



# BC's Newest University

By Melissa Shaw

An extraordinary year on campus is about to begin, as some 7,000 students file into their first classes at B.C.'s newest university.

The news broke last spring, when Premier Gordon Campbell was at UCC to announce that new governing legislation—and money—would accompany new university status.

"They gave us everything we hoped for and more," says Bob Ryan of the Friends of UCC, the organization that rallied a whole community to lobby hard for the change. Because along with the much-anticipated news of the new university status, the premier also announced a decision to further expand UCC's mandate by transferring the assets and responsibilities of the B.C. Open University, the province's leading source for online learning, to the institution.

"It's fantastic because it will just expand our capabilities beyond anything we dreamed about," adds Ron Olynyk, chair of the UCC Board of Governors.

At the bottom line, the change in status will amount to a \$5.5-million increase in UCC's operating budget by 2009-2010, opening the doors to 800 more students. That's on top of the anticipated 2,200 full-time equivalent students that BC Open University will serve from Kamloops, as well as new opportunities for UCC to offer locally-developed courses province-wide.

As well, UCC is poised to reap a hefty increase in capital funding for an immediate expansion of both the Kamloops and Williams Lake campuses. In Kamloops, a new third floor will be added to the Old Main building to accommodate roughly 120 staff members and truckloads of equipment from B.C. Open University, and a new library/learning commons building is set to proceed. In Williams Lake, the government has pledged \$12 million to create a new campus by renovating and expanding the former Anne Stevenson Secondary School facility.

Ryan said alumni hoping UCC will still feel like the same community-oriented campus they remember can rest assured; however, the changes really allow the institution to better fulfill its commitment to life-long learning, balancing its focus on traditional academics with innovations in trades and vocational training plus continuing education.

"There is no question there is going to be growth," Ryan says, "but what we were really asking for was the ability to maintain what UCC had in fact already become."

Olynyk agrees with Ryan. "What we do best, what we've always done best in the past, has been as a teaching institution and that is still our mandate for the future."

The change in status was necessary, Olynyk explains, to clear up misconceptions around the labels applied to university-colleges province-wide. "UCC wasn't called a university and when we'd go to market ourselves, that's where the difficulty arose. And when our students graduate they want to be able to take their certificate, or diploma, or degree out in the world and have it carry some weight, but a lot of people didn't realize we were a university."

Therefore, when the premier made his initial announcements in March, he also indicated that a new name for UCC would be in the works. Exhaustive rounds of public input followed, beginning with the committee formed to research the name change throwing the doors wide open.

"We asked community members for their suggestions, and we had over 450 replies," Olynyk recalls. Among them, some 230 unique names emerged, generally taken from Kamloops' history and geography. From there, committee members whittled hundreds of suggestions down to a short-list of six, and followed up with market research, which helped them cull the list to four.

Olynyk's personal preference for the new name—set to be decided any day by the B.C.

government's cabinet—is "Cordaval": derived from the Latin words for "heart of the valley." Cordaval was the first choice of UCC's board of governors as a whole, and is reminiscent of Montreal's Concordia University, derived from the Latin terms for "harmoniously joined."

"From my perspective, besides the new university status, we've become a special-purpose university," Olynyk said. "A provincial mandate has opened up to us through B.C. Open University, yet we still have our regional mandate. We're something new, something unique in the province...Why not have a brand-spanking new name?"

Other suggestions widely supported in the community include "University of Kamloops," which Olynyk suspects won't be popular on the new campus in Williams Lake; "University of Central (or Southern) B.C." and "Thompson University,"—all of which also made it to the list of four that B.C.'s top-ranked MLAs will weigh.

Meanwhile, it's business as usual at UCC. The legislation set to govern UCC as a new university won't be complete until January 2005, with an effective date of the first day of the following April. The first degrees bearing UCC's new name will be issued in June 2005 and the physical relocation of BC Open University, while contingent on construction timelines, will likely occur in 2006 or 2007.

