

Business & Tourism Newsletter

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Celebrating another Successful Year

As you read this, chances are you are finishing a very busy term of study. In fact, if you plan to walk across the stage in May this may be your last term at the Mount. As you prepare to wind down your studies it can be worthwhile to reflect on the past year and its challenges and successes.

It has been an exciting year. The fall term launched with a highly successful Business and Tourism Conference. It ended with a very well attended Career Week. Since we appeared to be “on a roll” engaging students and the business community, the business and tourism department hosted another Career Week in March.

In January our department held its first ever Caritas Day Food Drive. Despite the fact that it was only two weeks from idea to event, the event was well attended and the food bank in the Student Resource Centre was filled to overflowing. Also, those in homeless shelters enjoyed a healthy meal prepared in Caritas Residence by the caring hands of faculty, students and the Sisters of Charity.

The Dept. of Business and Tourism extends a big thank you to all of the students who have taken advantage of these opportunities and who have helped to make them all possible.

Hats off to Another Great Career Week



Names of presenters and businesses represented during March Career Week appear in the word cloud.
Source: Wordle.net.

The Dept. of Business and Tourism wishes to thank members of the local business community, faculty and staff, for making its second Career Week a success. March 7-11 was a busy week as Mount students interacted with members of the local business community. Over 300 students attended and 25 business leaders provided valuable information for students to consider as they make career decisions.

Students who are seeking career positions for May 2012 should begin their initial job search now. Most firms recruit in the fall months for spring graduates.

Spring graduates for 2011 should be well on their way, but they may want to touch base with faculty members and follow up with previous co-op employers and other contacts, including those who they spoke to during Career Week.

Social media are becoming important job search tools. Students are reminded to clean up their Facebook pages and to register with Linked In, which is a go-to resource for recruiters.

2012 graduates should plan to attend the Career Fair which will be held on September 27, 2011 in Cunard Centre. For more information about this and other career-related activities and services visit Career Planning Services at the MSVU website, or go to their office in Evaristus 219.

Students should also plan to attend the 2011 Business and Tourism Conference on October 27, 2011, and the next Business and Tourism Career Week to be held in November.



WANTED: Two Students to Study in Mexico

Mount students are continuing to take advantage of the tourism mobility exchange program to spend a university term away, studying at a partner university located in a different country. Students have the opportunity to study in Mexico and the Dept. of Business and Tourism is looking for two students to travel there next year as part of the mobility exchange program.

This term Darcy Boucher took advantage of the opportunity to study in Mexico. The Mexican location is in the fabulous Yucatan peninsula, far away from troubled towns torn apart by organized crime. However, it is possible that not all students, or their families, make that distinction when considering travel to Mexico.

Prof. William Murray, one of the Mount's tourism faculty members, noted that travel to Mexico is quite safe and he would have no problems going there. In a recent interview on CTV News with Steve Murphy, Prof. Murray noted that as long as travelers use common sense they can have a great time. Unfortunately, when vacationing some tourists take unnecessary risks such as consuming too much alcohol to put safety first, partying with strangers in a strange place, or taking unlicensed transport. Most resorts and resort towns are quite safe and university campuses can be as safe as Canadian schools.

If you are interested in studying for a term in Mexico, contact Paula Barry in the International Education Centre in Evaristus 202.



Exciting Project Launched for the Mount's New Teaching, Learning and Research Centre



Photo Credit: President's Office, Mount Saint Vincent University

The spring of 2011 brings a new beginning and an air of excitement as the Mount focuses on growth and renewal. The next 20 months will move these goals into high gear as the Mount launches a project to bring a new state-of-the-art sustainable building to campus.

This building is important to the Mount. We haven't had a new academic building since the early 1970s. Our flagship programs need space to grow their research and teaching activities...and business and tourism have been targeted as two of those programs.

The new building, pictured in artist's renderings in photos above and on the following page, is designed around four teaching and research pillars. These pillars include business and tourism, women, communications and public relations, and the Centre on Aging.

