



**UFV ALUMNI ASSOCIATION  
ANNUAL REPORT**  
2011-2012

UNIVERSITY  
OF THE **FRASER VALLEY**

ALUMNI ASSOCIATION









# CONTENTS

Message from Chair	pg 5
Overview	pg 7
About UFV Alumni	pg 9
Distinguished Alumni and Student Awards	pg 11
Affinity Partners and Membership benefits	pg 13
Events, sponsorships, programs and activities	pg 15
Treasurer's Report	pg 17
Alumni Association Executive 2011 2012	pg 19





This last fiscal year was one of implementing the planning and visioning outlined in our three-year strategic plan.

Highlights of this past year include the fulfillment of our role as required by the University Act with regard to the UFV Chancellor succession planning. The Association established a joint committee, chaired by myself, including members from the UFV Senate and the UFV Board of Governors. The committee jointly established the terms of reference and criteria for the chancellor selection.

In addition, under the direction of our awards committee, we were pleased to offer the inaugural Young Distinguished Alumni award in 2012. This award is designed to recognize the outstanding achievements of alumni under the age of 35, an complement our Distinguished Alumni award.

Additional highlights this past year included our signature alumni events. Our annual Alumni evenings of theatre, offered over two evenings, were once again a huge success. We unveiled our alumni commemorative wine label and launched the 2012 wine program at one of the evenings. As well we were pleased to partner with academic departments to offer several alumni/student mentorship events, including speed networking events with the Dental Hygiene and the Library Information Technology programs. We also launched an Athletic Alumni Chapter, bringing leaders from each of the CIS sports together to champion our Athletic Alumni program. In addition we achieved our dream of holding an Alumni Games day where all varsity sports are in action. This was a major milestone. The games day culminated in an after-game party, sponsored and hosted by your Alumni Association with over 150 people attending.

We are very pleased to have made enormous strides with our social networking platforms, by introducing our Alumni Association Facebook pages with three Alumni groups including: Athletics, Dental Hygiene, and International alumni. We also made strides into the world of Twitter and Linked In and hope you will join us there. Follow us on Twitter at @ufvalumni and on Linked In at University of the Fraser Valley alumni.

Plans to provide a photo ID membership card to the 2012 graduating class came to fruition. The cards are sponsored by Envision Financial, who we now partner with to offer alumni a Financial Services package. We are looking forward to offering these new cards to our full alumni population in the future.

To all our alumni, thank you for your support and participation. We hope you will enjoy reading about our activities and program this past fiscal year. We also hope you are proud of the impact your association has had on UFV and our ongoing commitment to enhance the student experience on campus and across the Fraser Valley.

**Tony Luck, BBA '96, BA '07**  
**Chair, UFV Alumni Association**

### **A message from UFV President and Vice-Chancellor Mark Evered**

I am always delighted to meet alumni of our school, whether they studied at Fraser Valley College, the University College, or now our University. I am especially pleased to learn of the many ways you share your knowledge and skills and shape our futures. As I have said on other occasions, the true measure of the value of our University is your success and the development of the communities you serve, here and abroad. I am sure I speak for all my colleagues when I express our pride in your achievements and our confidence in a future built by you.

I would also like to thank especially those who have remained connected and engaged with our University. If you have not, I encourage you to do so. The Alumni Association is doing a great job of building connections and opportunities for alumni but they cannot do that without your help. With your participation and encouragement we can do even more. Let us work together to share in our successes, promote our University and support our current and future students. Thank you.

With pride and appreciation,

**Mark Evered, Ph.D.**  
**UFV President and Vice-Chancellor**


### **A message from UFV Vice-President External Harv McCullough:**

The Office of the Vice President External is responsible for promoting strong and responsive relationships between UFV and the external regions it services. Our alumni are the ambassadors of the University of the Fraser Valley and, in many cases, our greatest supporters.

We want our alumni to be an even greater part of our future, to be informed and knowledgeable of our advancements. And in turn, your university looks forward to knowing about your successes and share in your accomplishments. Your university is proud of you and all that you contribute to our communities.

**Harv McCullough**  
**UFV Vice President, External**





The UFV Alumni Association was founded on April 1, 2001, by a dedicated group of UFV alumni. The impact of our work has been growing steadily since!

Our purpose is to foster lifelong relationships between alumni and the University of the Fraser Valley through advocacy, support, service, and communication.

Our mission is to:

- Develop and maintain contact with the Alumni for social, professional, and networking purposes
- Provide benefits in the form of programs and services for members of the Alumni Association
- Increase awareness of UFV, its programs, and its activities
- Assist and support alumni groups from various disciplines within UFV
- Strengthen ties with the student body including the sharing of career experiences and opportunities
- Assist and support UFV University Advancement office in fundraising and creating endowments.

