

# Business & Tourism Newsletter

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## Business & Tourism Newsletter Turns 4!



The September/October 2012 issue marks the beginning of Year Four for the Business & Tourism Newsletter. Today's newsletter has more information than ever! It has enhanced the spirit of learning and innovation for students and faculty and it continues to bring the accomplishments of both to a larger audience in the Mount community and beyond.

Communication is the life energy of any organization. The Department of Business and Tourism is pleased to continue to offer the newsletter as a way to share exciting news and events, while providing a lasting record of life on campus.

A newsletter archive is available online at the Business Administration and Tourism/Hospitality Management department websites at [www.msvu.ca](http://www.msvu.ca). If you would like to go on our e-mailing list, contact [Karen.Blotnicky@msvu.ca](mailto:Karen.Blotnicky@msvu.ca).

## Chair's Welcome: Don't Miss Exciting Events this Year

CONTRIBUTED BY DR. PETER MOMBOURQUETTE

I would like to extend a warm welcome to both new students and those students who are returning to campus. The Mount is a wonderful university where faculty truly wants students to learn both in and outside of the classroom. The **Department of Business and Tourism** has scheduled numerous events this term for you to network with peers and faculty, learn from business professionals and build your resume to help you be successful when you graduate. *We have a great year ahead with so many great events to take part in.* So please get involved and take advantage of every opportunity to enhance your chances of being successful when you graduate from the Mount.

The **Learning Passport Program** is back this year and better than ever. You are going to want to get involved as much as you can so you can extend your education beyond the classroom and even earn extra bonus points in eligible classes. Participating is a sure way to get an enriching experience out of your program and there are many professional development opportunities.

In the fall term we have a **Career Fair** lined up for September 25th, so if you are looking for your dream job or just want more information about possible careers, you won't want to miss this event. This is a great opportunity to network with employers and to promote yourself as an employee.

In addition our **Job Coaching** will start in early September and run every second Monday at 2 pm. Job coaching provides students with an opportunity to meet with faculty and Career Services to learn about careers, job searching skills and to build your portfolio so you can get a great career when you graduate.

Job Coaching is for everyone as it will also focus on learning about work so you are prepared when seeking a part time or summer job as well as full time work post graduation.

October 18th is the annual **Learners and Leaders Business and Tourism Conference**. Business and Tourism students will not want to miss this year's keynote speaker. Additionally students will get the opportunity to hear from professionals in various fields, try their bidding skills at the silent auction, and showcase their own talents to employers. This is a great event to network with your fellow students, faculty, and business professionals. Students have such a great time at this conference and we strongly encourage each student to take part in this professional development opportunity.

Make sure you get your rest after the conference because on October 19<sup>th</sup> we have a **Wine Tour** to the Annapolis Valley. This is a great occasion to learn from local entrepreneurs about a growing industry in Nova Scotia and just have a great time with wine and food tasting.

Our fall term also features our biannual **Career Fair** from October 30 to November 5th. **Career Week** is a very popular event featuring upwards of 50 guest speakers where students get to hear from professionals in various fields, get answers to their questions, meet potential employers, and take part in workshops. This is a great way to become a more competitive candidate for your job search after graduation.

The fun continues into the winter term with the annual **Caritas Day** volunteer event, a tradition in the Mount community. Students are given a day off classes in January to give back to the community.

This is a very popular event so be sure to sign up early!

Students meet for a free breakfast and then hit the streets collecting food for the **Mount Student Union Food Bank** or helping the **Sisters at the Sisters of Charity Centre** prepare food for a local homeless shelter. After the activities, everyone will meet for a free pizza lunch and debrief of the event.

The Mount will also be hosting the **Social Entrepreneur for a Day Conference** again on January 25th and 26th! This is a two day conference where students learn about the concept of social enterprise and how to connect that with running a business. The second day of the conference, students are put into groups to develop and implement their own social enterprise ideas. It is a hands-on experience that won't disappoint and last year students raised over \$2,000 for charities.