The building, currently dubbed the Teaching, Learning and Research Centre (TLRC), is a critical next step in the development of the Mount and it has the full support of the Mount community, including the Board of Governors.

The building will be five stories high and nestled in the woods beside the EMF centre, connected to the centre by the fully funded RBC West Link. It will house the latest technology for teaching and research.

The Business and Tourism facilities will include classrooms, case study rooms, presentation rooms, undergraduate and graduate seminar rooms, co-op education and new faculty offices. Faculty are excited about the prospect of moving from the Seton Annex to new digs with more office space, storage, and better working conditions.



Photo Credit: President's Office, Mount Saint Vincent University

Other perks will include tiered classrooms designed to stimulate discussion and debate, smart board technology, a multi-use public relations studio, learning labs, a top-notch faculty resource centre, and professionally appointed interview rooms for co-op education. The studio will have equipment for technical instruction in news conference rehearsals, crisis simulations, and production suites suitable for producing professional quality videos. Case study rooms will be designed for students to use in group work and discussion, greatly enhancing the learning environment for business and tourism students.

However, buildings like the TLRC come with a price. The Building Tomorrow Together campaign was tremendously successful in attracting fundraising for key projects, including student financial aid and establishing a Chair in Learning Disabilities. However, only \$3 million in building funding was raised for the TLRC. It is important to raise \$9 million more to move forward to the construction phase with \$1 million targeted for Business and Tourism donations.

In order to raise this capital the Mount is launching a new fundraising initiative with a single goal: getting donations for the building. The project starts from a position of strength, with \$3 million in existing donations and all of the fundraising connections and wisdom from the Building Tomorrow Together campaign.

This innovative fundraising approach will also build on the Mount's strengths in educating women and celebrating their successes. Twelve major gifts will be solicited to honour 12 leading Canadian women. In addition, 2,012 Canadian women will be invited to donate to the project. Also targeted will be major donors, alumnae, past donors and friends of the Mount.

In addition to targeted giving there will be naming opportunities to raise funds for the building. Inner spaces, classrooms, case rooms, labs and the building itself will be named to reflect donor levels. A donor wall will also be built to honour gifts of various sizes.

The fundraising initiative will be launched in May, 2011 with the goal of securing the \$9 million over twenty months: hence the name of the fundraising initiative: Project Twenty12!

The Mount's time has come! To learn more about Project Twenty12, or to make a donation, contact University Advancement at (902) 457-6470.



The Regal Beagle Band: Mount Students Rock Metro



In late September 2010 five friends decided to put their talents together and form a band. Band members, hailing from all corners of Nova Scotia, included Luke Levy (lead guitar/vocals), Jacob Noonan (vocals/rhythm guitar), Kyle Findlay (bass), Calen Kinney (fiddle) and Rob Wickstrom (drums). Luke, Rob, Calen and Kyle all attend the Mount and Jacob is a past Mount student.

Following the departure of Jacob in January, John Karlsson moved to Halifax from Sweden and was added on rhythm guitar and backing vocals. John had just finished a term studying at the Mount as an exchange student.

They called themselves The Regal Beagle Band and they haven't looked back since.

From their humble beginnings in friends' garages to blasting onto the Halifax music scene at venues like Club 1668, Gus' pub and The Seahorse Tavern, The Regal Beagle Band quickly wooed fans from all around.

At their first show with the new line-up they rocked the Seahorse Tavern, opening for Alert the Medic, and leaving the crowd wanting more. The band is currently working on two recording projects: a pair of songs for the 'Halifax Plugged in 10' CD and a 6 song EP set for release this summer.

With an arsenal of upbeat songs filled with steady beats, booming bass lines, soaring fiddle riffs, raging guitar solos, and lyrically crafted verses delivered in sweet harmony, backed by a high energy live show, this is one band you don't want to miss!

The Regal Beagle rocked Vinnie's Pub on March 17 and 20. Watch for scheduled gigs throughout metro to check them out firsthand. You can also connect on Facebook at [facebook.com/theregalbeagleband](https://www.facebook.com/theregalbeagleband).