### THREE PILLARS OF OUR STRATEGIC VISION:

#### Pillar One:

Increase our connection to the student experience to promote the building of lifelong relationships with the university.

#### Pillar Two:

Engage in internal and external reputational enhancement of both the Alumni Association and the university.

#### Pillar Three:

Foster alumni spirit on campus and across the Fraser Valley.









At March 31, 2012 the total number of individuals with UFV credentials = 27,801

Female 64%

Male 36%

Contactable by mail 55.2%

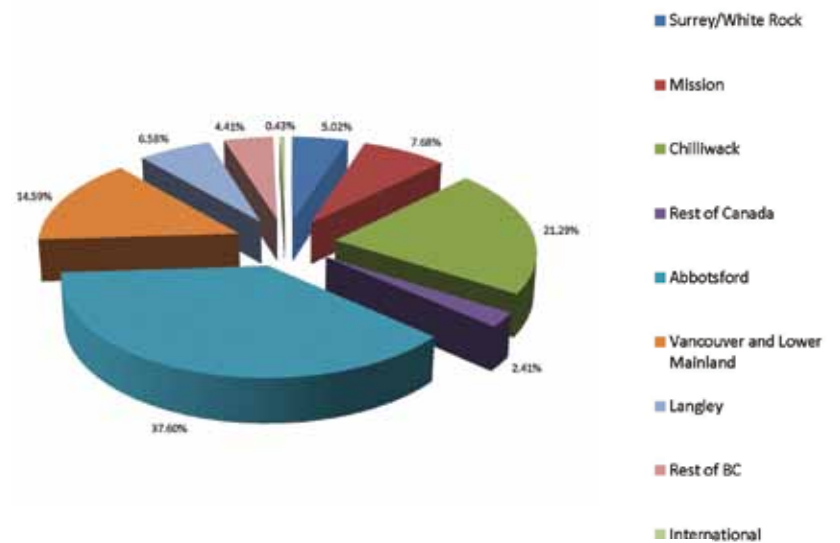
Contactable by e-mail 40.4%

Lost: 44.8% of all alumni

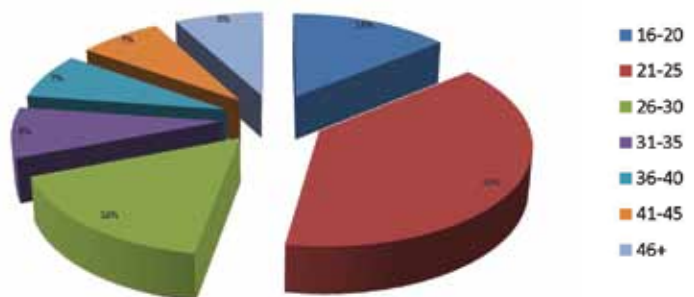
Valid mailing addresses 15,234

Valid email addresses 11,140

## Geographical breakdown



## Age of alumni at graduation







### Alumni Association Student Leadership Awards

- Trevor Fik — Alumni Association Annual Graduate Award
- Amy Norris — Alumni Association Endowment, Faculty of Professional Studies
- Shane Potter — Alumni Association Endowment, Faculty of Arts
- Chad Regehr — Alumni Association Endowment, Faculty of Science
- David Visscher — Alumni Association Annual Award, Faculty of Trades & Technology

## Distinguished Alumni Award 2011

### The Alumni Association awarded Shirzad Ahmed, the Distinguished Alumni Award.

Shirzad knows what it's like to be a refugee — stateless, homeless, and far away from family and friends. At the age of 18 he was a political exile from Kurdistan, an area of northeast Iraq that suffered great oppression under the regime of Saddam Hussein and continues to be mired in poverty today. He knocked on the door of 13 countries before gaining temporary refuge in Italy and a permanent home in Canada.

Shirzad is now a lawyer in Calgary whose own door is open to countless refugees fleeing persecution from every corner of the globe. Because he enjoys helping people and has an extremely strong sense of duty and human compassion, he often helps them for free and even pays their court costs out of his own pocket. The youth who left his home country had many experiences on the way to becoming the lawyer who was honoured with the Alberta Order of Excellence for his pro bono humanitarian work.

But perhaps the most life-changing one was the two-year stint he did at what was then called the University College of the Fraser Valley, where he launched his post-secondary studies at the age of 30 in 1992. While he was completing his BA at SFU, Shirzad was appointed to the UFV Board as a community representative, and continued to shape policy and have input into the development of the university college. Dr. Eric Davis, who is now UFV provost and vice president academic, taught history to Shirzad.

"Shirzad set and broke the mold for student leadership," Davis noted. "His strength, determination, passion, intelligence, selflessness, energy, hard work, infectious enthusiasm, and sense of humour transformed the life of many a student who, because of his example, discovered within themselves the motivation and capacity for leadership and commitment to a community and world beyond their particular story. Shirzad's own capacity to transcend differences, to connect with people of different backgrounds and abilities, was a wondrous sight to behold. This was true in both a local and global sense. A refugee from Kurdistan himself, he brought the issue of internationalization to UFV and embodied its spirit before we even used the word."

