

THE CORNERSTONE

Schulich
Annual Fund



GOOD NEWS

Schulich breaks ground and wins a Bryden Award

On September 30, Schulich hosted an official groundbreaking ceremony on the land directly east of the Seymour Schulich Building – the future home of our new \$50-million Graduate Study and Research Building. The 67,000-square-foot building is designed to be one of the most environmentally sustainable academic buildings in Canada and will be the new home for a number of Schulich's Masters-level programs. The new building will also house Schulich's many Centres of Excellence, including the newly established Brookfield Centre in Real Estate & Infrastructure, the Centre of Excellence in Responsible Business, as well as the Centre for Global Enterprise. The ceremony also kicked off the School's Leading Change campaign, which sets the foundation for Schulich's continued growth and innovation. The Leading Change campaign is built upon five key pillars: campus expansion; research and discovery; innovative thinking; student success; and alumni engagement.

Bill Graham (MBA '86) receives the 2016 Bryden Alumni Award for Outstanding Contribution

On November 24, Bill Graham received the York University Bryden Award for Outstanding Contribution. Bill continues to be a driving force in Schulich's success through his all-encompassing contribution and service to the School and University. Bill currently serves as President of the Schulich Global Alumni Network, Executive-in-Residence at Schulich, member of Schulich's Dean's Advisory Council, and is a generous major donor, passionate Dean's Society charter member and loyal Annual Fund donor. Congratulations, Bill!

Pictured top (L to R): Prof. James McKellar, John Hunkin (MBA '69, Hon LLD '04), Co-Chair, Leading Change Campaign, Rhonda Lenton, VP Academic and Provost, Mamdouh Shoukri, CM, President & Vice Chancellor, Dezső Horváth, CM, Dean, Schulich School of Business and Frank Paul (MBA/MFA Class of 2017), President, Graduate Business Council. **Pictured bottom:** Bill Graham (MBA '86)



ALUMNI SPOTLIGHT

"What I love about my job is that I'm not limited to just the job description. My skills and abilities have enabled me to work on many projects across the organization," says Hannah Ierullo (BBA '16), who assumed the role of Allocation and Planning Coordinator in June and promoted to Financial Analyst TMaG at adidas in November.

Hannah started her journey with adidas as an Allocation and Planning Intern after completing the second year of her Schulich BBA, which proved to be a turning point in her life. Hannah quickly learned that all of the courses she took in her first two years were applicable to the real business world. "I was able to put the skills and knowledge I had gained to substantial use," she says.

With her sights set on growing her experience and learning all the angles of the retail business, Hannah is currently pursuing a Master in Accounting at Schulich, with the goal of completing her CPA. "Today, I am constantly enhancing my knowledge and bringing classroom conversations into reality."



THE DEAN'S SOCIETY

Schulich School of Business

By the numbers

2014

Established in the fall of 2014 to celebrate Schulich's 50th Anniversary

95

Schulich's premier leadership giving society, with 95 supporters and counting

1968-2016

Members span Schulich generations from the Class of 1968 to the Class of 2016

4 14 77

White Leaf \$10,000 – \$24,999
Grey Leaf \$2,500 – \$9,999
Black Leaf \$1,000 – \$2,499

A total of four White Leaf, 14 Grey Leaf and 77 Black Leaf members

\$400,000

Raised over \$400,000 for Schulich students since its launch

\$30,000

Awarded close to \$30,000 in student financial aid during the 2015–2016 campaign period

125+

2016–2017 campaign goal for Dean's Society members

To learn more about the Dean's Society, please visit:

supportschulich.ca/deansociety

or contact Ellinore Gomez,
Development and Alumni Relations
Tel: +1 (416) 736-5648
E-mail: deansociety@schulich.yorku.ca

DONOR IMPACT STORY

"I know that I speak for all of my classmates when I say that our Schulich education was transformative," stated Dennis Fotinos (EMBA '04), Executive Chairman of Enwave Energy Corporation.

Dennis gives high marks to Schulich for its challenging and thought-provoking curriculum and to the professors who deliver it. "Having experienced the benefits, as alumni, we now have the responsibility to give back," Fotinos said.

So when the School launched the Dean's Society in celebration of its 50th Anniversary, Dennis was one of the first to join Schulich's premier leadership giving society. His generous investment in the School's Highest Priorities Fund has delivered a powerful boost to the Schulich student experience.

Dennis' continuing support makes it possible for the School to invest in the development of new programs, engage in innovative research and drive student success through alumni-funded bursaries that help ensure the delivery of a first-rate management education and experience to Schulich students.

"It is vital that this learning continues to be made available to future generations of leaders. The best way to make sure that happens is through alumni giving," Fotinos concluded.



SCHULICH TWEETS OF THE MONTH

Follow us @SchulichSchool



Ela Veresiu, (iBBA '09)
Assistant Professor of Marketing
Schulich School of Business

Career is not a sprint, but rather a marathon. You should be in for the long haul, and be ready.



Janice Fukakusa
(MBA '79, Hon LLD '16)
CAO & CFO, Royal Bank of Canada

Three attributes for a successful career: curiosity, determination and resiliency.



Anshuman Kapoor
MBA Class of 2017

It's not just about the education, but the entire student experience!

