



YOUR
GENEROSITY
IN ACTION



momentum

DONOR AND STUDENT
AWARDS NEWSLETTER

welcome

CONCORDIA'S REAL MOMENTUM

**A message from Concordia
President Alan Shepard**



Welcome to our 2017 issue of Momentum, Concordia's donor and student awards newsletter.

This annual publication highlights two communities we take pride in: our award-winning students, who are among Canada's best and brightest, and the donors whose generosity supports them in reaching their potential.

Readers will meet four students whose ambitions are being realized with the help of donors, as well as four donors who are motivated to give back to Concordia, the university that helped them achieve great success.

As these stories reveal, our donors' valued investment encourages our students to pursue bold ideas and develop forward-thinking solutions to today's big questions. Philanthropy helps propel our next-generation university.

Now more than ever, technology is changing how we learn, teach, work, play and live.

To respond to this new reality, Concordia will soon launch its most ambitious fundraising campaign ever in support of our nine strategic directions and our 46,000 students.

Our campaign's top priorities will include doubling our research and teaching for tomorrow. It will allow our university to further innovate and enhance access to education.

We're building on our strengths to launch think tanks, institutes and research centres that will impact the world in the areas of preventive healthcare, sustainable cities and aerospace.

Concordia is well on the way to meeting ambitious goals, and with the help of our generous donors, we continue to gain momentum.

Thank you for your continued support!

A handwritten signature in black ink, appearing to read 'Alan Shepard'. The signature is stylized and fluid, written over a white background.

