



A newsletter dedicated to the alumni and students of the Schulich School of Business MBA in Arts & Media Administration

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From Classroom to Stage: *Derivatives Rights Project* *Becomes A Reality*

By Roberta Smith, '11

Director, Operations & Education, Toronto Symphony
Orchestra

Having just completed an MBA while working full-time at the Toronto Symphony Orchestra, I feel I have some authority to observe publicly that certain MBA courses are somewhat elusive in their applications, while others have immediate relevancy and value. For me, Finance falls into the first category. I'm still waiting for the day when I can triumphantly pull out the WACC formula to help resolve some of the issues that challenge me in my role as TSO Director of Operations & Education. On the other hand, I knew immediately that *The Business of Creativity: Managing in the Cultural Sector*, taught by Steve Ord, would be extremely useful, providing practical experiences and exercises that mimicked the types of issues that one typically encounters in the arts.

Professor Ord's course culminated with a "Group Derivative Rights Case Study," which was essentially a rights negotiation exercise. Forming a group with classmates Jennifer Kirner and Neil Middleton, the three of us explored the steps involved in taking an existing cultural product and clearing the rights to transform it into a derivative work in a different medium. Specifically, we chose to adapt Roch Carrier's classic children's story, *The Hockey Sweater*, into a 20-minute children's work for orchestra and narrator, accompanied by images from the book that would be projected on a screen behind the orchestra. This meant considering the rights of the author, the illustrator, the translator and the book publisher. With Professor Ord's assistance, and additional guidance from lecturers Brian Wynn and Heather Clark, we examined the legal complexities of the project, drew up a budget and pitched the idea to our class.

In truth, this was a project that I had contemplated for many years, and Professor Ord's class provided the perfect testing ground for exploring its



Image from *The Hockey Sweater*, written by Roch Carrier and illustrated by Sheldon Cohen. Used with permission by Tundra Books.

development. Thanks to the dry run provided by the course, what was in class a theoretical experiment has now become reality. Among the many special events celebrating the Toronto Symphony Orchestra's 90th season in 2011/2012, will be twelve performances of *The Hockey Sweater*. The new orchestral work will be written by Canadian composer Abigail Richardson, with financial support from the Ontario Arts Council.

The most intimidating part of the real project was getting up the nerve to contact Roch Carrier, because without his blessing the project would have ended before it began. Fortunately he enthusiastically endorsed the commission, sending me to Tundra Books to clear rights, with instructions that I was to come back to him if I encountered any problems. His immediate and heartfelt support gave me the nerve to ask my second question: "Would Monsieur Carrier be willing to narrate the work at the Toronto Symphony performances?" His answer was again positive, and I felt like I had just scored the winning goal in overtime!

Thank you to Professor Steve Ord, Brian Wynn and Heather Clark, as well as to my wonderful classmates Jennifer and Neil, for helping to nudge this dream into reality.



Can Businesses Truly Change Culture?

China Youthology and the Chinese Youth Community

By Kevin Lee, MBA '08

Re-align your No.1 Stakeholder: Businesses have historically been built for the primary purpose of maximizing wealth creation for their shareholders. That's fine. But if your objective is to have impact on the world, shouldn't your No.1 Stakeholder *be* that part of the world you're trying to change? We thought that made sense. At China Youthology, Chinese youth and the positive development of Chinese youth culture supersedes the priorities of maximizing business profits or pleasing clients. Our vision statement is clear: "Enable youth discovery and encourage youth to act on their dreams and life meanings."

Live and breath the culture you're trying to change: To change culture you must first be intimately immersed in it. China Youthology is a research and consulting company focused on China youth culture trends and insights. Unlike traditional market research firms that tend to penetrate a target segment for one research objective and then leave, China Youthology is immersed in the youth community day-in and day-out. Clients such as Nike, Pepsi, Google, IDEO, Nokia, Microsoft, BMW and Audi, etc. seem to think we've got it right. With these insights, we help clients create products and communications that resonate strongly with Chinese youth.

