

## SPECIAL INFORMATION FEATURE

# 5 TO WATCH

## CANADA'S SPORTS BUSINESS AWARDS

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## Mentorship key to success for sport business award winners and industry leaders

On May 1, Canada's universe of sport business success stories will grow a little larger, as five talented individuals are honoured by legends in their field, including top executives from national and international sports organizations.

The third annual "5 to Watch" awards, presented by Toronto's George Brown College in partnership with The Globe and Mail, will name five of the most accomplished and influential Canadians under the age of 40 in the sports business industry.

But perhaps even more importantly, the event will raise funds for students just starting to pursue studies in this dynamic field.

"It's a celebration of excellence, leadership and mentorship," said Mike Fenton, Chair of the Program Advisory Committee for the School of Marketing at Toronto's George Brown College. "It's a recognition of leaders in the industry and a chance to listen to highly successful people talk about their careers and how they've benefited from mentorship over the years."

The host for this year's event, the biggest so far, with more than 400 guests expected at George Brown College's waterfront campus, is TSN Sportscaster Kate Beirness. Also sharing personal stories at the awards ceremony about the link between achievement



TSN host and Olympic commentator Brian Williams helped select this year's '5 to Watch' from a field that defines "Canadian excellence."

and mentorship will be Heather Moysie, who won Olympic gold in bobsleigh at Vancouver and Sochi; Michael Landsberg, host of TSN's "Off the Record;" Susan Cohig, NHL Senior Vice-President of Business Affairs and Integrated

Marketing; and Peter Montopoli, General Secretary of the Canadian Soccer Association and CEO of the FIFA Women's World Cup 2015.

"I didn't get to where I am today without help from mentors and leaders in this industry," said Co-

hig. "And I know I owe it to the next generation to support programs like the '5 to Watch' awards and to mentor those who will one day be working alongside me."

Veteran sportscaster and Olympic commentator Brian Williams also has close ties to both the "5 to Watch" awards and George Brown College. He's one of the industry experts who helped select the five award winners for this year, he was a speaker at last year's event and he's the father of a successful graduate of George Brown's Sport and Event Marketing program.

According to Williams, Canada's success at the Vancouver Winter Olympics in 2010 boosted the confidence of our athletes, and our country as a whole, to stand toe to toe with other international greats across the board.

"We're no longer afraid to stand up and celebrate Canadian excellence, whatever the field," said Williams. "This year's nominees clearly define Canadian excellence."

Members of the sports and marketing community, including the nominees, winners and program graduates, act as excellent role models for other young Canadians who wish to distinguish themselves in this field. The Sport and Event Marketing program at George Brown has been in existence for over 20 years now and its alumni are taking up leader-

ship positions throughout the industry.

"Students entering the program can look at these role models, and that's inspirational for them," said Kathy Dumanski, Chair, School of Marketing at the Centre for Business. "They can emulate these successful individuals and imagine where their careers can take them."

To purchase tickets to the "5 to Watch" awards ceremony on May 1, please visit: [5toWatch.ca](http://5toWatch.ca)