Students may also want to sign up for the **Study Tour Course** (THMT 3380) which will take students to **Orlando, Florida**, to work with **Habitat for Humanity** over Reading Week in February 2013

We will be hosting a second **Career Week** during the winter term but with new panelists. So if you go to the one in the fall there is still something to glean from the winter career week. In addition **Career Services** offers students wonderful professional development events during both terms and many of them support the list of events here including **how to network for the Career Fair** and **Winning Resumes**.

All of these events are a great way to connect with the university and get the most of your university education. Additionally read your emails as the **Business and Tourism Society** and the **Social Leadership Society** will be adding their activities to this growing list. We strongly encourage students to participate in as many events as possible. Remember to sign up for the **learning passport program early**. For more information on any of these events, please email [business@msvu.ca](mailto:business@msvu.ca).

## Mount's BBA Earns National Accreditation



The Mount's Bachelor of Business Administration was awarded National Accreditation by the Canadian Institute of Management. This accreditation recognizes the quality of education that the Mount's Business Administration students receive, while also providing exciting career advancement potential for Mount BBA grads.

The Canadian Institute of Management (CIM) is a non-profit professional association that oversees credentialing in the management field. The association provides courses for attaining professional certification in the field, maintaining high quality standards among today's managers, while providing career options for students who graduate with a suitable business background.

CIM awards three professional credentials: Certified in Management (CIM), Professional Manager (P.Mgr.), and Chartered Manager (C.Mgr.). The Mount BBA will jump start graduates to achieving the CIM designation. Students who have graduated with their Mount BBA in Management will be able to proceed to their application for a CIM designation immediately after completing two years of related work experience.

"Receiving this National Accreditation speaks to the quality of the Mount's Business Administration program," says Dr. Peter Mombourquette, Chair of the Department of Business and Tourism. "This is another important step in providing our students and graduates with the ability to build valuable management skills while increasing their attractiveness to employers." (Mount press release, 2012).

For more information about the CIM designation and the Mount's accreditation, go to [www.cim.ca](http://www.cim.ca).



# Learners & Leaders Igniting Success

The Mount's Annual Business & Tourism Conference

## Announcing the 38<sup>th</sup> Annual Business & Tourism Conference!



Brittany Thompson (BBA, May 2012), President of the Business & Tourism Society (2010-11), introduces guests at the 2010 Business and Tourism Conference.

On October 18th the Department of Business and Tourism, along with the Business and Tourism Society, will hold its annual conference. The Learners & Leaders Igniting Success event will host panels of Human Resource directors and business and tourism professionals. Students will have the opportunity to ask panelists about their work and what it takes to get that dream job in the field.

In addition to panels of guest speakers, keynote speakers will provide insight at lunch and dinner. The event provides a great opportunity to learn more about career opportunities and for networking with industry professionals.

The conference is an excellent time to put your best career foot forward, whether or not you are graduating in the near future. All students should plan to attend.

For more information, or to buy a ticket, contact Miriam Gallant, Administrative Assistant, in Seton Annex 5, or via email at [Miriam.Gallant@msvu.ca](mailto:Miriam.Gallant@msvu.ca).



# Halifax Career Fair: Celebrating 15 Years of Connecting Students with Employers

CONTRIBUTED BY CHRISTINE FRIGAULT, COORDINATOR, CAREER PLANNING CENTRE

Are you graduating in 2013 and starting to make job search plans? Are you thinking ahead to next summer and wondering where you might like to work? Are you hoping to meet employers for an upcoming Co-op work term? Are you new to your program and wondering how it relates to real world career options? If you answered yes to any of these questions, then you need to attend the 15th annual Halifax Career Fair on September 25th! Presented once a year by organizing partners Mount Saint Vincent, Dalhousie, and Saint Mary's Universities, the fair provides an opportunity for Nova Scotia university students to meet with local, national, and international employers. Most employers recruit in the fall for positions starting the following spring, so if you are in your final year of study, the fair is not-to-be missed!

This year's Presenting Sponsor is the Province of Nova Scotia, which will have a pavilion of Nova Scotia employers available to speak with you about local opportunities. Other employers who will be in attendance range from Government of Canada departments and agencies, to Fortune 500 companies. As well, be sure to stop by the Best Dressed booth, sponsored by Winners, to have your photo taken in your best Professional or Workplace Casual attire, for a chance to win great prizes!