"It's the Community, stupid": The way that China Youthology works with and through corporate clients is just one half of the equation. The other half is through direct involvement in the grassroots community of cultural creators. China Youthology has built a non-profit platform called Open Youthology that directly engages, enables and impacts Chinese youth culture. Within Open Youthology there are three initiatives: *Butter Youth Conference* is a monthly conference for Chinese youth, by Chinese youth. It's kind of like TED, but with the sole objective of disseminating youth stories, youth inspiration, and youth dreams to as many young people as possible. The result is more Chinese youth asking better critical questions of themselves and their world, and finding the courage to make change in their own way. Cultural change is built on the tidal movements of individual choices. *Youthology Academy* is a program that offers third party researchers the opportunity to work alongside China Youthology and learn from our experience. Our only stipulation is that the resultant research must be freely published and shared among the youth community. More youth research offers youth culture creators greater understanding and opportunities for reflection. *Youthology Fund* is a non-profit, social venture capital fund created to support innovation and creation in the contemporary cultural and creative industries in China. The fund is focused on developing new cultural assets that will have a significant impact on Chinese youth. The



The China Youthology Team

measurement of success is the cultural and social impact these assets have on the dreams and identities of youth. As a non-profit fund, whatever is contributed, returned or re-invested will stay in the fund to be re-invested in the next cultural endeavour.

What's good for the community is good for business: China Youthology is a hybrid social enterprise. But we're a profitable one. We are able to be successful both socially and corporately because we have constructed an ecosystem of interrelated business models that feed and sustain each other. By investing in the youth community, we achieve greater insights. With greater insights, we enable greater engagement between clients and youth. With satisfied clients, we have greater resources to re-invest in youth community.

Kevin is COO for China Youthology, leading business strategy. Kevin is a contributing writer at Forbes.com. In 2009 and 2010, Kevin (@kevinlee) was named one of the top 25 Twitterers in China by AdAge China and China Law Blog. Kevin writes genYchina.com, a well-regarded blog that discusses the changing interplay between technology, media and culture in China. He also reviews contemporary jazz music. Before joining China Youthology, Kevin was the China Digital Media and Strategy Director for an International publishing group, leading the New Media division. He was a member of the board of directors of New Art Dynasty, a contemporary art gallery based in Beijing. He is also a frequent speaker at Youth Marketing and Digital Marketing conferences.

Sponsorship in Competitive Times with Heather Clark

By Laura Moore

This fall's sponsorship-focused workshop led by Heather Clarke, Director of Marketing and Development, Corporation of Massey Hall and Roy Thomson Hall, gave students and alumni insights into how vital sponsorship is to the success of arts and cultural organizations. Heather analyzed the types of sponsorship and strategies for determining the appropriate match. Tip: When it comes to donors, it's quality over quantity. Heather approached issues of sponsorship in the current economic climate from the perspective of both arts organizations and prospective donors. Great anecdotes from Heather's experiences in arts management brought both humor and a real-world "this is how it is out there" vibe to the talk.

In the afternoon, a panel comprised of Linda MacKenzie, Director of Philanthropy at Sun Life Bank, Matthew Coorsh, Director of Sponsorships at Scotiabank, Erin Grosberg from Kraft and Lindsay Fellows from MacLaren Momentum (specifically talking about LU Biscuits' sampling sponsorship at Roy Thomson Hall), addressed attendees. It was fascinating to get first-person perspectives about what influences the sponsorship decisions of those with the power to dictate where millions of dollars are allocated each year. Each panelist was armed with a story, a video, a presentation, or, in the case of Erin and Lindsay -- cookies, to help put a personal touch on his or her sponsorship outlook and experience.

