senior-year students in the Centre for Business, sends teams of Business students across Toronto to help socially conscious for-profit and non-profit organizations solve real world problems. Some of the projects have included providing budgetary solutions for a food co-operative that allowed for the hiring of more disabled workers at a higher wage, and helping the growth of a specialty food business through development of a new visual identity. The program is all about teaching entrepreneurial principals and employing students to solve community problems so that everyone benefits – the students through hands-on learning, the organizations that receive their expertise and ultimately, society.

“It’s all about giving students an experience they can’t get anywhere else,” he says.





## Gabrielle Guiducci

ARCHITECTURAL TECHNICIAN, 2003

### Green Renovator

Arriving in Canada in 1998 with architectural credentials from his native Rome, Gabrielle Guiducci needed an entry point into the Canadian residential design industry. George Brown's Architectural Technician program offered the right courses in a multidisciplinary environment that mirrored the real world.

At the time, green technologies had not yet caught on in the Canadian home building market. A presentation Gabrielle prepared on green roofs while at George Brown piqued his interest in sustainable practices. Now, as the owner of a successful home renovation and design company, he integrates all that he has learned through the College into his designs. He also takes any opportunity to educate others about the benefits of making green choices.

**"By addressing small environmental technologies you can do a lot to help the environment," he says. "It makes you feel good and it is good for the world."**

As part of its strategic direction, the Centre for Construction and Engineering Technologies has begun to incorporate environmental and sustainability theory and practice into all of its programs and operations. The teaching of sustainable design and green building practices is a key priority for the Centre and for employers.

## Carbon Cutting

As part of its Green Plan, the college is spending more than \$1 million this year to reduce its eco footprint and has set ambitious goals for the next three years to become a more environmentally friendly organization – both inside and outside the classroom.

By the 2010/11 the College will become more energy efficient and as a result reduce greenhouse gas emissions by 15 per cent – or the equivalent of about 1,000 tonnes of carbon. During the same period the College has a goal to increase the amount it recycles by 15 per cent.

Most of the College's anticipated gains in reducing energy consumption will come from energy retrofitting – replacing aging, inefficient heating and cooling systems. There is also a sizable fund available for staff and students who have ideas for greening the College.

George Brown's Green Team has commissioned an environmental study by a sustainability consultant who is helping the college identify ways of reducing its environmental footprint. This coming year, it will tackle other environmental initiatives, such as continuing to reduce paper consumption, implement greener food services and catering, and development of product-specific green initiatives.

And this past year an academic subcommittee was created to begin the process of setting green curriculum standards and providing resources for faculty members to raise awareness about the environmental impacts of college programs. Also, in the works are new general education courses on environmental sustainability and others that provide students with a global perspective on environmental issues and the role they play in keeping the planet healthy.





## Streetfront Style

In May of 2009, the college and its architectural firms responsible for the expansion of the Centre for Hospitality & Culinary Arts and its student-run restaurant, The Chefs' House received the 2009 Ontario Association of Architects Design (OAAD) Excellence Award. The George Brown project was among 14 diverse and innovative buildings to be recognized across the province by the OAAD.

The initiative was applauded for having restored a turn-of-the-century factory and warehouse building at 200 King Street East into what is now George Brown's new signature street-front restaurant. This historical and

character-rich building – also home to Continuing Education programs – is being used to advance real time learning, George Brown Chef School's distinct philosophy of challenging students by placing them front and centre, serving the public.

George Brown wanted to convey a look and feel for both buildings consistent with its new visual identity while creating transparency and accessibility to education. The new environmentally conscious buildings will help transform the study of hospitality and culinary arts in Canada.