## Top 10 Reasons to Stay Connected

1. Network for your career through Chapter Network Socials in your community and meet other UCC grads in your area.
2. Keep in touch with friends and faculty at program reunions and our annual Homecoming.
3. Create a legacy by providing support to students. Give back to your university through scholarships and bursaries and give a current student a helping hand.
4. Obtain great discounts on products and services with the Alumni Benefits Card. It's free and only available to UCC graduates.
5. Get connected on the UCC Online Community. Share news & achievements, get a permanent uccalumni.ca email address, access travel and relocation advice or post a message on our bulletin boards.
6. Show your UCC pride with official UCC Alumni merchandise, including degree & diploma frames, golf shirts and vests.
7. Receive UCC and alumni news from the Alumni Network Newsletter.
8. Earn special UCC Alumni rates and services from our affinity partners, including MBNA Mastercard and Manulife Financial Health and Life Insurance.
9. Be recognized for your achievements! The UCC Distinguished Alumni Awards recognizes the outstanding accomplishments and contributions of UCC graduates.
10. Access information and services for your career, including the Student Employment Centre and Online Career Advice.

**Our Mission:** *The University College of the Cariboo Alumni Association promotes relationships between alumni and the university for the advancement of the institution and the mutual benefit of alumni, students and the UCC community.*

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Please send correspondence to the UCC Alumni Association or contact (250) 828-5267, online at [www.uccalumni.ca](http://www.uccalumni.ca), or e-mail [alumni@cariboo.bc.ca](mailto:alumni@cariboo.bc.ca).

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## What's inside:

- 2 - Alumni Profiles
- 3 - Programs and benefits
- 4 - Homecoming Weekend /Alumni Reunions

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Nancy Plett  
Victoria Baker



## Bachelor of Tourism Management – Entrepreneurship Major *By Melissa Shaw*



Lian Dumouchel definitely did the ground work it took to launch an Entrepreneurship major in UCC's Bachelor of Tourism Management program. But the spark, she insists, came from her students.

"The students we attract tend not to be conformists," the former program chair, who heads back to teaching since the arrival of her new son, is proud to report. "Very rarely do our students leave to walk into a ready-made job."

Instead, Bachelor of Tourism Management grads look to combine a career with a life adventure on their own terms. "They're pretty much trailblazers," Dumouchel explains with a grin.

For many grads, that drive and ambition propels them into businesses of their own. Take Jen Reilly, who put her passion for rock climbing into practice well before her 2003 graduation when she and her partner formed Wild Rock Adventures, a guiding company centered in Squamish.

"I was running this business almost the whole time I was in school," Reilly says. So while she studied innovation, risk management and legal liability at UCC, she applied that new knowledge to operations at Wild Rock. The company is well-established today, drawing clients from around the world, and Reilly finds she has enough free time to begin a Masters in Resource and Environment Management at Simon Fraser University this fall.

"She's extremely bright," says Dumouchel, who tracks all of her Bachelor of Tourism Management grads and predicts continued success for Reilly. "She's got very strong business skills."

Another source for inspiration Dumouchel cites is Neil Dustin, who graduated in 2000 with a passion for extreme sports and brought Big Time Tours to B.C. He calls himself "Director of Adrenaline," catering to the "adventure dependent" in all-inclusive outdoor experiences, but readily admits the success of his venture hinges on a lot of hard work—at least initially.

"I'm the man who does the books; I'm the guy doing the investors' packages, the feasibility studies and getting the marketing materials shipped," says Dustin. "Sometimes, it takes a stomach of steel, because you wake up in the morning and realize those debts aren't going to be paid today, and they might not be paid tomorrow, either."

With an MBA of her own and some up-close experience watching small businesses take off and crash, Dumouchel wants to make certain UCC's students leave armed with the tools they would need to make their endeavours soar. Her research shows the industry has historically attracted people with few business skills, lured by the possibilities of the lifestyle and financial freedom they crave. As a result, many tourism businesses tend to be small, with a short to non-existent planning horizon, leaving them vulnerable to the ever-changing conditions of their business climate and ill-equipped to meet the demands of the markets they serve.

Building on the firm business and tourism foundations already central to the Bachelor of Tourism Management program, Dumouchel designed the Entrepreneurial major to help develop tourism

professionals who can identify both the existing and an emerging market of opportunities—particularly in the growing "experience" tour economy—and then develop ventures that capitalize upon them. Field experience, strategic planning know-how and a solid understanding of information technology, international issues and consumer behaviour are all key. Ultimately, Dumouchel wants to see her students' budding businesses grow into mature, innovative and thriving organizations.

"I've put together a program that's pretty much cutting-edge," she explained. In fact, UCC is one of only four universities world-wide with an Entrepreneurship major built into a tourism-related bachelor's degree—the other three being Napier University in Edinburgh, Scotland; La Trobe in Melbourne, Australia; and Pontificia Universidad Catolica in Puerto Rico.