Life after YORK

By Laura Moore

On December 8th, 2010 Arts and Media Administration students gathered to gaze into the crystal ball revealing our possible futures. Okay, that's slightly dramatic. Rather we assembled for the annual *Life After York* event where we sat down with alumni of the program to get a taste of what they've experienced since leaving these hallowed halls. This year's speakers included Christina Kubacki (MBA/MA, 2010), who works in international sales at Entertainment One, Andrea Seaborn ('04), Director of Marketing at the Art Gallery of Ontario, and Rebecca Gimmi (MBA/MA, '00), Program Coordinator at the Justina M. Barnicke Gallery at the University of Toronto. Each spoke of her genuine gratitude for her time at Schulich and the skill-set the program equipped them with as they made their way in the world.

It was amazing to listen to the panelists discuss their career trajectories, both in terms of where they are respectively and the diversity of their experiences. Christina, who graduated in May of 2010, gave students an idea of the realities of the early stages of a career in arts and media. Andrea and Rebecca, who have been in the working world a bit longer, gave students a look their very different career paths.

Andrea was able to turn an internship at the AGO into a part-time and then full-time position at the organization. Rebecca used her experiences before Schulich in addition to what she learned while in school to work in several types of arts organizations including galleries, a magazine, and museums, including a stint at the Tate in the UK. All three panelists spoke of the importance of getting involved in the arts and media sector and networking through volunteering, utilizing social media and pursuing interests that may lead to unexpected places and opportunities.

Though the speakers' experiences were distinct, the thread of a Schulich MBA education tied them together. All participants agreed that supplementing an arts focus with a business degree has been invaluable

in equipping them with the confidence, business knowledge and strategic thinking required for success.

Students were inspired by the discussion, especially knowing that even the most challenging MBA courses were not being taken in vain. So hold onto that accounting textbook. "It was wonderful to hear that the skills we're learning are so relevant to careers in arts and media," said Lee-Anne Van Buekenhout, a first year ARTM student. Listening to the panelists' experiences and the subsequent questions and answers provided a great idea of what we can do to make the most out of our Schulich education and our future careers. A sincere thank you to Christina, Andrea and Rebecca for making the evening such a success.



Rebecca Gimmi (left) with students Hiro Südbahnhof and Vicki Lean

National Digital Strategy: A New Cultural Wasteland?

By Vicki Lean

On March 5, 2011, industry leaders gathered with Schulich students and alumni for the ARTM workshop, *Canada's National Digital Strategy: A New Cultural Wasteland?* The workshop focused on three key questions: whether Canadian content is being adequately addressed in the development of a national digital strategy, whether it is time to re-examine Canada's cultural objectives and whether there should be a separate digital agenda for culture in light of the emerging technological landscape.

Doug Barrett, Schulich CTV Professor in Broadcast Management, opened the workshop with an informative background presentation, *Developing a National Strategy for a Digital Economy*, that set the tone for the day. Doug also chaired the first panel, *Digital Canada: Leader or Laggard*, which featured Eric Rothschild, Managing Director of Brockville-based ISP RipNET Limited, and Stephen Stohn, lawyer and Executive Producer of Degrassi, The Next Generation. Hot button issues such as universal access to broadband Internet, copyright and privacy reform were raised in the discussion on the technical and legal requirements for a robust digital economy. Also debated was the potential threat of over-the-top (OTT) modes of distribution such as Netflix, the CRTC's role in

regulating the Internet and whether ISPs should be supporting the creation of digital content.

In the afternoon, Adjunct Professor, Trina McQueen (Former President CTV & VP CBC) moderated the panel on *Artists and Culture: On or Off the Digital Screens*, which featured Sara Diamond, President of the Ontario College of Art and Design, and Peter Lyman, Principal of the Nordicity consultancy and author of key studies on digital innovation. Dr.

Diamond provided an overview of digital innovations increasingly being used by artists and industry alike, highlighting that artists need support in both production and distribution. Mr. Lyman also discussed the impact of the upcoming spectrum auction which will raise millions of dollars and could provide a source of funding for the development and support of Canadian digital content.

At the end of the discussion, Doug and Trina challenged us all to imagine what a digital strategy for Canada would look like and whether there is a core set of values that should guide the strategy. It was a fascinating learning experience for all who attended and we all have quite a bit to think about as we navigate this new digital world.