WHAT YOUR GIFT WILL MAKE POSSIBLE

Schulich Annual Fund 2016–2017 Campaign Goal: \$475,000

DONATE TODAY!
supportschulich.ca

Key funding areas



\$200,000
Enhanced Learning Spaces



\$25,000
Research Excellence



\$75,000
Student Financial Aid



\$100,000
Program Expansion



\$75,000
Global Learning Journeys

Some examples of how you can help:

Enhanced Learning Spaces

\$1,000 one-time or \$84 monthly

Enhance our learning spaces in the Seymour Schulich Building with new state-of-the-art AV equipment such as flat screens or short throw projectors for breakout, seminar and class/lecture rooms to permit interactive discussion and video-conferencing.

Program Expansion

\$1,000 one-time or \$84 monthly

Advance new program development by expanding our one-year Masters-level programs into new areas.

Global Learning Journeys

\$2,500 one-time or \$208 monthly

Expand student knowledge and experience through participation in global and local case competitions (support for airfare, meals, accommodation and entry fees).

Student Financial Aid

\$250 one-time or \$21 monthly

Attract and support the best and brightest students through new alumni-funded bursaries.

Research Excellence

\$100 one-time or \$9 monthly

Drive and celebrate research excellence by supporting Schulich's Research Day in January 2017.

SUPPORT THE SCHULICH ANNUAL FUND

Help your School grow its Dean's Society membership to 125!

The Schulich Annual Fund is the School's annual campaign to raise funds for its Highest Priorities and Student Financial Aid. Alumni support makes it possible for the School to provide a first-rate business education and experience to Schulich students through investments in the development of new programs, outside-the-classroom student learning opportunities, continuous enhancement of student learning spaces, world-class research and community partnerships and outreach initiatives.

A gift to the Schulich Annual Fund will help the School respond to critical needs and capitalize on new priorities. Alumni can direct their gift toward the School's Highest Priorities Fund or Student Financial Aid. Join your fellow alumni and be a part of the Schulich Annual Fund community.

Join the Schulich Annual Fund community today!

Be a leadership donor.

Contribute to Schulich's future, innovation and growth.

For more information about the Schulich Annual Fund and the Dean's Society, please visit:

schulich.yorku.ca/donors

or contact Ellinore Gomez,
Development and Alumni Relations
Tel: +1 (416) 736-5648
E-mail: advancement@schulich.yorku.ca

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LEADING **CHANGE**

“Every gift to the Schulich Annual Fund is a gift to the Leading Change campaign.”

Gifts at all levels to the Leading Change campaign will impact Schulich’s ability to:



FOSTER

increased research activity and explore new approaches to business challenges.



CONNECT

students and faculty with alumni, corporate, government and non-profit stakeholders.



ACCOMMODATE

more graduate students, programs and specializations.



INTRODUCE

new models of collaborative learning.



ENSURE

Schulich’s learning and research spaces keep pace with our global ranking and reputation as one of the best business schools in the world.

For more information, visit:

schulichleadingchange.ca

or contact Ellinore Gomez,
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ALUMNI IN ACTION



Howard Lichtman (JD '79, MBA '82)

President, The Lightning Group;
Partner, Ethnicity Multicultural Marketing + Advertising

Marketing maven-turned-mentor Howard Lichtman introduces Schulich students to real-world challenges

Maithri Swamy was completing the first year of her Schulich MBA in Hyderabad, India when she happened upon a multicultural marketing study by Schulich alumnus Howard Lichtman (JD '79, MBA '82).

Maithri wrote to Lichtman asking for more information. A few months later, Maithri was in Toronto and knee-deep in planning for the Taste of the Danforth, just one of the high-profile events managed by Lichtman’s multicultural marketing firm, Ethnicity.

“Internship is like a 601,” says Lichtman of the opportunities he has afforded to close to 20 Schulich MBA students, both at Ethnicity and its sister company, The Lightning Group, which he founded in 1998. “It helps students apply classroom theories to real-world client challenges.”

Lichtman offers insights gained over more than 30 years as both an entrepreneur and the head of marketing and communications at Cineplex Odeon, where he was responsible for the American Express Front-of-the-Line program. He is a member of the Devil’s Advocate Panel for Schulich’s Global Management Program, a senior volunteer in the Schulich Toronto Alumni Chapter and has played a key role in the School’s marketing efforts in China. In 2014, Lichtman was recognized for his outstanding contributions with a Schulich Alumni Recognition Award.

Read the full stories at: schulich.yorku.ca/alumni/alumni-success-stories/



Adam Camenzuli (iBBA '10)

Executive Director, KARIBU Solar Power
(Pictured at right)

Lighting up the ‘i’ in the Schulich iBBA

From Toronto to Tanzania, Adam Camenzuli (iBBA '10) has explored business opportunities far from home as the Executive Director and founder of KARIBU Solar Power, a social enterprise that helps bring affordable and safe energy and light to African homes.

One of 32 delegates who represented Canada at the G20 Young Entrepreneurs’ Alliance (YEA) Summit in Beijing in September, Adam has been profiled in *Forbes Africa*, *The Globe and Mail* and on CNN.

KARIBU Solar Power provides a safer alternative to the dangerous kerosene products often used to light African homes, and seeks to contribute to social change, economic renewal and job creation. The KARIBU “hockey puck” solar lamp contains a rechargeable battery, mobile phone charger and light, and is sold to small-scale entrepreneurs. KARIBU describes the solar lamp on its website as “an income-producing asset for an entrepreneur (just like a chicken or goat) but it is also an affordable way to buy light (and mobile phone charging) for an end-consumer.”

At the G20 YEA Summit, Adam was focused on raising awareness of KARIBU and encouraging global policymakers to further equip young entrepreneurs to bring their ideas to market. He hopes the high-profile event helped develop his national and international networks so that KARIBU Solar Power can expand to other African countries where electricity is scarce.