The Bachelor of Tourism Management sends its first class of Entrepreneurship grads out into the world in spring, 2005, with both their instructors and alumni cheering them on.

"Imagine spending your career being around people who are having fun," Dustin beams. "But the education is crucial," he adds. "There are more tour companies than ever coming out. That educational base: That's what's going to give you the punch and the energy to carry your ideas forward."

To find out more about the Entrepreneurship major in UCC's Bachelor of Tourism Management, call (250) 828-5132. Check out Wild Rock Adventures at [www.wildrockadventures.com](http://www.wildrockadventures.com) and Big Time Tours at [www.bigtimetours.com](http://www.bigtimetours.com)

### Neil Howatt, BBA '03 Necoho Contracting



Only a year since graduating with his Bachelor of Business Administration from UCC, Neil Howatt finds his own business growing like, well...a weed.

"It's nuts," the founding president of Necoho Contracting marvels. "It's unbelievably busy."

The company specializes in vegetation management and noxious weed control, and since becoming the largest firm of its kind in B.C., Howatt's long days will continue, seven days a week, for months at a stretch.

Howatt stumbled into the extermination trade through a part-time job. "I put my way through school killing mosquitos," he says. But it was a difficult way to make a buck: the pay was low and working conditions were rough. It wasn't long before Howatt realized he had the skills and the confidence to bid on a contract himself—and he won.

Even more lucrative deals followed, including the Ministry of Forests and the Fraser Valley Regional District. Today, Necoho Contracting has 35 employees between its Kamloops and Abbotsford offices, who can be seen hard at work anywhere from the Sea-to-Sky Highway, through Vancouver, past the Coquihalla toll booth and beyond.

But as he himself backs off from working in the field, Howatt hopes Necoho will be the springboard to new business ventures. Though he won't say specifically what his next project will be, Howatt says he is interested in a pub/restaurant-type establishments and real estate agencies.

Whichever direction Howatt heads next, he feels his education—particularly the chance to pick his professors' brains—will continue to serve him well.

"The close interaction with the faculty was great, particularly when they knew my questions weren't necessarily course-related, yet were willing to help me," he explains.

"I have nothing but good things to say about UCC."

And as he makes his way home well past the dinner hour, Howatt said he doesn't mind the long days too much, either. After all, winter—his play-time—is just around the corner.

"There's not a lot of weeds to spray when there's snow on the ground," he laughs. "So I managed to get in 67 ski days last year."

Find out more about Necoho Contracting at [www.necoho.com](http://www.necoho.com)

### Rob Williamson, BBA '00 LMG Finance Inc.

He might have chosen a bigger university with an even bigger price tag, but since graduating from UCC with a Bachelor of Business Administration, Rob Williamson said he wouldn't have it any other way.

"For some reason, the small-town people are making the biggest impact in Canada's larger organizations—far and away," says Williamson, who graduated in 2000.

Williamson first took his small-town values and "salt-of-the-earth" people skills on the road while still in school, when he and five fellow students formed Sun Valley Produce. The company sold Okanagan fruit around B.C. and Alberta, and the project not only helped fund his education, he used it to make the abstract principles he studied concrete.

"Everything had a fruit spin on it," he laughs, "so we kept it in the real world. We weren't just talking about something imaginary."

Sun Valley Fruit laid the groundwork for a career that is really taking off today. Last year, Williamson became a partner and director in LMG Finance Inc., a firm specializing in securing purchase financing for recreation and leisure vehicles. LMG has a full staff in a Victoria-Street office buzzing with activity; it has partners in Ontario and serves all of western Canada.

"We have it pretty much dialed in," he says. "This business is doing exceptionally well."

But as LMG grows, Williamson says the basics stay the same. His clients aren't impressed by a

flashy car or an urbane attitude. Rather, they respect his confidence, and Williamson traces that back to the small class sizes and full access he had to his professors at UCC, where he had the chance to share his ideas.

Thus, Williamson says when he's looking to hire, UCC business grads are at the top of his list and LMG has three on staff so far.

"I tapped into that whole market," says Williamson, who is also a guest lecturer on campus.

And while LMG looks to expand into mortgage brokering, Williamson, up to his ears in golf shirts for a charity tournament LMG sponsors, is also looking to become more involved in both the business and academic communities in Kamloops.

"You just have to get out there and make connections," he says, "because there are going to be rainy days and you'll need that network of support."