Focus on Graduates

ASHLEY YEADON, BBA (CO-OP), CA

CONTRIBUTED BY ASHLEY YEADON

My name is Ashley Yeadon and I am a proud graduate of the Mount. I graduated with my BBA with a major in accounting in 2005. Today I am employed by a firm in the hedge fund industry.

I enjoyed my high school accounting classes and decided to continue with accounting as a profession when I entered university. I'm a big numbers person, so it seemed like a good fit. I also liked it because accountants can be used in all areas of business with many employment possibilities.

I would recommend accounting as a career. Accounting is used worldwide and it allows for someone to move around both physically and career-wise. It's also challenging. I've never had two days the same in my career. Accounting can also be a very challenging, and subsequently, rewarding career choice

My BBA gave me the guidance I needed to determine what path I wanted to take after graduation. One of the challenges I found was determining exactly what designation I wanted to pursue once my degree was completed. I was able to sit down with my professors and ask their opinions on the accounting industry and what they thought would be the most valuable career choice direction for me in the future.

Ultimately, I decided to pursue my Chartered Accountant designation while working at one of the larger accounting firms here in Halifax. The co-op program at the Mount gave me an opportunity to work for this firm prior to my graduation, which in turn led to a permanent hire. This helped me focus my direction on what I wanted to get out of my new career path, as opposed to looking for a career path, which so many new graduates face.

My undergraduate degree instilled the confidence and knowledge I needed to take the next step in my academic career. My education has given me numerous opportunities to work in dynamic and fast paced career positions. I have had the opportunity to practice as a Chartered Accountant outside of Canada, and more specifically, in New York City. My employer had an apartment in Manhattan and I was able to live there for several months. It was the experience of a lifetime. I have had the opportunity to mark the Uniform Final Examination (UFE) several times. The UFE is the three day long final exam taken by all CA students. I have also tutored both undergraduate students and graduates looking to further their accounting knowledge.

All of my success can be tied back to my undergraduate degree at the Mount where I was able to work with my professors to not only learn the technical knowledge I needed to further my academic career, but also to obtain the guidance to help determine my post-graduate education. The ability to sit down face to face with your professors and have a conversation about your thoughts and ideas and obtain their feedback is priceless.

My goals for the future are focused on bettering myself in my industry both educationally and professionally. I plan to continue educating myself in accounting as well as supporting those who are currently trying to obtain their accounting degree or designation.

Interested in touching base with Ashley? You can find her on Facebook.

Competitions Build Competence – Pick One!

Every year Mount students have the opportunity to engage in a variety of competitions both locally and across Canada. However, it seems that most Mount students are simply too busy to participate, or a little wary of taking the plunge.

Competitions are a natural extension of one's university studies. While contests can be stressful they can also be a lot of fun. Even if you don't win, participating can be a rewarding learning experience.

Some competitions involve case teams that work together to solve tough problems. They learn by doing hands-on analysis and presenting their strategies. They also learn by hearing what other teams have done in their analyses. This kind of exposure is invaluable and mimics life in the real world outside of the university environment.

Some competitions are hosted by businesses that have career-related job opportunities. Being noticed in a competitive environment can give a student the leg up on others who might end up competing for the same job.

At the very least, participating in a competition provides important information to include in a portfolio and resume. It shows that you are creative and not afraid of a challenge. It also speaks volumes for the confidence and tenacity that competitors bring to the task.

It is exciting to represent your university and degree program at an event that draws competitors from Atlantic Canada and beyond. Lifelong friendships are forged and memories are made.

Some competitions are held annually. Others may be one-off events held in celebration of an achievement or to recognize historical events.

Students should look at the list of competitions and determine if they will pursue any next year. If you are interested, Mount faculty will be happy to step up to the task of coaching you or helping to create a team. You do not have to be taking a course to compete. The competitions are extra-curricular activities related to your area of study.

Some competitions may be Learning Passport eligible. Check the Learning Passport Moodle site, or contact the Learning Passport Committee through Moodle email to inquire.