## Gina Faubert

FITNESS AND LIFESTYLE MANAGEMENT, 1998

### Strength Training

Physical vitality and wellness are key ingredients in building healthy communities. Gina Faubert, a graduate of the Fitness and Lifestyle Management program is doing just that. As the owner of a successful health and fitness studio, she helps people achieve healthier lives through training in exercise and nutrition. Gina chose George Brown because she wanted to gain practical skills that could help her find work right away. At George Brown, she found hands-on learning plus comprehensive knowledge of the science behind fitness, which has made her a better instructor. As a student she was able to work in a variety of settings, from hospitals to physiotherapy centres. The combination of theoretical and practical education she received at George Brown is the reason she is able to provide her clients with such high quality fitness training.

*"Seeing people feel good is the most rewarding part of my job; whether it's helping them manage stress, lose weight or deal with chronic pain. It's about making a difference in their lives," she says.*





Artist Rendering provided by Waterfront Toronto



## Harbouring Health

Imagine learning in one of the city's most beautiful, modern and workplace-relevant learning environments, with labs and classrooms overlooking the Toronto harbour and green space, fitness and recreation facilities integrated in the design.

With a Fall 2009 groundbreaking, the project, design and construction teams selected and more than \$90 million in Provincial and Federal funding in place, George Brown College's new Health Sciences campus is on an accelerated path to construction.

The new facility will be transformative – not only for our students but for the province and the city. Designed to house George Brown's burgeoning Centre for Health Sciences, the campus will be among the first in Canada to be purpose-built for interprofessional learning, a more cross-disciplinary approach that mirrors the current transformation of health care delivery in the province. This new approach will help give future George Brown graduates a clear advantage as they enter careers in the sector.

This expansion will allow the College to add 4,000 new student seats, helping the province address looming skills shortages in a variety of industries and provide new opportunities for the thousands of Ontarians looking for essential training and re-training. Not only will it help us better address the needs of the health-care sector by providing greater volumes of high-demand, well-trained workers, it will also free up considerable high-value space across the College's existing campuses to allow for greater capacity in other high-growth areas, such as Construction and Apprenticeship programs.

Having a dynamic college community at the heart of Toronto's new East Bayfront redevelopment will energize the area and add tremendous economic stimulus to the city. George Brown College will bring the rejuvenated Toronto waterfront alive with student life, helping kick-start area development by leveraging almost \$200 million in direct investment, creating up to 2,000 jobs during the construction phase, and supporting more than 600 permanent high-paying jobs post construction. The community will also have access to new campus health clinics as well as our new fitness and recreation complex.

## Reaching Out

Giving back to the community in the form of high quality products and services is another way that George Brown College enhances the City of Toronto. Supervised by their professors, some students are already working while Torontonians reap the benefits.

George Brown College operates nine daycare centres throughout Toronto, which serve dual purposes of experiential learning for students in the School of Early Childhood and fill a vital need for high quality daycare in the City. Students in the Interprofessional Learning Clinic in the Centre for Health Studies hone their skills by providing walk-in clients with anything from teeth cleaning to fitness and hearing tests. Students within George Brown's Yorkville School of Make up and Esthetics also provide a wide variety of services to the public, including nail, waxing, make up, facials, hair and body treatments. George Brown has two student-run clothing stores City Uptown and City Downtown where students stock and sell merchandise. We also provide graphic design services for not-for-profits, top notch student theatre productions at the Young Centre for the Performing Arts in the Distillery District, and gourmet meals at The Chefs' House restaurant.



# Helping us Make it Happen

George Brown College has woven an integral strand in the diverse fabric of our city. Our faculty members are leaders with deep connections to their industries. Our graduates make immediate contributions to their professions, having benefited from an education focused on applied learning and real-world experience. And the College contributes to the vitality of its community in myriad of ways, connecting with the many diverse neighbourhoods that make up Toronto.

We invite you to join us. There are so many ways to get involved with George Brown College. Whether it's as a donor or as an industry advisor on one of our Program Advisory

“The educational experience that the students receive at George Brown College really sets them up for success. We are very confident that through the academic and also the practical experience that they have acquired that they will be effective in leadership roles with Delta Hotels.”