### SPORT AND EVENT MARKETING POSTGRADUATE PROGRAM

#### FACULTY:

Business

#### CREDENTIALS:

Ontario Graduate Certificate

#### DURATION:

12 months; two semesters on campus, one in co-op placement

#### STARTING MONTHS:

January, May, September

#### METHOD OF STUDY:

Full time

### 5 TO WATCH CANADA'S SPORTS BUSINESS AWARDS

## Selection Committee



HONORARY CO-CHAIR

**Justine Fedak**  
Senior Vice-President,  
Brand Advertising and  
Sponsorships,  
BMO Financial Group



HONORARY CO-CHAIR

**David Hopkinson**  
Chief Commercial Officer  
Maple Leaf Sports  
& Entertainment

**Wayne Bews**  
General Manager/GSM,  
Cogeco Diffusion

**Stephen Brooks**  
SVP of Business  
Operations,  
Toronto Blue Jays

**Trent Carroll**  
Executive Vice  
President,  
Sales and Marketing,  
Vancouver Canucks

**Alan Dark**  
General Manager,  
Revenue Group, CBC

**Keith Degrace**  
VP Marketing,  
Red Bull Canada

**Ward Dilse**  
Senior Project Manager,  
Stadium Programming  
and Marketing,  
City of Hamilton

**Sandra Gage**  
Chief Marketing and  
Communications  
Officer, FIFA Women's  
World Cup Canada 2015

**Oliver Gleeson**  
Vice President,  
Second Dimension  
International (SDI)

**Dale Hooper**  
Senior Vice President,  
Marketing and  
Consumer Insights,  
Rogers

**Richard Hubert**  
Partner, Vice President  
Sales, Les Services  
de promotion et de  
publicite EFFIX inc.

**Sean Humphrey**  
VP Marketing,  
The Globe and Mail

**Tandy Kustiak**  
Director, Human  
Resources,  
Edmonton Oilers

**Rachel Lewis**  
Chief Operating Officer,  
Vancouver  
Whitecaps FC

**Maureen Loweth**  
Dean, Centre for  
Business,  
George Brown College

**Dan Mackenzie**  
Vice President &  
General Manager,  
NBA Canada

**Kyle McMann**  
Vice President,  
Integrated Marketing,  
NHL Enterprises

**Mark Milliere**  
Senior Vice President,  
Production,  
TSN

**Sara Moore**  
Vice President,  
Marketing,  
Canadian Football  
League

**Rick Ramsbottom**  
Vice President,  
Sponsorship Sales &  
Partnership Services,  
Pan-Am Games

**Geoff Ross**  
Director of Sales,  
Ottawa Senators  
Hockey Club

**Mike Ross**  
Chief Business Officer,  
Hockey Canada

**Pierre Santoni**  
Senior Director,  
VIA Rail Canada

**Hari Sihvo**  
Director, Sponsorship  
& Strategy,  
Molson Coors Canada

**Glenn Stanford**  
Chief Operating Officer,  
St. John's Icecaps

**Dan Thompson**  
Chief Executive Officer,  
Skate Canada

**Alyson Walker**  
Vice President, Content,  
Maple Leaf Sports &  
Entertainment

**Laurel Walzak**  
Senior Vice President of  
Sales and Marketing,  
Fitneff Inc.

**Brian Williams O.C.**  
TSN host and  
Olympic commentator,  
TSN

**Tom Wright**  
Director of Operations,  
UFC Canada

## Unique course teaches teamwork, communications for better workplace outcomes

The main role of a college is to educate students and prepare them to take on meaningful jobs in specific sectors. To accomplish this, colleges place a high priority on the so-called "hard skills" needed to succeed in a student's chosen field: business students learn accounting and how to write a business plan, nursing students learn anatomy and nutrition, and culinary arts students learn baking and butchery.

But "soft skills," such as how to confidently make a presentation or work co-operatively with a variety of different people, have traditionally been less conspicuous in college curricula. Until now, that is. "Employers have been telling

us for a number of years that our grads from George Brown College are really great, especially in terms of technical skills," said Richard Almonte, Professor of Communi-

*"Instituting a soft skills course across the board is a fantastic move. It can only create better employees in the long run."*

**Tom Pistore,**  
Vice President, Sales and Service,  
Maple Leaf Sports and Entertainment

cation in the Centre for Business at George Brown College. "But there's always room for improvement in this amorphous area called soft skills."

After conducting a survey of 350 Toronto-area employers, Almonte found there were several key soft skills that they'd like to see their employees master, including such things as teamwork and oral communication.

Based on the research, Almonte was tasked with creating a course in soft skills, which will pilot in September. "This course and our commitment to soft skills development is so important to us, that after the pilot, we will be making it mandatory for all diploma stu-

dents at the Centre for Business," said Elizabeth Speers, Academic Director, Centre for Business. The course will involve lots of role playing, case studies and discussion—pedagogical techniques that are proven to be effective in helping change behaviours.

Maureen Loweth, Dean of the Centre for Business at George Brown College, is proud that her schools are meeting the needs of industry by teaching the soft skills students require to become well-rounded members of the workforce.

"At George Brown, we like to stress that succeeding in class and in the workplace isn't just about mastering technical skills," Loweth

said. "We know that employers place a high premium on employees or prospective employees who can communicate effectively, work well with others, plan, prioritize and have a positive influence in the workplace."

Tom Pistore, Vice President, Sales and Service, at Maple Leaf Sports and Entertainment, confirms that, from a hiring perspective, students with this course under their belt will be a step ahead.

"We've always been pleased with the quality of the George Brown graduates we hire," said Pistore. "But instituting a soft skills course across the board is a fantastic move. It can only create better employees in the long run."

# Organizing Committee

The "5 to Watch" awards ceremony was made possible through the efforts of the following individuals, who comprise the 2014 Organizing Committee.