Here is a *Partial* List of Competitions Available to Mount Students

Competition: [Are you Smarter than a CEO?](#)

Sponsors: Saint Mary's University, ACOA, CEED and various private corporate sponsors
Task: Join other Atlantic Canadian students and compete to solve real problems faced by real businesses. Choose an actual company with a problem by watching videos online. Form a group and submit your own solution via video for the product of your choice – maximum of 5 minutes in length.
Prize: \$1,000 cash/team and an innovation prize for top winner
Timeline: January-February annually
URL: <http://www.smarterthan.ca>

Competition: [Trumped Competition](#)

Sponsor: Faces Magazine, SIFE Saint Mary's, Children's Wish Foundation, Metro.
Task: Groups complete a series of tasks involving marketing and promotion for non-profit and for-profit organizations.
Prize: \$15,000 in total
Timeline: Winter term annually
URL: <http://trumped.ca/>

Competition: [Inter-Collegiate Business Competition \(ICBC\)](#)

Sponsor: BMO, Ernst & Young, KPMG, National Bank and various private corporate sponsors. Held at Queens University, Kingston, ON
Task: Canada's premiere undergraduate case competition with opportunities in accounting, business policy, ethics, debating, finance, human resources, marketing, management and management of information systems.
Timeline: September-January, annually
URL: <http://www.icbconline.ca/>

Competition: [Elevator Pitch Competition](#)

Sponsor: CIBC. Held at Dalhousie University.
Task: Deliver your business plan in a one minute verbal pitch to a panel of judges.
Prize: Cash
Timeline: November
URL: http://entrepreneurship.dal.ca/Business%20Plan%20Competitions/CIBC_Business_Plan_C.php

Competition: [Canadian Marketing Association Student Competition](#)

Sponsor: CMA
Task: Develop a direct marketing campaign for a product and submit your campaign via courier to CDMA for juried competition
Prize: \$500, national website exposure, subscription to Strategy Magazine with award winning profile, one-year student membership to CMA
Timeline: November
URL: http://www.the-cma.org/awards/student_welcome.asp

Competition: [Atlantic Schools of Business Accounting Case Competition](#)

Sponsor: KPMG
Task: Complete an accounting case in a team environment.
Timeline: September-November annually
Contact: Any accounting faculty member at the Mount

Competition: [Estey Undergraduate Essay Competition](#)

Sponsor: University of Waterloo
Task: Students interested in accounting and ethics write a research paper for submission.
Prize: \$500 and chance to present the paper at the 1020 Canadian Annual Accounting Association meeting with travel expenses paid.
Timeline: March
URL: <http://accounting.uwaterloo/ethics/estey/index.html>
Contact: Prof. Elizabeth Hicks.

Competition: [Ace the Case](#)

Sponsor: KPMG.
Task: 2-day workshop for case-writing, analysis and presentation skills.
Prize: Winning regional team goes to Nationals and then International competition.
Timeline: January-February
Contact: Any accounting faculty member at the Mount or search www.kpmg.com

Competition: [Saint Mary's University Accounting Case Competition](#)

Sponsors: Deloitte, ICANS, FEI
Task: Student teams prepare and present a case on-site.
Prize: 1st place \$500, 2nd place \$250, 3rd place \$100.
Contact: Prof. Elizabeth Hicks

Focus on Students

JILLIAN HAGERMAN

BBA Student

CONTRIBUTED BY JILLIAN HAGERMAN



I grew up in Calgary, Alberta. My parents adopted me when I was a baby from a lovely woman who lives in California. They had her come up and live in Calgary for a few months until I was born. I always grew up knowing that I was adopted, which I used as motivation. I am still in contact with my Birth family in California, and I am reminded every day of how lucky I am to be where I am today. I have had amazing opportunities and support in my life.

I grew up with one brother and two sisters—all were adopted as well. We are a very close family. My parents believed in teaching us the value of hard work. I was hired for my first job when I was 14, which was picking up garbage at the Calgary Stampede.