The fair will be held from 10:00 a.m. - 4:00 p.m. on Tuesday, September 25 at the Cunard Centre, and free bus service will be available from the front of Seton Academic Centre to the fair and back all day. Visit [www.halifaxcareerfair.ca](http://www.halifaxcareerfair.ca) for the bus schedule and a full list of exhibitors.

Don't forget to bring your Student ID, as it is required for entry, as well as your Learning Passport which can be stamped as you exit the fair. Also plan to attend our workshop on September 24, at 2:00 p.m. in Seton 528 to help you learn how to make the most of your visit to the fair! If you have further questions, please contact the Mount's Career Planning Services at 457-6567.



Like us on [Facebook.com/HalifaxCareerFair](https://www.facebook.com/HalifaxCareerFair) and answer trivia questions for more chances to win!



@HfxCareerFair

## Welcoming More FAFU Students this Fall

Last fall the Department of Business and Tourism welcomed its first cohort of students from the Fujian Agriculture and Forestry University (FAFU) in Fuzhou, China. The Mount is entering into a 2+2 program with FAFU to allow its grads to spend two years studying in China and two years at the Mount as students pursue degrees in tourism and business administration. This term's cohort is the largest yet for the Mount and the Department of Business and Tourism is very happy to have them join us on campus. After completing an accelerated University Bridging Program, FAFU students will join regular Mount classes in September. We wish them continued success and encourage them to engage with our department and fellow students to get the most out of their Mount educational experience!





## Focus on Graduates

KYLIE TONER, BTHM

CONTRIBUTED BY KYLIE TONER

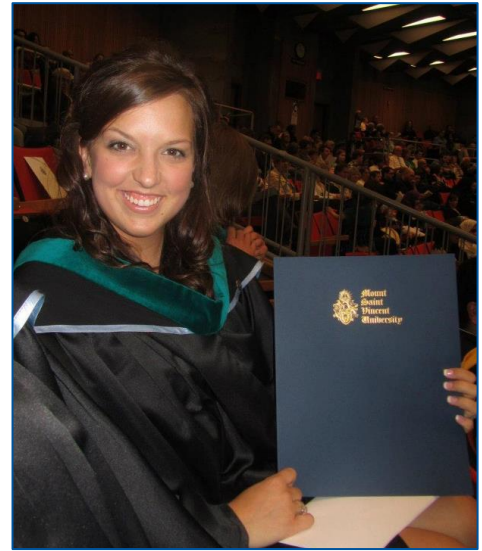
Although I'm from New Brunswick, I've called Nova Scotia my home for over 21 years. I did all of my schooling in the French schools of the province, attending Ecole du Carrefour in Dartmouth for high school. When I was making my selection for post secondary studies, I considered a number of universities in the Maritime Provinces but in the end chose the Mount for its small class sizes and campus as well as its close proximity commutes to home.

Although I had gone into Arts in order to eventually become a teacher, in my second semester I started having doubts about what I wanted to get out of my university experience and was looking to other programs.

When I took an Intro to Business class, I befriended a girl who told me all about the Tourism and Hospitality Management program. It was the first I had heard of the program but immediately knew that it was a better fit to my skills and personality and so before summer began I transferred into the BTHM. It was the right move for me! The program was all that I thought it would be and more.

I had the opportunity to work in three amazing co-op jobs over the course of my degree. My first co-op experience was as a tour guide at that Halifax Citadel National Historic Site. The following summer I branched out a bit and worked as a Media Relations Assistant for Nova Scotia Tourism, planning trips around the province for visiting journalists. My third and final co-op was as an Event Coordinator for the Pier 21 Museum of Immigration, assisting with the set up of a number of functions held on-site. Not only were my co-ops great learning experiences, I enjoyed the variety of positions and how much they allowed me to integrate my knowledge and learning about the tourism industry.

Another important part of my learning experience throughout my undergrad was not class or co-op related, but based upon seizing a number of learning opportunities through volunteering and becoming involved with a fraternity.



In 2010 I joined Alpha Gamma Delta International Women's Fraternity, Alpha Eta Chapter, as a collegiate member. The vision of Alpha Gamma Delta is to 'Live with Purpose' and I've learned so much from my involvement with this fraternity and experienced a lot of personal growth. It has inspired me to give more of myself to my community and I hope to continue this level of involvement as an alumna.