"I had a really great experience at Fraser Valley," Shirzad notes. "I'm honoured to be recognized by the university that I enjoyed the most, where I made lasting friendships. I have nothing but good things to say about the place: the staff, the people in the cafeteria, the faculty, the library, the people in student services: all amazing!"

# SKOOKUM

CELEBRATING THE BEST of the UNIVERSITY OF THE FRASER VALLEY

FALL 2011



**FOOD MATTERS**  
Lenore Newman, UFV Canada Research  
Chair in Food Security and Environment,  
at Lepp's Farm Market in Abbotsford

Skookum: good, best, ultimate, first rate. That's what UFV aims to be: the best undergraduate university in Canada, which is why we've named our university magazine with this strong word from the Chinook jargon, a trade dialect that was used as a cultural bridge among groups of aboriginal peoples and multi-ethnic newcomers to British Columbia.

# SKOOKUM

CELEBRATING THE BEST of the UNIVERSITY OF THE FRASER VALLEY



**CONNECTING**  
Nursing student Sarah McMurchie  
works one-on-one with a resident  
at Worthington Care Centre  
in Abbotsford.

Skookum: good, best, ultimate, first rate. That's what UFV aims to be: the best undergraduate university in Canada, which is why we've named our university magazine with this strong word from the Chinook jargon, a trade dialect that was used as a cultural bridge among groups of aboriginal peoples and multi-ethnic newcomers to British Columbia.

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UFV alumni are automatically considered members of the UFV Alumni Association, entitling them to many great perks and privileges both on and off campus.

Be sure to get your membership card at the UFV Alumni Relations office and begin taking advantage of:

## Affinity partners

- Abbotsford Heat
- Amazon.ca
- Artona Group Photography
- Convocation Flowers Inc
- Flight Centre Abbotsford
- Leader Frames Significant Impact

## Benefits

- Alumni Board Directorship
- Alumni Association event invitations
- Alumni Commemorative Wine (Alumni Artist, Haley Smith, BFA '10)
- Convocation Photography
- Skookum – free subscription to our University magazine
- UFV Alumni business cards
- UFV Bookstore discounts
- UFV Career Centre services
- UFV Athletics discounts off game tickets
- Envision Activity Centre discounts
- Envision Financial Services package
- UFV Theatre discounts on tickets
- UFV Library access
- Valley Toyota discounts with Kevin Gill and Ken Simpson





The display features two circular images at the top: the left one shows a green landscape with a building, and the right one shows a blue landscape with a building. Below these is a photo of a woman with long brown hair. The text on the display is as follows:

**The UVF Alumni Association presents the 2012 Convocation Commemorative Wine Series**

The UVF Alumni Association is proud to present this commemorative wine series with this year's Convocation. The wine series is a tribute to the many alumni who have made a difference in the world. The wine series is a tribute to the many alumni who have made a difference in the world.

With special thanks to UVF alumni who have made a difference in the world, the wine series is a tribute to the many alumni who have made a difference in the world.

The 2012 Commemorative wine is presented by the UVF Alumni Association in partnership with Astor Cellars Winery. For more information and to order your wine, please visit [uvf.ca/alumni](http://uvf.ca/alumni).

**UNIVERSITY OF FRASER VALLEY**





The UFV Alumni Association was pleased to host, sponsor, and partner in a variety of events this past year. These events enhance the Alumni Association's reputation on campus, bring alumni together for social networking opportunities, and bring students and alumni together for career mentorship and networking. During the 2011/12 fiscal year, we sponsored and participated in 34 events, including 10 Alumni Association board meetings.

#### Alumni Association event participation:

- Convocation — three ceremonies
- Distinguished Alumni Award luncheon
- Distinguished Alumni Award ceremony
- Alumni Association Annual General Meeting and reception
- Heat Fundraiser (October and March)
- Alumni Board "Deck the Alumni Hall"
- Careers in Science — Alumni mentorship event
- What Can I Do with an Arts Degree? Arts mentorship event
- BFA Grad Show and reception
- UFV Cascades Tailgate Party
- Faculty of Health Sciences launch
- Alumni Theatre Nights (two evenings)
- LIBIT Twitter workshop
- Absolute Style Fashion Show wine reception
- New Student Orientation — Chilliwack
- New Student Orientation — Abbotsford
- Baker House Move-in BBQ
- Alumni Games Day and reception
- LIBIT Speed Networking event

#### Programs

- Alumni Commemorative Wine program
- Grad Cap and Tassel program
- Association Membership benefits and privileges program
- Alumni volunteer program