Entrance Scholarship



Shufeng Hu
Seymour Schulich Entrance Scholarship

Prior to coming to Schulich, Shufeng completed her undergraduate study at Renmin University of China in Beijing, majoring in Broadcasting and Television News. She has over thirteen years of local and international work experience, ten of which are in the media industry. Before moving to Canada in 2003, Shufeng served as editor-in-chief for morning news of China Center Television. In Canada, she worked for Fairchild Television for three years before enrolling in Schulich's MBA program. She treasures the opportunities that Schulich offers and believes they will provide a new start and a bright future.

Entrance Bursaries

Victoria Lean
Kim-Cuong (Amee) Lê
Benjamin Macintosh
Laura Moore
Kyle Russell
Jacqueline Sischy
Lee-Anne Van Buekenhout

Internship Awards



Richard Chan
Imasco Internship Award,
Bickell Internship Award

Richard has an immense passion for the arts, particularly theatre, and is committed to being a leader in the arts industry. Since graduating in 2008 from Sheridan College and the University of Toronto with an Honours BA in theatre, he has worked as an actor and producer and is currently pursuing a joint JD/MBA with Osgoode Hall. In summer 2010, Richard interned at Shakespeare in Action, a classical theatre company for young audiences, where he worked as an arts management consultant, focusing on strategic growth and developing a successful sponsorship campaign.



Richard Rabkin
Imasco Internship Award,
Onex Internship Award

After more than a decade as legal counsel, Richard returned to school to complete his MBA with a focus in Arts and Media. He has written and performed comedy and has writing credits on the Gemini Award winning tween sitcom "Overruled" on the Family Channel. His internship at Take Action Films, as Director of Legal & Business Affairs, Business Development, provided him with an opportunity to combine his legal and business skills.



David Collini,
Stuart McAllister Award,
Bickell Internship Award

Dave Collini earned his undergraduate degree from Queen's University. Prior to Schulich, he worked for two years in business development for the Smart Metering Project at Hydro One. During the summer of 2010, David completed his internship in the special markets department at Universal Music Canada where he focused on B2B marketing.



Karyn Tohme
Imasco Internship Award

Karyn holds an undergraduate degree from St. Joseph University in industrial psychology. Prior to coming to Schulich, Karyn had extensive experience in sponsorship and marketing. She completed her internship at the Toronto International Film Festival in the Sales & Industry office.



Alison Hoy
Imasco Internship Award

Before entering Schulich, Alison studied criminology, sociology and psychology at the University of Toronto. After graduation in 2007, Alison worked at Zoomermedia on Moses Znaimer's ideaCity conference. This past summer, Alison interned at the Ontario Media Development Corporation in their Industry Initiatives department, working on film, television and interactive digital media projects.



Emma Walker
Imasco Internship Award

Emma is a combined MBA/MA student (with York's Masters in Dance program). Before coming to Schulich, she completed both a BFA in dance (07) and a BFA in music (08) at York. During her internship in the summer of 2010 at Toronto-based dance company Kaeja d'Dance she worked primarily on development projects.

Congratulations to our... 2010 ARTM Graduates

The faculty, staff and students of the Arts and Media Administration Program would like to congratulate our recent graduates:

Colleen Berg
Yi (Joy) Cao
Lisa Drolet
Daniel Hartrell (MBA/JD)
Emma Jenkin*
Christina Kubacki (MBA/MA)*
Jennifer Kirner (*associate*)

Jennifer Matotek
Kumati (Devi) Persaud
Richard Rabkin
Karyn Thome
Adam Walker (*associate*)
Julie Whelan

* graduated with Arts and Media Diploma



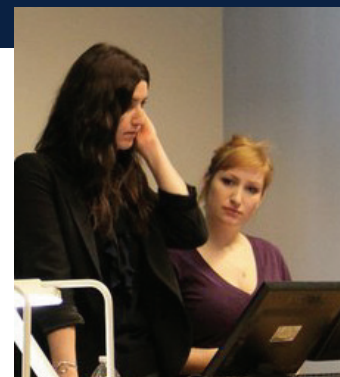
Back row, left to right: Colleen Berg, Christina Kubacki, Julie Whelan, Emma Jenkin, Adam Walker, Lisa Drolet, Mary Waller, Cameron Grabam, Douglas Barrett.
Kneeling, front: Joyce Zemans