I was also fortunate enough to have opportunities to volunteer throughout my time at the Mount during Frosh Week each year as well as on the organizing committee for the Metro Universities Relay for Life. I routinely take part in the Run for the Cure, Walk to Cure Diabetes, and have recently been involved with Habitat for Humanity. I was thrilled to receive the Pacrim Leadership Award at convocation in May, in recognition of my extracurricular opportunities.

Although I have completed my undergrad I am excited to expand my learning further. Since my second year in the Tourism program I've developed an interest in the wine industry and am hoping to become a Sommelier someday. I am currently enrolled in the Wine Business Management Program at Niagara-on-the-Lake College which should help with my marketing and public relations knowledge for the wine industry. My degree in Tourism and Hospitality Management will surely be beneficial to me in this program and I am looking forward to the new opportunities Ontario has to offer me.

*You can reach Kylie on Facebook*

## Student Competitions: Seize the Opportunity to Distinguish Yourself



Each year there are a number of student competitions available to help you sharpen your business skills and gain valuable experience relevant to jobs in the field. Mount students do well in such competitions. And winning opens the door to employment opportunities and bragging rights while also stuffing your pockets with prize money.

Two competitions are listed below. This list is not exhaustive, so do a broader search by looking for student competitions online. If you are interested in competing Mount faculty will be happy to step up to the task of coaching you or helping you recruit a team. You do not have to be taking a course to compete and non-business students are welcome to try. These 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.

### 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:** September-October 11, 2011

**URL:** <http://www.the-cma.org/education-events/awards/student>

### Atlantic Schools of Business Case Competition

**Sponsor:** KPMG

**Task:** Complete a business case analysis in a team environment.

**Timeline:** The weekend of September 28, 2011 in Halifax, NS

**Contact:** Any accounting faculty member at the Mount (Note: This is open to all students, not just accounting students.)

**“FEEDBACKfeedbackFEEDbackfEEDbackFEEDBACKfeedback .....**



Feedback is important. Let us know how we're doing. Send us your ideas and comments via email, [Karen.Blotnicky@msvu.ca](mailto:Karen.Blotnicky@msvu.ca).



## Focus on Students

**MIKE DIACZENKO**

**BBA**

CONTRIBUTED BY MIKE DIACZENKO



Mike and daughter Emily.

My name is Mike Diaczenko, and I am a business student here at the Mount. Here is my story...

Coming from a military background, I experienced world travel from a very young age. I first moved to CFB Baden Solingen, Germany, at the ripe age of ten months. After travelling back and forth between Canada and Germany for the next fourteen years, we finally settled in St. John's, Newfoundland. Now there is a culture shock if you ever wanted one! I attended high school at Booth Memorial High and proceeded to join the Naval Reserves as a Naval Signalman, prior to graduation.

After completing recruit school, I accepted a contract to Victoria, BC, to complete my training and get a little on-the-job training. In 1993, I decided to return home to Sydney, NS, and further my education at Cape Breton University. At the same time, I decided to try my hand in the Army Reserve (the whole "be all you can be" type of thing). I transferred from the Naval Reserves to a program called Reserve Entry Scheme Officer, and signed up to 35 Sydney Service Battalion as an Officer Cadet. The program is set up in such a way to allow you to attend university full time between September and April, followed by training over the summer months.

This allowed students to make sufficient money to carry on their studies for the next year. However, I was 21 years old and ended up having money in the bank for only a short while (you get the point)! So it was student loans for me!

My second year in training I sustained an injury to my back precluding me from continuing in the program. I attempted one more time, but could not keep up the required pace with an injury. I was left with three choices: return to the Navy, become an enlisted army man, or leave the military. I opted to go back to the Navy, and enlisted in the Regular Force as the new Naval Communicator. I have completed various sea tours, including two NATO trips around Europe, and I was part of Operation Apollo, which brought me over to the Middle East. Those are experiences I would not trade with anyone.

When I returned from the Middle East, I was fortunate enough to run into (and eventually marry) my wife. We had been friends for quite awhile and I bumped into her shortly after I got back. Now this is relevant to my studies today, because for our honeymoon, my new bride convinced me to go on a cruise with Royal Caribbean Cruise Ship, *Mariner of the Seas*.