Find out more about LMG Finance Inc. at [www.lmgfinance.ca](http://www.lmgfinance.ca)



### Dana Koch, CSOM '95, DAAD '88 Koch Ink Design Solution



When a dream job ended, Dana Koch used her pink slip for a ticket to freedom.

"Working at Weyerhaeuser was a really great experience," said Koch, who spent eight years as a corporate designer for the pulp mill before restructuring meant she lost her position.

From there, Koch opted to strike out on her own, forming Koch Ink Design Solutions, providing everything involved in the creation of a corporate identity from start to finish: including logos, newsletters, periodicals, signage and trade show displays.

"I was let loose and I took a chance," she explained over coffee in the 1929, cornflower-blue bungalow that is both her home and office in downtown Kamloops.

Her UCC education helped her hit the ground running. She had completed the Digital Art and Design program in 1988, then the Computer Systems Operations and Management program in 1995.

"For me it was really important to learn hands-on, tangible skills that I could apply in the workforce right away—and that certainly happened," Koch says, looking back. "Both programs prepared me really well."

In fact, it was her CSOM co-op that led Koch to Weyerhaeuser in the first place. But since she put her talent and skill to work for herself, the mill is only one on a growing list of clients ranging from small, local businesses to non-profits and government bodies to international corporations.

Meanwhile, Koch's new-found freedom and flexibility mean she can squeeze in lots of volunteer work, as president of both the Kamloops Heritage Society and the Junior Chamber, on top of being active in UCC's Foundation, which raises funds for student awards.

"It's been a wonderful opportunity for me to give back something to the community and school that have given me so much," she explains.

Now, Koch is happy to report her gamble has paid off. "I absolutely love it," she says. "I wouldn't go back now."

Find out more about Koch Ink Design Solutions at [www.kochink.com](http://www.kochink.com)

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Alumni Association

September 2004

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Denise Harper, Comm. Media '74  
Chair, UCC Alumni Association Board of Directors

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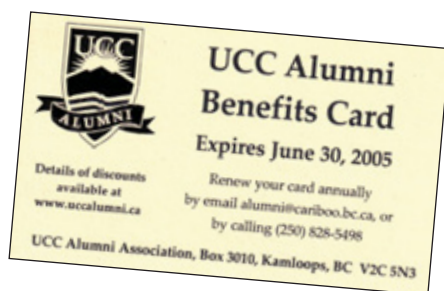
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## Have YOU got it?

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Do you have a business that would like to participate in our Benefits Card program? Contact Nancy at 250-828-5267

\* Please note that the Sandman Hotels are offering a discount at the Kamloops location only. Some cards may have been distributed with an error in the wording.

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# UCC Homecoming 2004

OCTOBER 15 & 16

It may be B.C.'s newest university, but for some 20,000 alumni invited to Kamloops this fall, it will always be home.

UCC Alumni Homecoming 2004 happens Oct. 14, 15 and 16: a chance for former students of all stripes to come together, catch up and celebrate. But with so many changes on the campus itself, events planner Heather Scollon says there is more to see and do this year than ever before.

Events kick off Thursday, Oct. 14 with a speaker too compelling to miss. The President's Lecture Series hosts Lieutenant General Romeo D'Allaire, who was commander of the United Nations forces in war-torn Rwanda in the mid-90s. His horrifying experiences caused him to pass up the chance to be Canada's highest-ranked serviceman, and will, he hopes, forever change the rules of peacekeeping.

On Friday night, the President's Reception is the place to be, where UCC's Distinguished Alumni Award winners will be honoured at a dressy affair catered by UCC's own Culinary Arts program—expect fabulous wine, appetizers and desserts.

Saturday, Oct. 16 marks UCC's Open House, with virtually every program on campus throwing open its doors. "This is a great opportunity for alumni to re-acquaint themselves with their alma mater," said Scollon. "Chances are, they haven't seen the new trades building, or the new animal health technology building, and everything will be open Saturday."

Meanwhile, an Alumni Golf Tournament, with nine holes played at the Pineridge Golf Course, will also be underway. Enter as a foursome or register as a single and let the Alumni staff match you up.

Of course the weekend wouldn't be complete without a good-old-fashioned party backed up by a fabulous band, so Scollon has lined up legendary BC rocker Barney Bentall to play Heroes Pub on Saturday night. "It's a chance to dance like you haven't danced since you were student," she promises.