Janice Smith  
Director, Quality and Recruitment  
Delta Hotels

Committee, helping to shape the curriculum to best fit the needs of your industry. You may want to offer your expertise as an instructor, where you can have an immediate impact. But by far the most significant benefit you can gain is by experiencing the personal and professional quality of George Brown students firsthand by hiring one of our graduates or establishing a work placement or internship program between your organization and George Brown College.

However you can, it is important that stakeholders like you continue to help George Brown College **Make it Happen**.

“The notion of a Construction Science and Management Degree program at George Brown College was the brainchild of a group of industry leaders through the Toronto Construction Association. To have a program that breeds graduates who can make a contribution right away in the construction industry as professional constructors is an enormous step in the right direction. We are thrilled to see what is happening at George Brown and extremely impressed with the people there who have turned this concept into reality.”

John Mollenhauer  
President  
Toronto Construction Association



## Dr. Grant Lum

SPORTS MEDICINE PHYSICIAN AND MEDICAL  
DIRECTOR AND FOUNDER OF ATHLETIC EDGE  
SPORTS MEDICINE

### Healthy Advice

When sports medicine physician Dr. Grant Lum isn't treating injured clients—some of them elite athletes and artistic performers—he's providing George Brown College with real-world health-related expertise. Dr. Lum serves as Medical Director for the Fitness and Lifestyle Management Program and participates on its Program Advisory Committees (PAC). The role of PACs across the College is to bring industry leaders together to advise academic divisions in an effort to ensure continued relevance and flexibility of program curriculum. It's a critical role in guaranteeing students are ready for the changing workforce and a role Dr. Lum readily accepted, because it has allowed him to help shape the program and the quality of its graduates to ensure they have the latest information and training that the field requires.

“When I was approached by George Brown to provide a medical perspective on curriculum, I thought it was an excellent opportunity to show students what will be expected of them in a clinical setting. I have been very impressed with how responsive the College has been to the advice of those of us who are out in the trenches,” he says.





## Wendy Dempsey

CONTINUING EDUCATION INSTRUCTOR,  
CENTRE FOR HOSPITALITY AND CULINARY ARTS

### Paying Forward

Throughout her two decades working in corporate marketing and event management, Wendy Dempsey had some great mentors who helped her reach the top of her field. Currently she is an Event Marketing Manager for SickKids Foundation where she manages some 60 stewardship and recognition events each year. Now she is returning the goodwill shown to her by sharing her wealth of knowledge with George Brown Continuing Education students through a course on event planning entitled 'Event and Meeting Management – Sponsorship and Fundraising,' which she began teaching as a Continuing Education Instructor in 2009.

"It's a fantastic time to be in this dynamic, creative and evolving industry. It feels great to pass along my knowledge, experience and best practices to students who are so passionate in learning about it," she says.

## Douglas Turnbull

DEPUTY CHAIRMAN OF TD SECURITIES INC.  
CHAIR, GEORGE BROWN COLLEGE FOUNDATION  
BOARD OF DIRECTORS

### Fully Invested

As Deputy Chairman of TD Securities Inc., Douglas Turnbull is used to taking a future-focused approach to income growth. He knows a good investment when he sees it. He says George Brown College is exactly what the Toronto economy needs in order to thrive. In 2008, he took on the role of Chair of the George Brown College Foundation Board of Directors. He will be instrumental in leading fundraising efforts for the new waterfront campus as well as raising awareness among large donors about the value of investing in George Brown College, the quality of its graduates and its impact on life in Toronto.

"The business community tends to think of higher education in the context of universities; colleges frequently get overlooked. I would much rather have a large impact on helping to build a very important organization such as George Brown College, which has such a profound influence on the quality of life in the city I live and work in, than anywhere else," he says.



