

F

Reprinted from Alumni News, courtesy Don Butcher.

Where are they now?

Prominent York alumni revisit the past

sharron simpson

Sharron Simpson claims there's a reasonable explanation how she, a former social worker and recent MES grad ('83), is now a stockbroker and radio commentator in Kelowna, BC. "They're all primarily 'people business'; activities with a strong people component," she says.

Probably like many York alumni not working in the specific field they studied, Simpson, 46, nevertheless feels her years in the Faculty of Environmental Studies were valuable to her.

She had been a stay-at-home mother for almost a dozen years, after her stint as a social worker, when she decided to return to university. The discipline of studying was something York was offering that she needed.

"Just getting back to the study routine was itself of great benefit: how to approach and solve problems. The whole environment field was an area of interest of mine. The Environmental Studies school helped me to focus my interest; I started off working in alternative forms of energy, but ended up writing my thesis on Women in Politics. The school enabled me to identify my interest and then pursue it."

Simpson says one of the strengths of the Faculty was its flexibility. She was a part-time student and full-time mother, and says she appreciates having had the opportunity to be both.

"Increasingly people will be going back to university for training for their second, or third, or fourth career. If universities can be flexible they can fill a great need... meet the needs of the changing student."

Part of that, she suggests, would be to change the "time crunch" in the week before Christmas. Coupling family obligations with exams and essays was difficult. She also suggests looking for ways to help fund part-time women students and provide moral support; she had family backing, but other women had to pay for their education out of their family allowance cheques.

After graduating, Simpson decided to follow up another interest of hers, the stock market. She trained with McLeod Young Weir in Toronto, then applied to move to its Kelowna branch because she wanted to return to her native British Columbia. She and two co-workers

share a daily radio commentary on the local, national and international economic scene for a local station.

When business was slow, she designed and gave public seminars on basic financial planning and investment.

doug rutherford

The first student ever registered at York calls that his claim to fame, and Douglas Rutherford, BA '63, says he stumbled on to York almost by accident.

Now assistant deputy minister of the Department of Justice, Rutherford says he became the first student when, in the late summer of 1960, he and a friend headed down to the University of Toronto early one day so his friend could register at Victoria College.

"I wandered into Falconer Hall (then York's home) where they were getting set up and said I'd like to register. They weren't really prepared for students yet, but as I was registering two or three others showed up. That was it.

"I went home and that afternoon, I think we were playing football at the time, the *Toronto Star* tracked me down and I had to go back downtown so they could take pictures of me registering."

When he thinks back to York's first years, Rutherford says he remembers the people: faculty like Alice Turner, George Tatham, David Fowle, John Seeley ("people with outstanding personal attributes") and fellow students like Bruce Bryden, Tom Boehm, Claire Schmacher and Clayton Ruby.

"There was a lack of physical facilities that resulted in an importance on people," he says. At the Glendon campus, where York moved in 1961, there were no fancy athletic facilities, so having a hockey team meant flooding an outdoor ice rink with hoses.

"It's a bit of a cliché, but those three years were some of the most carefree of my life. We had a lot of learning about life to do... we were

at the stage where you have a lot of social and educational maturing to go through."

Rutherford went on from York to the University of Toronto Law School, along with fellow alumnus Clayton Ruby. He is now 43 years old, married with two children and living in Ottawa.

carol kirsh

In the early years of the Faculty of Administrative Studies, home was the basement of Winters College. Incongruous with the basement location was a very open atmosphere, which, according to '69 grad Carol Kirsh, 41, was one of the very best things about being an MBA student at York back then.

Now the general manager of a small business publications firm, The Flagship Publications Co., Kirsh says there was tremendous interaction between the students and faculty. "We used to work closely with the professors... it was good, first-hand experience working with professors in a nice, open atmosphere. We were treated very much like equals."

She says there was a wide range in the student body: "People with a variety of business backgrounds, with a variety of views of the same issues."

Kirsh says her years at York have served her well. After graduation, she worked in marketing for Southam Business Publications, then was a consultant specializing in information marketing for seven years.

Southam Communications finally enticed her back as a troubleshooting manager until a large firm that wishes to remain behind the scenes hired her to start up Flagship.

Flagship is also an information company, supplying information services in both printed and electronic (database) form.

The strength of the York MBA program, she says, is that it develops an analytic approach to organization development and long-term planning.