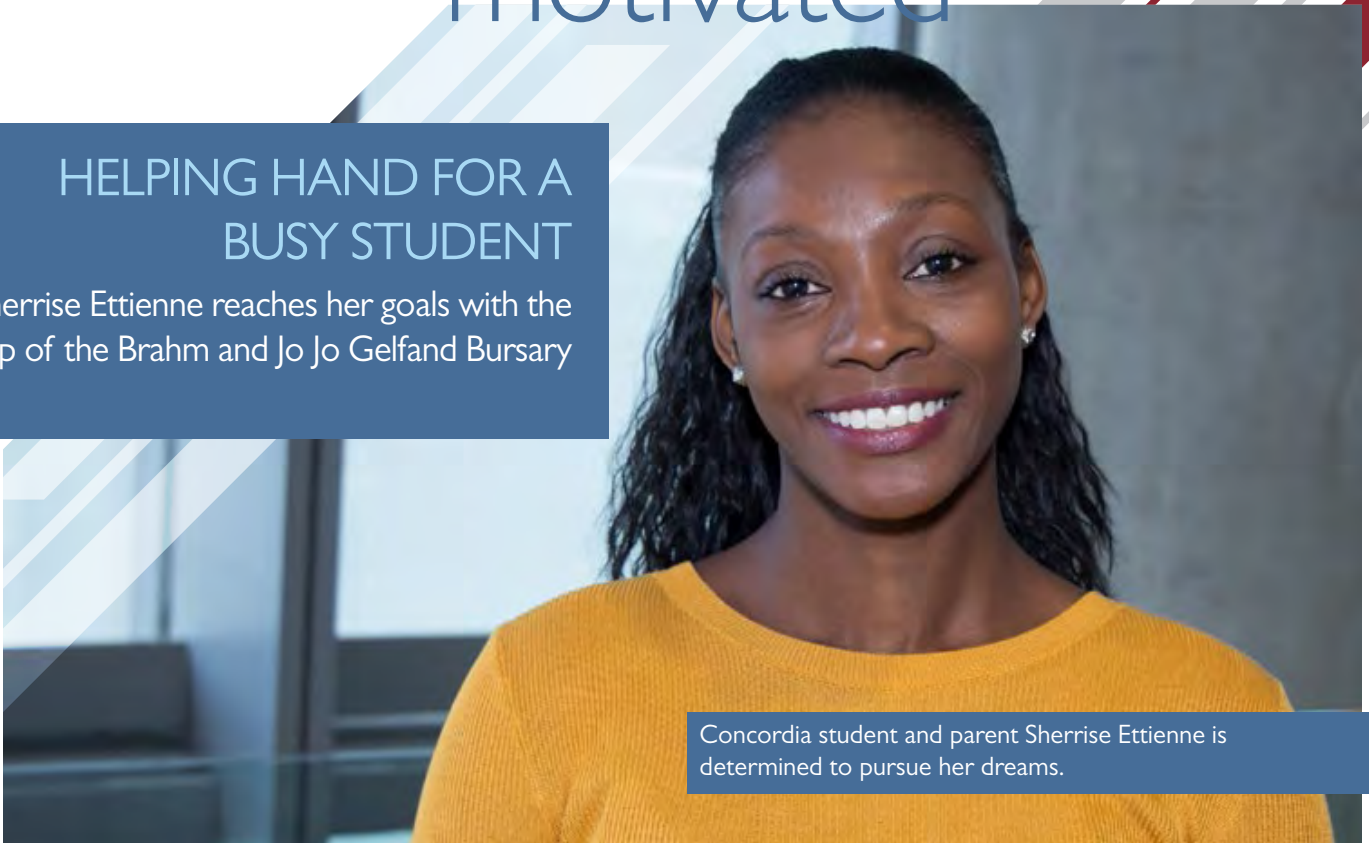
Alan Shepard
President

#CUgiving

motivated

HELPING HAND FOR A BUSY STUDENT

Sherrise Ettienne reaches her goals with the help of the Brahm and Jo Jo Gelfand Bursary



Concordia student and parent Sherrise Ettienne is determined to pursue her dreams.

Although she raises two children on her own while balancing part-time work with full-time studies, Sherrise Ettienne stays focused by keeping her eyes on the prize. “I want to be the best I can be for myself and for my children,” says the Montreal native. “It can be hard to manage, but I am really motivated.”

Ettienne is majoring in women’s studies and minoring in political science in Concordia’s Faculty of Arts and Science. She received a Brahm and Jo Jo Gelfand Bursary in 2015-16, which has helped her with some of the financial challenges she faces in her everyday life.

“It’s not easy being in a situation where you feel nobody cares about your future,” Ettienne says. “The fact that someone took the time to read my application and gave me the funding I needed let me know I have the support of people who really want me to succeed.”

As a single mother of a nine-year-old daughter and seven-year-old son, Ettienne pays extra for her children’s after-school activities while she’s at work or attending university. Her evenings are then filled juggling her own schoolwork, preparing dinner and helping her kids with their homework.

While her plate is full, Ettienne sees the bigger picture. “My hope is for my kids to pursue an education as well,” she says. “As a parent, it’s important for me to achieve my own dreams to ensure they have successful futures.”

DEFENDING SOCIAL JUSTICE

Ettienne’s drive to make an impact also extends to the world around her. Her objective is to serve marginalized women and individuals in society, so she can assist those who need it most. For Ettienne, her undergraduate studies give her just that.

“I like what the program offers in terms of empowering women,” she says. “I want to work in a field where I can actually help people, and Concordia offers engaging workshops and seminars to get me there.”

Ettienne knows that any help — big or small — can make a difference. “This bursary allows me the freedom to push forward,” she says. “It means that people see my potential, which encourages me to continue what I’m doing. I am completely grateful for that.”

supportive

'I VIEW THIS AS A SAFETY NET'
The Louise Rousselle Trottier Bursary in Arts and Science allows the Concordia graduate to support the next generation of students



Even in retirement, Louise Rousselle Trottier remains involved with numerous educational and other causes.

For Louise Rousselle Trottier, BA 76, supporting students through bursaries is the latest chapter in her 40-year history with Concordia — which had a delayed start.

"I began work when I was 17. I'd received training as a business secretary," says Rousselle Trottier. "In my family, the girls weren't really encouraged to go to university."

However, within years of starting her career — based in Montreal although working for the Government of Canada — Rousselle Trottier saw there wasn't much room to grow. "I had a few promotions and then I realized I was going to be stuck there, I'm not going to be able to go anywhere else," says Rousselle Trottier.

Her solution was to enroll in night classes at Concordia.

"I went to Concordia instead of a French university as, at the time, it was the only place offering a full degree by night," says Rousselle Trottier, whose mother tongue is French. She learned English and completed her degree over a seven-year period while working full time and starting a family.

The hard work paid off as, after graduation, Rousselle Trottier pursued her career with the Canadian government as a junior economist and later in a senior position. "Concordia was fantastic for me," says Rousselle Trottier.

Today, the Concordia alumna funds the Louise Rousselle Trottier Bursary in Arts and Science.

VARIOUS WAYS OF SUPPORT

Coupled with her contributions to Concordia's Adopt-a-Student program, she has supported her alma mater for the past 12 years. "I found the Adopt-a-Student initiative interesting, so I gave to it," says Rousselle-Trottier. She first donated to that cause in 2005.

"I think bursaries are important. Many students work while they study," she says. "I view this as a safety net — as students are evaluated for this on the basis of need."

Now retired, the grandmother of three keeps busy as a managing director of the Trottier Family Foundation. Her husband Lorne, co-founder of technology company Matrox, started the initiative to support causes that include science, education, climate change and healthcare.

ENCOURAGING A LIFETIME OF EDUCATION

The Carmine D'Argenio and Family Endowment will support student-athletes who pursue business studies



"I believe in education — it will always help you towards your future," says Carmine D'Argenio.

For Carmine D'Argenio, BComm 80, there has always been a connection to Concordia. It's where he received his undergraduate degree, where two of his children studied and where he is currently involved with the John Molson School of Business (JMSB) advisory board.