Being a sailor, I had no interest in ever stepping foot aboard another ship for a holiday, but as we all know, new wives always win! So off we went the morning after we were married. The experience on board is one I will never forget. It was amazing and it opened my eyes to the tourism industry. In fact, I am still boasting about it to people I meet today.

But how did I end up at the Mount? About five years ago, I seriously injured my knee while working aboard one of the naval ships and I have had surgeries, but to no avail. It was decided that my knee will never fully heal and I can no longer serve in the military. I have retired on a medical pension, whereby, the military will offer me retraining to set myself up with a new career. At first, I was headed to NSCC to take a quick tourism or office admin course and to go find a job. My advisor recommended that I check out the Mount. As you can obviously see, I chose the Mount and it has been one of the best decisions I could have made.

As a business student, my goals have changed slightly from the first day that I got here. I came in to the recruiting office and had full intentions of being an accountant. Well two weeks into my first summer course, my plan quickly changed. I have found my home in marketing and tourism and the Mount is definitely the place to be.



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## Focus on Faculty: Dr. Peter Mombourquette Wins Teaching Innovation Award

Dr. Peter Mombourquette, Chair of the Dept. of Business and Tourism, was honoured with the Senate Teaching Innovation Award at the May convocation.

The Teaching Innovation Award recognizes a faculty member who has demonstrated outstanding teaching innovation resulting in a significantly enhanced learning experience for our students. Peter believed that one way the Department of Business and Tourism could offer students a superior university experience was through extra-curricular programs that link classroom learning to professional experience. Through his research he discovered students lack awareness about the application of theory and career development. He also discovered that students had a strong desire to engage in experiential learning and to give back to society. While many students were motivated to engage in these activities, they lacked the knowledge to get started.

Over the past two years Peter has worked tirelessly with members of the Department of Business and Tourism to find ways to make the business community more accessible to students, while engaging them more in interactive learning. His efforts in this area have enhanced the learning experiences of students and helped to make the Department of Business and Tourism a leader in student engagement. These efforts have resulted in the creation and enhancement of many events that members of the Mount community have come to expect. These events include Caritas Day at the Mount, where the department organizes an annual food drive and volunteer day in partnership with the Sisters of Charity – Halifax. Over 150 students and faculty volunteered at this year's event.

The curriculum in THMT 3380, a study tour course, was revised to create a hands-on study tour course, where students learn about volunteer tourism and engage in hands-on projects as part of their evaluation. In February, THMT 3380 students traveled to New York City and volunteered with the Sisters of Charity in food banks and other projects on the ground to help the less fortunate.

Last winter Peter also created and chaired the innovative Social Enterprise for a Day conference which featured over 150 students engaged in peer learning by starting and managing social ventures.

Peter was at the helm when the department introduced the Learning Passport, a unique approach that links these opportunities to classroom learning. More than 400 students are actively engaged in their education. Students receive bonus points in many business and tourism classes for participating in workshops, conferences and volunteer activities.

Dr. Mombourquette's contributions have not gone unnoticed by those who matter most. A Career Week and Learning Passport survey showed that 91% of the students felt the events were beneficial, 85% indicated the extra-curricular learning was enjoyable and 83% stated the events enhanced their learning. One Business Administration student said "These extra opportunities give Mount students the edge over the competition and better prepare them for life after graduation".

Through Peter's continued leadership, the Mount's Department of Business and Tourism will continue to create new and exciting ways to engage students and to better prepare them for successful careers in their chosen fields.



## Immediate Action Required!

CONTRIBUTED BY PROF. ANN MACGILLIVARY

### ACCOUNTING MAJORS – Immediate action is required!

If you are an accounting student planning to become a Chartered Accountant this article is for you. September is recruiting month for Chartered Accounting firms and CA Authorized Training Offices. The firms generally recruit in September of one year for a work start date of September 1st of the next year. Wouldn't it be wonderful to know you have a job long before you graduate?