It was important to my parents that we gained a sense of culture as well. When I was 16 years old we went to England and Africa for a month. In Africa we went to a community center to give the children school supplies and toys. We spent the rest of the day playing games with them—this was something that shocked the village. Apparently most of the people that came to give supplies only stayed for the presentation and would leave immediately after. For us it was natural to stay—and we had fun playing games with the children. That was a life changing experience, to see an entire village of children so grateful for pens and pencils. Things we can take for granted here because they are so easily accessible to us.

I moved to the Maritimes in September of 2005. I started at UPEI because I knew a person who went there and loved it. I moved not knowing anyone on the East Coast—never having traveled further east in Canada than Alberta at this point (which I know is very West—haha). I have had numerous people (still to this day) ask “Why the Maritimes—why PEI—Most people leave here and go West and you did the opposite.” The only thing I can say to them is I wanted to try something new.

When I get it in my mind that I want to change something—I really change it. I wanted something completely different. I love Calgary and I will always consider it home, but I felt it was time to live and see something different for awhile. It didn’t take me long to adjust to East Coast living. The mentality of people here is wonderful, very friendly and laid back—and on PEI, everyone knows everyone—which was a new concept to me coming from a big city.

I made friends quickly and loved my time at UPEI. I must have switched majors at least 4 times. I started in psychology—changed to business—back to psychology—and I finally settled in business, but not until I moved to Halifax.

I had visited Halifax a few times while living on PEI and fell in love with the city immediately. The character this city has is amazing and I knew this is the place I needed to be.

UPEI did not have a marketing program at this time—and with my recent major switches—I felt marketing was the best fit for me. (I look at it as the psychology of business). I applied to the Mount and moved here in the fall of 2009 and I absolutely love it.

I decided at this time that I would apply for Co-op. Co-op was one of the best decisions I have made for myself. I am currently on a Co-op term working for the Department of Business and Tourism at MSVU. This job has helped me connect with the school and the Halifax community on so many levels. It would have taken me a long time to have formed these kinds of connections on my own and again I am grateful for the opportunities I have had. I have considered taking more school once I finish my undergrad—and as for a career—I would love to own my own business one day.

Scholarship and Bursary Opportunities - Check them Out



Each year scholarship opportunities exist for Mount students. Not all scholarships are awarded every year. Some organizations will continue to offer scholarships, or even increase total amount of their scholarship opportunities for the Mount, if students continue to apply.

Too often students believe that if they don't have a high GPA, they can't get a scholarship. This is not true. There are a variety of scholarships available for various programs and not all are based on academic achievement.

Below is a list of in-course scholarship opportunities open to business and tourism students. Some involve cash awards, others are related to international travel and study opportunities. This list is not exhaustive. For more information on scholarships talk to your professors or visit the website for each.

Dobbin Scholarships 2011-2012

Ireland Canada University Foundation in partnership with the Ireland Fund of Canada. Value: \$7,000. Funds scholarly exchanges for Canadian students of all disciplines to study in Irish universities for a one-month period. Deadline: April 29, 2011
More information available at www.icuf.ie

Canadian Hospitality Foundation

Hospitality/Hotel/Tourism Scholarship
Value: From \$1,000, varies annually. For BTHM students in years 1, 2, or 3 degree. Criteria include: GPA, work experience, leadership ability, professional promise.

Contact: Dr. Karen Blotnicky

Note: A student can receive this scholarship only once. Applicants must be recommended by the Dept. of Business and Tourism

2011 Zonta International Jane M. Klausman Women in Business Scholarships

Value: \$250 with opportunity to win additional scholarships of \$1,000 (US), \$5,000 (US). High academic achievement, business study. First year students not eligible.

Deadline: April 19, 2011

Complete information and applications available from Dr. Karen Blotnicky, or from Zonta Club of Halifax via email: follini@ns.sympatico.ca

Frank H. Sobey Award for Excellence in Business Studies

Value: \$10,000. Awarded to full-time business students attending universities in Atlantic Canada. Six awards annually. Students must be recommended by their Dean based on academic standing, entrepreneurial interest, extracurricular activities, community activities, employment history and career goals.