Art Connoisseurship for Cultural Business Etiquette

By Hiro Südbahnhof

On January 26, 2011, over 50 Schulich students attended “Art Connoisseurship for Cultural Business Etiquette.” The workshop, organized by ARTM students, Hiro Südbahnhof and Amee Lê, was presented by the AMMC and co-hosted by the Career Development Centre (CDC).

The session featured five knowledgeable speakers, with backgrounds in art history and curatorial practice: Art History Master’s students, Deborah Smith, Amanda Brason and Maria Coates and combined ARTM MBA/MA students, Negin Zebarjad and Alyssa Fearon. Each speaker gave a presentation designed to offer Schulich students an opportunity to familiarize themselves with the visual arts. The workshop began with a brief history of some of recent artists and art movements, ranging from Impressionism to contemporary art. The presentations included an introduction to Toronto’s art scene, advice on how to navigate the art market, the importance of branding and how to become a collector yourself. The enthusiastic response to the workshop offered an indication of Schulich students’ appetite for the arts.



(left to right) Alyssa Fearon, Negin Zebarjad, Maria Coates, Amanda Brason, Deborah Smith

New York MBA Media & Entertainment Conference 2011

By Laura Moore

This February seven Arts & Media students hopped the border and headed to New York City for the annual MBA Media & Entertainment Conference, hosted this year by Columbia University. The day-long conference was a mix of learning and networking opportunities for the 500+ attendees.

The day kicked off with a keynote address from Leslie Moonves, President & CEO of the CBS Corporation who delved into CBS’s recent alliance with Netflix. In the afternoon, we were treated to a keynote from Arthur Minson, CFO of AOL, and John Martin, CFO of Time Warner, who discussed their companies’ recent ventures into online media, including AOL’s acquisition of The Huffington Post. Panel choices for attendees were wonderfully diverse and included such varied topics as *Spreading a Meaningful Message: Social Impact Media*, *Film Financing and Production for Studios and Independent Films* and *The Art Market in the 21st Century*. Panelists represented companies such as Google, NBC, HBO, Scholastic Books and Warner Music Group.

“The conference was an excellent opportunity to connect with other MBA students in North America as well as to strengthen bonds with fellow Schulich Arts and Media students,” said 2nd year Schulich Student Kadija de Paula.

The event proved to be the perfect mix of fun and information and we’re all looking forward to hopefully bringing an even bigger Schulich Arts & Media constituency to next year’s conference.

Jutra winner and Oscar contender *Incendies* co-produced by Luc Dery

Congratulations to Luc Dery '92, co-producer of the critically acclaimed Canadian film, *Incendies*. The film has been well received by audiences and critics alike since its debut last year. Nominated for the best foreign film prize at the Oscars, *Incendies* was the big winner at this year's Jutra awards. Winning for both the best film and best director, *Incendies* took home prizes in seven other categories, leading the list of winners with nine Jutras.

ARTM alumnus Dery studied biology at university before turning to moviemaking. He studied film at the University of Montreal and then did his MBA at Schulich with a specialization in arts and media administration, working in film distribution for five years before becoming a producer.

Interviewed by The Ottawa Citizen for a February 22nd article, Dery is quoted as saying "This was definitely a labour of love to get it to the screen ... It was a complex project to produce (and) it was challenging shooting the film in the Middle East, and in Arabic. (It was filmed in Jordan.) It's an ambitious script and, for a Canadian film, it's pretty high-budget ... which was a big challenge. But we're very proud of this achievement."

"After film school, I decided that one of the weakest links in the [film] industry was producing. A lot of producers in the old days were actually directors who got to be producers eventually. I thought a formal business background was an interesting way to start." In the interview he describes producing as "bizarre" because you have to juggle both the artistic and business components of making a film. That's where the MBA from York comes in handy, he says.