**Kelly Alguire:** Head, Canadian Sponsorships, BMO Financial Group

**Dan Buckley:** VP, Group Account Director, Innocean Worldwide

**Kathy Dumanski:** Chair, School of Marketing, George Brown College

**Nancy Hastings:** Sponsorship & Marketing Manager, RBC

**Tom Pistore:** VP, Sales and Service, MLSE

**Shawna Archa:** Client Services Manager, Infinite Media

**Jonathan Chang:** Associate Director, Marketing and Events, NBA Canada

**Mike Fenton:** Executive Director, Macedonia 2025

**Scott Hulbert:** Managing Director, ideavation

**Rachel Preston:** Account Coordinator, SDI Marketing

**Chris Baker:** Manager, Communications & Donor Relations, George Brown College Foundation

**Tanja Coughlan:** Marketing Manager, George Brown College

**Brendan Fyfe:** Senior Manager, Lottery Product Development, OLG

**Heather MacLean:** President, Prospeakers.com

**Brad Sellors:** President, Infinite Media

**Peter Widdis:** Professor, Centre for Business, George Brown College

## Donations to colleges help students, employers and our economy

When it comes to getting bang for your buck, investing in a college's charitable foundation is one of the best choices you can make. Colleges educate and train people for in-demand roles in today's job market, helping increase employment, improve the economy and raise the standard of living for thousands of Canadians every year.

Former premier Bill Davis established the Ontario college system in the 1960s and is seeing his vision play out.

"If you are a donor and want to invest in the future of the province, invest in colleges," Davis said. "Institutions like George Brown are producing highly skilled gradu-

ates for our workforce. Ensuring a student gets a practical education can make an enormous impact on society."

Securing financial support for colleges from private donors has always been challenging. Compared to support for hospitals and healthcare charities, religious organizations, social services and even universities, colleges traditionally receive a very small slice of the charitable-giving pie.

"Compared to universities, colleges are relatively new at fundraising," said Gordon Cressy, president of the George Brown College Foundation. "We don't have the same history of philanthropy as other institutions, but we're start-

ing to turn the corner. Donors are increasingly impressed with the impact colleges can offer by providing timely and relevant job skills."

In 2012 the George Brown College Foundation launched an ambitious fundraising campaign called *Success at Work*, with the goal of raising \$60 million to improve student success.

One of the key areas the proceeds from *Success at Work* will go toward is student financial aid.

"Lack of access to financial resources is the number one barrier to a college education," said Anne Sado, President of George Brown College. "We want to help remove that barrier as much as possible,

for as many people as possible."

Tuition for an average college program in Ontario is only \$2,500, versus \$4,200 for an average university program. And even in today's economy, more than 83 per cent of college graduates find work within six months of completing their program, making it a particularly impactful investment.

The other areas that will benefit from the Foundation's fundraising campaign are capital costs - upkeep of existing space and building new space for students to learn - and costs for specialty programs that aren't fully funded by the provincial government.

### COLLEGE: Serves more students, still costs less

- Ontario's colleges serve 200,000 full-time students and 300,000 part-time students.
- The number of university graduates applying to college has increased by 40 per cent over the past five years.
- Enrollment in Ontario's colleges is at an all-time high.
- Tuition for an average Ontario college program costs 42 per cent less than tuition for an average Ontario university program.

## From courtside dancer to community builder

A competitive dancer from the age of 10, Ashley Hoy joined the Raptors Dance Pak to continue the activity she loved. A funny thing happened along the way.

"It totally opened my eyes," she said. "We were travelling and doing community work all across Canada and internationally. We went to China three times to work with community-minded organizations through the Raptors and the NBA. I learned how powerful sport can be as a social tool." By her fourth year with the team, she had decided to dedicate her career to community work.

Hoy had a university degree but wanted a more practical educational experience that focused specifically on sports and not-for-profit opportunities. She enrolled in George Brown College's Sport and Event Marketing post-graduate program and found it a perfect fit. She feels the professors are "top-notch" and enjoys learning about real-life case studies in the sports and non-profit industries. Her co-op placement, fittingly, was at the MLSE Foundation, where she ran a fundraiser netting over \$23,000 for the cause.

"We truly value the George Brown College internship program," said Michael Bartlett, Senior Director, MLSE Corporate

Responsibility and Executive Director, MLSE Foundation. "George Brown continues to provide us with access to highly qualified students who quickly demonstrate their advanced capabilities and genuine passion for the world of sports marketing. Hoy, from day one, proved to be a terrific asset for our teams and she has a bright future ahead of her."

For the next step in her career, Hoy will be spending the summer in Tanzania helping raise funds for orphanages, schools and hospitals.