"You gain the ability to look at the bits and pieces of the situation and know how to put them together into a whole that works."

kenneth lyons

Kenneth Lyons knew what the working world was all about long before he came to York's Faculty of Administrative Studies. He held an undergraduate degree in mechanical engineering and had worked in the business world; in fact, like most of the Faculty's part-time MBA students, he worked and studied at the same time.

"I came to York primarily to enhance my knowledge of marketing, and chose York because it seemed to me to have the best part-time MBA programme around."

He earned his degree in 1971. Now, at 46, he is President and General Manager of Black and Decker Canada Ltd.

"I have a very strong feeling that a student will get the most of a Master's (business) programme if he or she has worked before going in. You can relate the concepts to the real world," Lyons says. "It was a very stimulating programme that I could relate to the real world."

One of the strengths of the York programmes, he feels, is the mixture of part and full time students in the same courses. "The programme is ideally geared for the part time student—there's no short end of the stick."

Lyons continues to be involved with the school. He serves as a part time lecturer and has developed a closeness with his former professors, an association that he enjoys immensely.



tom traves

"Being a grad student here was tremendously exciting. The faculty was very keen, and the department very active scholarly."

For Tom Traves, coming to York was quite a challenge. When he first came here in 1971, he was a Winnipeg native holding a BA in history from the University of Manitoba. He was coming to a different, much bigger city, and was becoming a grad student in the best history department in the country.

Traves earned his York MA in 1971, joined the faculty as a sessional lecturer in 1974, received his PhD in 1976, became an assistant professor in 1977, and is now a professor of history and social science and dean of York's Faculty of Arts.

He remembers great support for grad students by the faculty and among themselves.

"It was a very good atmosphere among the (graduate) students; we encouraged each other in our work. Once a grad student finishes his or her course work, it can be a lonely experience, but the fact a long group of people was interested in your work made grad school a much richer experience."

"Living in the grad residence probably helped that atmosphere."

The best thing about being a grad student was, for Traves, the field he was working in.

"One goes to graduate school with certain goals in mind. In the history department there was tremendous quality of instruction, education at the highest level and extremely enriching. It's a heady experience, a particularly rich experience."

The pressure of graduate work was always there, though it sometimes led to humorous situations. Traves says the grad residences used to be plagued with false fire alarms, and the residents would get conditioned to the alarms going off.

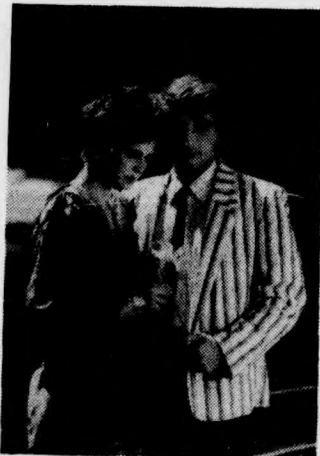
"As one progressed in research, the information already gathered would become extremely valuable. When the fire alarm goes off you tend to grab the most important thing to you."

"So during an alarm you'd see people streaming out of the building with a box of index cards under one arm and a child under the other. And you'd know they were clutching the index cards just as tightly as the baby!"



Sabra Circle Introduction Limited

5647 Yonge St. P.O. Box 140, Willowdale, Ontario, Canada M2M 4E9



EXCLUSIVE JEWISH INTRODUCTION SERVICE

Provides Very CONFIDENTIAL

Access to one Another. Designed towards Long Lasting and Sincere Relationships

Special Student Rates

call (416) 224-5880



TYPING SERVICE
YORK UNIVERSITY
RM. 112, ROSS BLDG.
667-3386

TYPING WORD PROCESSING
TRANSCRIPTION PHOTOCOPYING

Reservations Recommended.

10% discount above 70 typed pages.

AUTOMATIC PAYROLL DEDUCTIONS

full or partial pay

R.R.S.P.'s AND TERM DEPOSITS

attractive interest rates

PERSONAL LOANS AND MORTGAGES

low costs, fast service

CHEQUING AND SAVINGS ACCOUNTS

telephone transfers allowed



Newly Employed by York University?

Universities and Colleges Credit Union ("UNICOLL") was created 36 years ago for employees of universities and colleges in the Toronto area. As an employee of the York U. full-time or part-time, you can become a member.

It's YOUR Credit Union.

Visit our conveniently located branch and discover the Credit Union difference.

UNICOLL CREDIT UNION*

Curtis Lecture Halls, Room 112
York University, Downsview M3J 1P3
667-3239

*Universities & Colleges Credit Union Member of Ontario Share & Deposit Insurance Corporation