For more information contact Dr. Sandi Findlay in the Dept. of Business and Tourism.

For more information about scholarships and bursaries available to Mount students visit:

**www.msvu.ca>
Student services>
Registrar's Office >
In-course Scholarships List**

Some are program-specific and require applications. Many have May 15th deadlines.

It's up to you!

Focus on Faculty



DR. JEFF YOUNG, PROFESSOR
B.A., B.Ed., M.B.A., M.A., Ph.D.

MANAGEMENT

Dr. Jeff Young is a much liked and respected professor and colleague. Jeff arrived at the Mount in 1987. Since that time he has seen a number of changes in the BBA program and has served as department chair.

Jeff was born in England. His family moved to Nova Scotia in search of new opportunities when he was just a boy.

His journey to the Mount was an interesting one. When he graduated from high school Jeff decided to pursue university. His experience with higher education was mixed, prompting him to re-engage in the workforce. Finally, he landed a job managing a Zeller's department store. Eventually, he got the bug to go back to school, something that would end up redefining his life focus and leading to new opportunities. He worked in the hospitality industry as a server. He ended up completing a Bachelor of Arts degree, and then a Bachelor of Education degree, at Dalhousie.

Unfortunately, by the time Jeff graduated with his education degree teachers were not in high demand. This prompted him to pursue an MBA at Saint Mary's University. He followed up his Master's degree by teaching, first at Saint Mary's and then at the Mount.

Completing an MA in Educational Psychology from the Mount was clearly an afterthought and something he decided to do "for the fun of it." Realizing he had found his niche as a university professor, Jeff completed a doctorate at Dalhousie.

One might think that all of that formal education would have turned Jeff into a dull guy. Nothing could be further from the truth.

He enjoyed playing rugby, first at Dalhousie where it was a club sport, then in Pictou County, and finally, in the Nova Scotia men's league.

Jeff wears many hats: academic, friend, father, husband, author, and gourmet chef. While doesn't consider his kitchen skills to be of gourmet caliber, his family and friends beg to differ. He likes to experiment with different ingredients and cooking methods. By most reports his culinary creations are very tasty, but he remains humble about his accomplishments in the kitchen.

In his role as an educator Jeff continues to enjoy teaching in the Executive MBA Program at Saint Mary's University. He was a team member for various global educational initiatives, spending time in Bermuda, St. Lucia, St. Vincent, and Yemen. He has conducted a variety of management development workshops for various organizations in Canada, Hungary and Jamaica.

His research focuses on how people learn in the workplace, with particular emphasis on learning styles, learning preferences, learning strategies and outcomes. He has also presented many papers at conferences, with his most recent conference presentation in Las Vegas in February. He has co-authored an organizational behaviour textbook and he continues to work to enhance the human resource focus within the business degree program.

You can visit Jeff in Seton #416, call him at (902) 457-6361, or send him an email at Jeffrey.Young@msvu.ca.



The Way We Were



A nostalgic team pic of the Department of Business Administration taken December 1988. This was prior to its merger with the Department of Tourism and Hospitality Management.

Who's who? Who's still at the Mount?

Back (L-R): Don Shiner, Malcolm Stebbins, Rod Tilley, Jeff Young, Ray Carroll, Randall Fisher.
Front (L-R), Deb Smicer (Dept. Secretary), Karen Blotnicky, Anne Thompson, Wendy Doyle, Ann MacGillivray and Elizabeth Hicks.

No longer at MSVU: Deb Smicer, Malcolm Stebbins, Ray Carroll and Anne Thompson.

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This issue marks the end of the second season of the Business and Tourism Newsletter. We are thrilled to have more contributors than we have had for previous issues and we encourage your continued feedback.

We have received your feedback and we are listening. Future newsletters will be expanded to provide more of the following:

- Student news – including Focus on Student and Focus on Graduate pieces
- History bits – some nostalgia and a walk down memory lane for students, faculty and staff
- More about upcoming events and past successes

Let us know more about what you want to see in the newsletter and send us story ideas via email, Karen.Blotnicky@msvu.ca.

Publication Information

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