With excerpts from YFile 1 March 2011

Brian Goldenberg, Artistic Producer Angelwalk Theatre

There were great reviews for Angelwalk Theatre's newest production *Songs For a New World* which ended its four week run at the Studio Theatre in the Toronto Centre for the Arts on April 23rd.

ARTM's, Brian Goldenberg '08 is the Artistic Producer and Kevin Horton '08 the Co-Producer

of this new not-for-profit professional theatre company. Founded in 2009, Angelwalk, which has a special focus on musical theatre, is committed to providing opportunities for both emerging and established Canadian theatre professionals. *Songs for a New World* follows Angelwalk's three earlier successful productions—*Alter Boys*, *The Last Five Years* and *[title of show]*.

songs
for a
new world

Magdalena Ziarko

By Laura Moore

Congratulations to Magdalena Ziarko '05 on her acceptance to The Step Change Program, the National Theatre and Royal Opera House's career development program in partnership with the Young Vic, BAC and Nitro. Magdalena will be pursuing her interest in producing and general management in the arts, with a more direct involvement in creation and delivery. Magdalena describes it as "the opportunity of a lifetime because you have an amazing support system of professionals in the arts, as well as the platform to be able to try something completely new risk-free." <http://www.nationaltheatre.org.uk/53630/step-change/step-change.html>

Jinny Yu



Associate Professor of Visual Arts at the University of Ottawa, Jinny Yu '02, spent her winter months completing an artist residency in New York City. In February, her work was shown at The Convent of St. Cecilia in Greenpoint, Brooklyn. In March, Yu exhibited at the PULSE NY art fair.



"Tiepolo Project", oil on aluminum, 64.5"x 528", 2011
installation at Confederation Centre Art Gallery, Charlottetown

Laurel Smith

By Laura Moore

The town of Perth, Ontario is truly making the most of having a Schulich grad in its midst. In addition to serving as artistic producer of The Classic Theatre Festival which is gearing up for its second annual season of plays, where it will feature works from Broadway's heyday including John van Druten's *Bell, Book and Candle* and Jan de Hartog's *The Fourposter*, Laurel Smith '93 has taken on the future economic development of the city as well.

In December of 2010, Smith was commissioned by the Perth Chamber of Commerce to undertake a strategic analysis and craft a set of recommendations for Perth, as the town continues its economic development. Her proposal focused especially on improving Perth's tourism strategy and transforming the city into a destination for travelers and workers alike.

Smith's interest in the project stemmed from her business school background and her deep-seeded understanding that the success of the local arts scene is inevitably tied to the success of the community. "What we found here is a fantastic community, and that the summer theatre festivals are reliant on tourism. Though Perth was involved in tourism, they weren't fully taking advantage of all available opportunities to encourage people to come to the town...It's heartening to see we've made an impact, gotten the issues known ... I intend to stay in Perth and be an engaged citizen. I don't think of myself as a businessperson, I'm a cultural entrepreneur, but it's about the integration of the entire community. It's the community that needs to ramp up the change."

Joyce Zemans awarded Diplôme d'honneur by Canadian Conference of the Arts

The *Diplôme d'honneur* is presented annually by the Canadian Conference of the Arts (CCA) in recognition of a sustained contribution to the cultural life of Canada. Joyce received this national award in recognition of her contributions as a scholar, mentor and leader. As recipient of the Diplôme d'honneur, she joins a distinguished company of Canadians, including pianist Glenn Gould, filmmaker Norman McLaren, artist Joe Fafard, author Gabrielle Roy and architect and philanthropist Phyllis Lambert.



Joyce with ARTM alumni, Michael Murray, Jason van Eyk and Pat Bradley at the CCA conference awards presentation.