Hoy is the recipient of the 2014 MLSE Award of Excellence Scholarship. "This award has enabled my success," she said. "The financial support means I can focus on my academics, and have time to volunteer for projects that help me learn about the non-profit sector. I'd like to thank MLSE for supporting this scholarship through the '5 to Watch' event. It will give me the tools to excel in this industry and make a change through sports."

To help more students like Hoy, please visit [georgebrown.ca/successatwork](http://georgebrown.ca/successatwork)

**Ashley Hoy, recipient of the 2014 MLSE Award of Excellence Scholarship and former member of the Raptors Dance Pak.**



George Brown College is championing student success through the largest fundraising campaign in its history. The *Success at Work* campaign is a \$60-million private fundraising campaign to support the college's expansion vision and increase scholarships and bursaries.

**CAMPAIGN:** \$60-million comprehensive campaign

**BIGGEST NEED:** Student aid and capital funds

**IMPACT:** 100% of donations go directly to students

**WHY DONATE:** Supporting a George Brown student is an investment that creates a positive ripple effect in our community. A student becomes a workplace-ready graduate. An employer fills a critical need. A family moves up the socio-economic ladder. An individual develops confidence, skills and knowledge to last a lifetime. That's the impact your support can make. That's *Success at Work*.

**FOR MORE INFORMATION:** [georgebrown.ca/successatwork](http://georgebrown.ca/successatwork)

## FOUNDING PARTNERS AND 2014 BURSARY RECIPIENTS



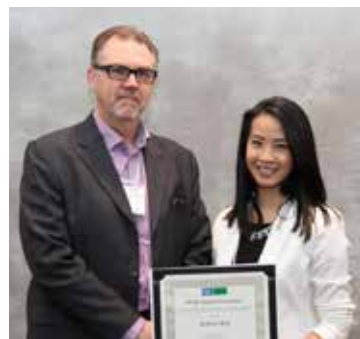
**Kendall Cramm**  
BMO Sports Marketing Award

Presented by Kathy Dumanski, Chair, School of Marketing, George Brown College



**Michael Wilson**  
CFL Achievement Award

Presented by Sara Moore, Vice President, Marketing, Canadian Football League



**Ashley Hoy**  
MLSE Award of Excellence

Presented by Mike Fenton, Chair of '5 to Watch' Organizing Committee



**Wesley Correa**  
SDI Sport and Event Marketing Award

Presented by Jeff Phlipppo, Account Coordinator, SDI Marketing



**Kathryn Grabowski**  
TSN Award of Excellence

Presented by Mark Milliere, Senior Vice President, Production, TSN

"Connecting to communities through sport is key to our business at BMO. And sports marketing professionals are the people that bring our fantastic partnerships to life. We couldn't be more excited to help shine a light on some of the industry's up-and-comers. BMO, and I personally, extend the warmest congratulations to this year's '5 to Watch' winners. We look forward to each of them making their mark as they begin a new and exciting career."

**Justine Fedak**  
Senior Vice President, Brand, Advertising and Sponsorships, BMO Financial Group

"All of us at the Canadian Football League are proud to celebrate some of the very best in our industry and we are excited about the bright future they represent. And I would like to extend further recognition to Michael Wilson, winner of the CFL Achievement Award. Congratulations to everyone involved."

**Sara Moore**  
Vice President, Marketing, Canadian Football League

"I am consistently amazed by the calibre of students that we see come out George Brown's Sport and Event Marketing program. The forward-thinking education and sports-specific experience students receive has established this program as a true leader. Maple Leaf Sports & Entertainment has high expectations for the people that make up this dynamic, fast-paced organization and we have seen many students of this program thrive and go on to become valuable members of our team."

**David Hopkinson**  
Chief Commercial Officer, Maple Leaf Sports and Entertainment

"SDI Marketing is a proud supporter of the '5 to Watch' student bursaries, as we are always looking for emerging talent in the sports marketing industry. Many of our interns are hired on full time at SDI and become integral members of our business, which makes the scholarship program an excellent way to connect with passionate and driven students who will become the next generation and future leaders of our industry."

**Oliver Gleeson**  
Vice President, Business Development & Corporate Counsel, SDI Marketing

"TSN has benefited from the quality of graduates produced by the Sport and Event Marketing Program at George Brown College. From the executive suite to interns, those graduates have contributed to our success at TSN. It was an honour to present the TSN Award of Excellence scholarship to Kathryn Grabowski."

**Mark Milliere**  
Senior Vice President, Production, TSN