The recruitment process for Chartered Accounting students is rather a unique one. The goal of the intense and condensed recruitment and selection process is to hire the best and brightest accounting students from universities across Canada. This once-a-year hiring process is usually over by the end of October in your graduating year. Don't miss the CA hiring opportunity by thinking you'll just wait to apply until after you graduate! Application deadlines range from mid to end of September.

The major CA firms will generally hold off-campus information sessions/receptions in early to mid September. MSVU, DAL and SMU students are all invited to attend. You should be prepared to attend dressed in business attire and be ready to introduce yourself to representatives from the firm. Offering a business card with your name, contact information and university is also a very smart move. Competition is fierce for the limited number of CA student training positions available.

Researching the profession and the individual companies is essential. Companies provide lots of information about themselves on their web sites and representatives will expect that you have some knowledge of the company during an interview. You will also be expected to know about the educational requirements to become a CA. The Atlantic School of Chartered Accountancy ([www.asca.ns.ca](http://www.asca.ns.ca)) is responsible for the educational requirements beyond your degree in the Atlantic Provinces. The Institute of Chartered Accountants of Nova Scotia web site ([www.icans.ns.ca](http://www.icans.ns.ca)) is also very useful for your research purposes.

Companies and firms that hire in Nova Scotia, Barbados and The Bahamas can be found at the web site <http://www.icans.ns.ca/media//documents/CAStudentTrainingOffice.pdf>. If you plan to work in another province simply look up the Institute of Chartered Accountants for the particular province you are interested in.

The Career Planning Centre will announce deadline dates and information sessions as they become available. You can also visit the web sites of the individual CATOs that you would like to work for.

The Mount's Career Planning Centre will be offering a "Winning Resumes" session on September 10th. An "Interview Preparation" workshop will be available on September 21<sup>st</sup>.

## Upcoming Events for September and October 2012

### Note these events on your calendar...

For more information about career planning and related events, contact: Julie Fillmore via phone (457-6567) or email ([careerplanning@msvu.ca](mailto:careerplanning@msvu.ca)). For information about events hosted by the Department of Business and Tourism, contact Miriam Gallant via phone (457-6175) or email ([Miriam.Gallant@msvu.ca](mailto:Miriam.Gallant@msvu.ca)).

#### [Winning Resumes Workshop](#)

September 10, 2012, Seton 528; 2:00-3:00 PM

#### [CPS Road Show](#)

September 11, 2012, RBC Seton Link, 1:30-3:30 PM

#### [Earn While You Learn - Finding a Job On-Campus](#)

September 12, 2012, Seton 528; 10:00-11:00 AM

#### [Drop-in Job Club](#)

September 17, 2012, Seton 504; 2:00-3:00 PM

#### [Get Hired - Find a Job Before You Graduate](#)

September 19, 2012, Seton 528; 10:00-11:00 AM

#### [CPS Road Show](#)

September 20, 2012, RBC Seton Link; 1:30-3:30 PM

#### [Interview Preparation Workshop](#)

September 21, 2012, Seton 528; 10:00-11:00 AM

#### [Networking at the Halifax Career Fair](#)

(See article in this newsletter about making the most of this event)

September 24, 2012, Seton 528; 2:00-3:00 PM

#### [Halifax Career Fair](#)

September 25, 2012

Cunard Centre; 10:00 AM - 4:00 PM

#### **KPMG Case Competition: Atlantic Schools of Business Conference**

September 28-30, 2012

Atlantica Hotel

#### [Drop-in Job Club](#)

October 1, 2012, Seton 504; 2:00-3:00 PM

#### **38<sup>th</sup> Annual Business & Tourism Conference**

October 18, 2012: Learners and Leaders: Igniting Success  
Sponsored by the Department of Business & Tourism

### **Publication Information**

The Business and Tourism Newsletter is published by the Department of Business and Tourism at Mount Saint Vincent University. The primary purpose of the newsletter is to communicate items of interest and event information to students, faculty, staff, graduates and friends of the Mount business and tourism community. The newsletter is provided both online and in hard copy, bimonthly from September through April. Information in the newsletter is created by faculty editors and contributors. Images are obtained from contributors and Microsoft Office. Inquiries about the newsletter's form, or its content, should be addressed to Dr. Peter Mombourquette, Chair, Department of Business and Tourism, MSVU.

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