In expressing her appreciation for the award, Zemans cited a line from the poem "Honour the Artist" by filmmaker Alanis Obomsawin: "The artist is the voice of the country." For me, the starting point and inspiration for what I do is always the work of art," Zemans said. "As an art historian, teacher and arts administrator, I've had the privilege of spending my life exploring artistic vision: analyzing and interpreting it, and trying to ensure recognition of the artist's role in our society. Artists have the power to move, enlighten and inspire us, and to force us to think about – sometimes, to re-think – the way in which we see the world." She also paid tribute to the coalitions of citizens, artists and organizations like the CCA, who have helped to shape Canadian cultural policy, and by extension the Canadian culture that we know today.

Zemans' years of service at York University have seen her in many roles: as professor of art history and curatorial studies, chair of the Department of Visual Arts (1975 to 1981) and dean of the Faculty of Fine Arts (1985 to 1988); Robarts Chair in Canadian Studies (1995-96); acting director of the MBA program in Non-profit Management & Leadership in the Schulich School of Business (2000 to 2001 and 2008-2009); and as director of the Graduate Program in Arts & Media Administration.

On the national stage, Zemans served as director of the Canada Council for the Arts from 1988 to 1992, leading the organization through a pivotal period of transition. She was a member of the Prime Minister's Canada-Japan Forum and the Department of Canadian Heritage's Expert Advisory Committee on the Convention on Cultural Diversity. She also served on the Culture and Communications Committee of the Canadian Commission for UNESCO and the steering group for the Centre of Expertise on Culture and Communities, for the Creative City Network of Canada.

Appointed a member of the Order of Canada in 2002, in recognition of her extensive and valued contributions to Canadian arts and culture, she holds honorary doctorates from the University of Waterloo and the Nova Scotia College of Art & Design and is an Honorary Fellow of OCAD University.

Excerpted from YFILE November 22, 2010

Theatre Museum to get permanent home

The announcement, by theatre impresario and ARTM Advisory Board member David Mirvish, that the Theatre Museum Canada will have a permanent home was wonderful news for Canadian theatre and for the Theatre Museum Canada's Executive Director, Mike Wallace, '03. The museum's new location in the heart of Toronto will be a vital addition to Canada's rich theatrical heritage.

Planning is underway for an exciting museum that will be an integral part of Canada's theatre, past, present & future. Its 900 square metres will include space for dynamic exhibits, presentations and educational programming

"How thrilled I am to hear about our new home," says Theatre Museum honorary patron Christopher Plummer. "God bless David Mirvish, everyone responsible and 'all who sail in her,' for magically evoking this major miracle," enthused Plummer, adding "Bravo! Merci et bon voyage!"

Excerpted from the Theatre Museum Website



Globetrotting

Joyce's extensive travel schedule over the last year has given her the opportunity to visit with alumni in Vancouver, New York, Singapore, Beijing, London and Paris. Don't forget to keep us up to date on your current coordinates so that Joyce can visit when she's in your part of the world!

*Left to right, standing: Tim Porteous, Joyce, Simon Parker '01
Left to right, seated: Janice O'Briain '97, Kate Stephenson, Tracey Macke '02, Susan Brekelmans '04, Bea Donald '74 in Vancouver, June 2010*



Left to right: Emilie Morcillo '00, Megan McGuire '08, Joyce, Tatiana Kolnichinski '01 in Paris, March 2011

AMMC – New Player

By Lee-Anne Van Buekenhout

The AMMC welcomed over 30 Schulich students to listen to three major players in Canada's burgeoning video game industry on Thursday, March 31. Jason Kee from the Entertainment Software Association of Canada, Paul Gold, the Vice President of Digital Leisure, and Nathan Vella, co-founder and President of Capybara Games (who joined us via Skype) spoke about current gaming revenue streams, the realities of breaking into the videogame industry and where the industry is headed.

All three panellists stressed the importance of passion for gaming as the single most important criteria for pursuing a career in videogames, and each shared a story about his own beginnings in the industry. For example, Nathan Vella combined his enthusiasm for videogames, and an entrepreneurial spirit to start his own company with like-minded friends.