## Rudy and Rita Koehler

DONORS

### Removing Roadblocks

Arriving in Canada in 1956 from Germany, Rudy and Rita Koehler had little more than their belongings and a fervent ambition to build a new life. The couple accomplished more than they dreamed possible. Rudy worked his way up from machine maintenance technician to a position as a top executive with an electrical company. Now in a position to give back, Rudy and his wife support various organizations that assist young people facing obstacles to education – including George Brown College. In 2006, the couple created two endowments for student scholarships at the College. Each year since, they have built upon their initial donation with additional funds. Today the Koehler's endowments generate several annual scholarships for George Brown College students. With matching funds from the Ontario government through the Ontario Trust for Student Success, the Koehlers are having an even greater impact on the lives of students.

"Our goal is to give people the tools they need to become productive citizens. This is just one way for us to give back to a country that gave us so many opportunities," he says.

## Vince Thomson

DONOR

### Growing Gifts

Vince Thomson has a lifelong passion for education, much like that of his role model, Jean Baptist De La Salle, a 17th century priest who spent his life establishing schools for the poor and training teachers. Throughout his 50 years of teaching in Toronto and Montreal, Vince followed the example of De La Salle in promoting the idea that education should be freely available to everyone, especially those who are marginalized or disadvantaged. In 1998, Vince established the De La Salle Fund at George Brown College through a personal gift. He rallied further support from friends, colleagues and former students. Today, through donations and matching funds from the Ontario government, the endowment has exceeded the \$1 million mark and continues to grow.

"I always tried to emphasize the importance of living a good life and helping others to change their lives through education. I hope the De La Salle Fund will help people to do that," Vince says.

# Fundraising Update

This past year, students benefited from the fundraising efforts of the George Brown College Foundation. Once again, the Foundation exceeded its fundraising expectations, raising \$833,606 towards the Ontario Trust for Student Support. Matching funds from the Government of Ontario, more than \$2.5 million was added to endowment funds to assist students in need.

### Yes Chef! Campaign

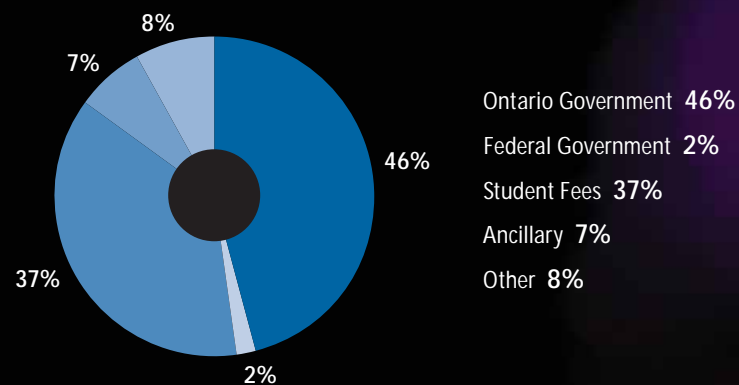
We are currently in the final stages of Yes Chef! a \$5 million fundraising campaign that supports a \$20 million revitalization and expansion of our Centre for Hospitality & Culinary Arts. The campaign has already raised \$4 million.



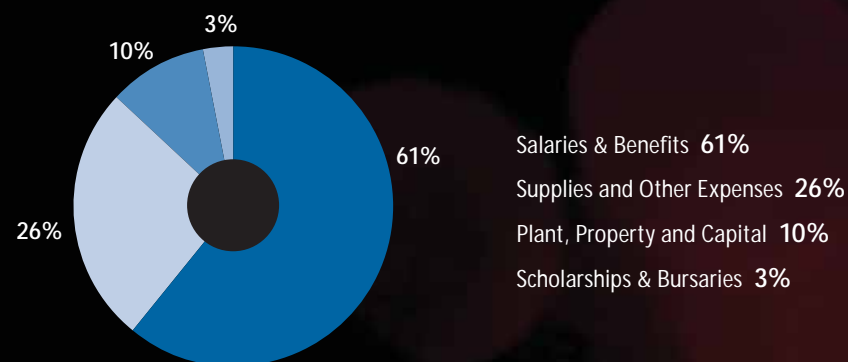
# Financial Report



OPERATING REVENUE BY SOURCE, 2008/09



OPERATING EXPENDITURES, 2008/09



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