#### Communications

- University magazine 'Skookum' mailed twice this fiscal year each to 15,000 mailing addresses
- Monthly Alumni eNewsletters sent 10 times to almost 100,000 email addresses
- three eSurveys posted to 10,448 alumni
- New membership card holders 2,098
- 29 eInvitations and eBlasts sent to 82,000 email addresses
- Website sign-ups — 325
- 215 likes on Alumni Association Facebook
- Weekly Tweets with 58 followers on Twitter

# University of the Fraser Valley Alumni Association

## Statement of Financial Position (Unaudited)

March 31, 2012

<b>ASSETS</b>	<b>2012</b>	<b>2011</b>
Cash and Investments	33,507	25,676
Inventory	6,315	5,698
	<b>\$39,822</b>	<b>\$31,374</b>
<b>NET ASSETS</b>		
Unrestricted	39,822	31,374
	<b>\$39,822</b>	<b>\$31,374</b>

## Statement of Operations (Unaudited)

Year ended March 31, 2012

<b>REVENUES:</b>	<b>2012</b>	<b>2011</b>
Convocation	21,362	15,541
Alumni Wear/Merchandise	1,847	1,647
Affinity Programs	1,371	1,467
Interest Income	700	700
Commemorative Wine	3,133	4,145
	<b>\$28,413</b>	<b>\$23,500</b>
<b>EXPENDITURES:</b>		
Commemorative Wine	2,771	4,362
Convocation	6,899	5,103
Alumni Wear/Merchandise	1,165	1,232
Insurance	962	944
Advertising	1,030	1,030
Miscellaneous	108	622
Sponsored Events	1,299	2,212
Awards	3,056	2,782
Alumni Hall	845	-
Board Meetings	1,830	2,519
	<b>\$19,965</b>	<b>\$20,807</b>
Excess of revenue over expenditures	\$8,448	\$2,693



## Statement of Operations and Net Assets (Unaudited)

Year ended March 31, 2012

	2012	2011
Revenue	28,413	23,500
Expenditures	19,965	20,807

## EXCESS OF REVENUE OVER

Expenditures	8,448	2,693
Net Assets beginning of year	31,374	28,681
Net Assets, end of year	39,822	31,374



photo from 2011/12 award ceremony

## Donations to the university: Alumni Association Awards activity

Skip Bassford endowment: \$2,000

Faculty of Arts endowed Leadership Award principal = \$14,978 for a \$525 annual award

Faculty of Science endowed Leadership Award principal = \$13,498 for a \$525 annual award

Faculty of Professional Studies endowed Leadership Award principal = \$13,739 for a \$525 annual award

Faculty of Trades and Technology Annual Award = \$500

Alumni Association Annual Graduate Leadership Award = \$500





## ASSOCIATION EXECUTIVE

Tony Luck, BBA '96, BA '07  
Chair  
Financial Consultant, Investors Group

Jason Barnes, BSc '04  
Vice Chair  
Developer, Recycling Management Inc.

Mark Brosinski, BBA '02  
Treasurer  
Manager, Budgets and Financial Planning, UFV

Darren Penner, BA '03  
Secretary  
Lawyer, Watson Goepel Maledy

## BOARD OF DIRECTORS

Baraa Ali, BCIS '09  
Co Founder, Kapishmedia

Len Goerke, BA '98 (UFV),  
MA '02 (Royal Roads University)  
Deputy Chief Constable, Abbotsford Police  
Department

Ms. Helen Yannacopoulos, BFA '08 (UFV),  
BEd '09 (SFU)  
Teacher, Mission School District #75

Melissa Kendzierski, BA Hons (Geography) '09  
Sustainability Consultant

Amanda Klassen, BA (English) '08  
Ticket Operations Manager, Abbotsford Heat

Paul Kroeker, BCIS '97 (UFV), MSc '05  
(Athabasca University)  
Instructor, CIS, University of the Fraser Valley

Bonnie Rai, BA '03 (UFV),  
MA '06 (TWU)  
Financial and Estate Planning

Scott Varga, BA (Geography) '11

## EX-OFFICIO DIRECTORS

Nancy Armitage,  
UFV Alumni Engagement Manager

Kelly Chahal, MA Criminal Justice '11  
Probation Officer, Surrey East Community  
Corrections  
UFV Senate representative

Mark Evered  
UFV President and Vice-Chancellor

Harv McCullough  
UFV Vice-President External

Carlos Vidal  
UFV Student Union Society President



## Alumni Engagement Office

**Nancy Armitage**

Manager, Alumni Engagement

**Helen Hughes**

Alumni Engagement Assistant

Visit us on the Abbotsford campus B317

[alumni@ufv.ca](mailto:alumni@ufv.ca)

Tel: (604) 557-4008



[ufv.ca/alumni](http://ufv.ca/alumni)

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