Advice for industry hopefuls - start with the creative part, an idea for a game. Only then can we take what we've learned as students at Schulich and put our business knowledge to work to get it made and available for public consumption. The combination of creativity and business skills necessary to break into the videogame industry made this a perfect event for the club to present and we were thrilled with its success. What a great way to end the AMMC 2010-2011 year!



“Who's Where?”

Colleen Berg '10

Strategist, Fresh Squeezed Ideas

Emma Jenkin '10

Communications & Special Projects Coordinator
Canadian Music Centre

Christina Kubacki '10

Coordinator – International Film Distribution, Entertainment One

Jennifer Matotek '10

Senior Coordinator, Programme Administration, Bell Lightbox

Richard Rabkin '10

Director of Marketing & Business Development, COR

Julie Whelan '10

Consultant, Nordicity Group

Adam Walker '10

Associate Brand Manager, Johnson & Johnson

Daniel Caunter '09

Environmental Projects Lead
SANYO Canada

Craig Gibson '09

Attorney, Milbank (NY)

Orin Zhao '09

Developer, Capcom Interactive

Kevin Horton '08

Financial Services Executive
IBM Canada Ltd.
(Co-Producer, Angelwalk Theatre)

Sandarac Lee '08

Account Manager
Chemex Industrial Co. Ltd.

Megan McGuire '08

Marketing/Product Manager
Novalys (Paris)

Meghan Roberts '08

Cultural Development Officer
Economic Development and Culture, City of Toronto

Richard Bloom '07

Managing Editor, CityNews.ca
CityTV, Rogers Media

Roma Ebrahim '07

Product Strategist
Rogers Digital Media

Kevin Lee '07

COO, China Youthology (Beijing)

Stephanie Marshall '07

Senior Product Strategist
Rogers Media, Digital

Chris Murphy '07

Client & Marketing Manager
Interstrata

Angela Nelson '07

Director of Development & Sponsorship (Interim)
Tafelmusik Baroque Orchestra

Joe Bartok '06

President, This is the Deal Inc

Ella Wong '06

Marketing Communications Manager, Huawei

Michael Brown '04

VP Business Development
Mobile – OLSON

Seumas Graham '04

Director, Business Development
Frog Design (Shanghai)

Keith Gordon '03

President: Toronto Region
CEO Space

Louise Malhotra (Procktor) '03

Director of Licensing & Promotions, Segal Communications

David Allard '02

Marketing Director, Diageo

Anne Cobban '02

Director of Development
Bata Shoe Museum

Stefan Wirthensohn '02

Director, Sales & Industry Office
Toronto International Film Festival

Robert Bishop '00

Manager, Student Services & Planning, School of Kinesiology & Health Science, York University

Rebecca Gimmi '00

Programme Coordinator
Justina M. Barnicke Gallery

Emilie Morcillo '00

Business Manager
Linklaters, LLP (Paris)

Lisa Perelman '00

Account Director, JamDirect

Darrell Steele '00

Manager, Development Services
Art Gallery of Ontario

Melusine Klein '98

Communications Advisor,
Strategic Planning & Research
Ontario Ministry of Health and Long Term Care

Jessica Kamphorst '96

Director, Advancement
Canadian Institute for Advanced Research

Ken McRory '96

General Manager, Vortex Canada

Andrew Munro '96

Asst. Production Accountant
Directors Guild of Canada

Kate Halpenny '94

Major Gifts Officer, United Way

Luisa Woods '94

Head of Marketing
RMG Technologies (Malaysia)

Debra Bennett '90

Director, Corporate Sales
Black Creek Music Festival

Elaine Baxter-Trahair '88

General Manager, Children's Services, City of Toronto

Holly Gnaedinger '74

Owner, Twice Found

Bill Poole '73

Interim Executive Director
Clay and Glass Museum

Congratulations...

to Emma Jenkin on her recent marriage and to our alumni and their spouses who have recently welcomed children into their families:

Leanne Atkinson
Richard Bloom
Susan Brekelmans
Brian Goldenberg
Rebecca Langstaff

Please keep us posted!