Find out more about UCC Homecoming 2004 by visiting [www.uccalumni.ca](http://www.uccalumni.ca)

Participants who register prior to **September 30th** will have their name entered into a draw for a **Weekend Get Away Package at beautiful Sun Peaks Resort** as well as discounted early bird rates for events.



tear off registration form

## Homecoming Weekend Registration & Ticket Order Form

Contact information: (please print)

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

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

Phone: \_\_\_\_\_

e-mail address: \_\_\_\_\_

Guest Name(s): \_\_\_\_\_

Event Name	# of Tickets	Cost by Oct. 1	Cost After Oct. 1	Total Cost
Presidents Speaker Series	_____ x	Free	Not available	= _____
UCC President's Reception	_____ x	\$20.00	\$25.00	= _____
Alumni Golf Tournament	_____ x	\$20.00	\$25.00	= _____
Alumni Pub Night	_____ x	\$15.00	\$25.00	= _____
<b>Total Ticket Cost =</b>				<b>_____</b>

### PRESIDENTS SPEAKER SERIES – Humanitarian & Lieutenant General Romeo Dallaire

Thursday, October 14

Time: 7:00 – 8:00PM

Campus Activity Centre – Grand Hall

You won't want to miss this amazing keynote speaker – internationally respected Lieutenant General, Romeo Dallaire, author of "Shake hands with the Devil", is a true hero and an outspoken leader for the 21st century, who is passionate about the humanism necessary in leadership and conflict resolution. Commander of the UN Assistance Mission in Rwanda and Uganda, Dallaire shares his story that demonstrates great leadership and courage in the face of the Rwandan genocide tragedy.

**FREE** (limited seating – advance tickets for alumni will be issued on a first come first serve basis until October 1.)

### UCC PRESIDENT'S RECEPTION / DISTINGUISHED ALUMNI AWARDS

Friday, October 15

Time: 7:00PM

3rd Floor, Food Training Building

An evening that honours and celebrates UCC's most accomplished graduates and faculty with the 2004 Distinguished Alumni Awards. UCC President Roger Barnsley hosts this evening of alumni pride as the Alumni Association honours the selected award recipients. This is a wine and hors d'oeuvres reception prepared by the students of UCC's Culinary Arts Program.

RSVP by Friday October 8.

\$20.00 per person by Oct. 1 \$25.00 per person after Oct. 1

### UCC OPEN HOUSE & CAREER DAY

Saturday, October 16 – 11:00AM to 4:00PM

UCC Kamloops Campus

UCC hosts a campus wide Open House and Career Day. There will be entertainment, food and fun for the whole family.

**FREE**

### ALUMNI GOLF TOURNAMENT

Saturday, October 16 – 1:00PM

Pineridge Golf Course

Come on out for a fun 9-hole round of golf at the Pineridge Golf Course. Put together a team of four or you can sign up as a single and be assigned a team. Contact Heather Scollon, Alumni Events Coordinator to schedule your tee off time at 250-371-5711. Prizes to be won!

\$20.00 per person by Oct. 1 \$25.00 per person after Oct. 1

### ALUMNI PUB NIGHT

Saturday, October 18

Barney Bentall Live at Heroes Pub, Campus Activity Centre – 7:30PM

Relive your glory days on campus. Come and enjoy a fun evening of music and dancing to a legendary rocker, Barney Bentall, live at Heroes Pub and get re-acquainted with former classmates, friends and faculty. Only 200 tickets are available - so get yours soon!

Alumni and their guests can get their tickets for only \$15 each until October 1. After that date, any remaining tickets will be available to the public and alumni for \$25 each

### Faculty-Based Events/Sporting Events

Bachelor of Education and Early Childhood Education graduates are invited to a special wine and cheese reception on Saturday, October 16 from 5:30 - 7:30 pm in the Campus Activity Centre, Room 130. To RSVP or for more information, please call Mairlynn Holmes, at 250-858-5204.

Kamloops area Bachelor of Business Administration graduates are invited to the inaugural meeting of the Kamloops BBA Chapter during Homecoming weekend. Check our website for details to come or call 250-828-5498 for more information.

Information on sporting events and more faculty events will be posted to our website as available.

For further details, call Heather Scollon, Alumni Events Coordinator at 250-371-5711 or visit our website at [www.uccalumni.ca](http://www.uccalumni.ca) for online event registration.

Online Registration available at [www.uccalumni.ca](http://www.uccalumni.ca)

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