Showing support for his alma mater was a natural next step.

"What other school would I give back to?" asks D'Argenio. "This is my home. For everything that helped you grow, I believe you should always have that desire to give back."

That's why D'Argenio recently established the Carmine D'Argenio and Family Endowment, which will help fund JMSB scholarships for undergraduate student-athletes over the next 10 years.

He's witnessed the dedication and commitment that student-athletes put into training and studying, which more often than not doesn't leave them time to also work to finance their studies.

D'Argenio's hope is that this new scholarship will help alleviate some of that burden.

D'Argenio owns the BMW-Mini car dealership in Laval, Que., which has been in his family since 1973. He always knew he'd end up in the business world, although when he was younger he wasn't convinced he needed an education to get there.

It didn't take him long, however, to realize he was mistaken. "Education gives you a broader perspective on life," D'Argenio says. "Having a degree is a great base to help you expand your mind."

COMMUNITY SUPPORT

D'Argenio has long believed in the importance of giving back to those who need it most. Heavily involved in his community, he supports various local groups such as the Italian-Canadian Community Foundation, which helps promote Italian culture and supports social needs, health and education.

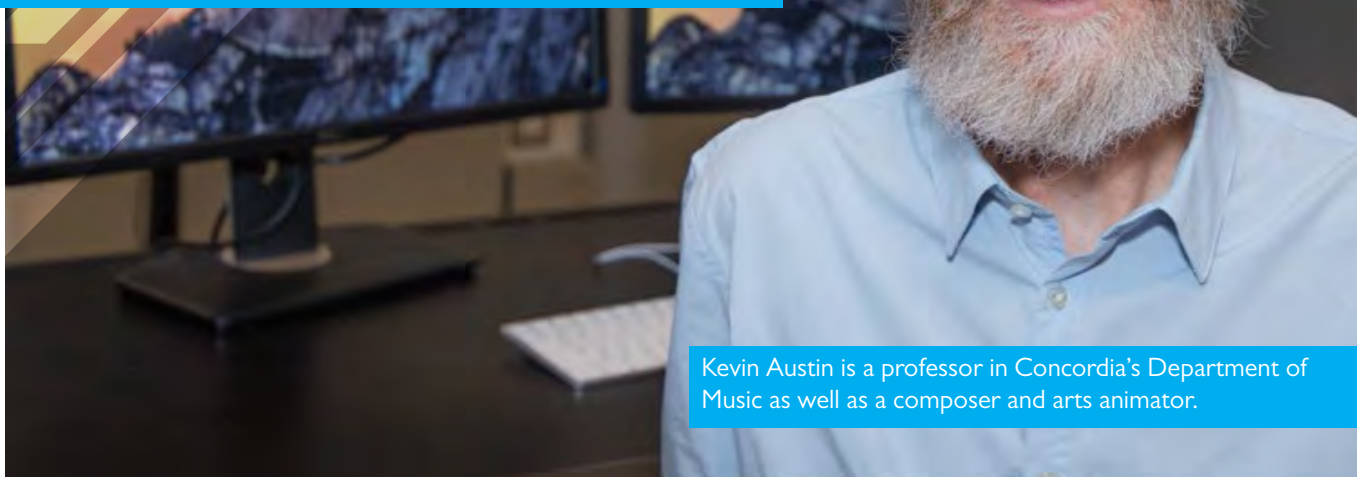
"I firmly believe that you should give back to your community, either through time or finances, if you can," says D'Argenio. "It's important not just for you, but for the people who really need it."

D'Argenio now extends that support to his alma mater. "I am proud to say I went to Concordia," says D'Argenio. "I am very happy to be able to give back and I'm very fortunate to be associated with JMSB."

emboldened

INSPIRED BY THE PHILANTHROPY OF OTHERS

Music/electroacoustic studies professor Kevin Austin gives back to encourage students and honour those who helped shape his path



Kevin Austin is a professor in Concordia's Department of Music as well as a composer and arts animator.

From early in his career as a full-time Concordia faculty member, dating back to 1982, Kevin Austin began dedicating a portion of his salary to support students. "Education is lifelong," says Austin, professor in the Department of Music. "I wanted to feed into the living entity of education."

Austin has since established scholarships at a number of other academic institutions across Canada. He also gives to a range of community causes and health and international organizations.

At Concordia, Austin's objective was to create a collection of awards to provide more opportunities for student recognition. "My belief about awards is that they should be distributed widely, to reach more people," he says.

Austin's academic field is electroacoustic studies. Electroacoustics can include creating soundscapes for visual media, designing sound effects for video games or crafting sonic environments to enhance emotions.

His giving to Concordia has helped establish the Electroacoustic Studies Award Endowment, and also goes towards the Student Emergency and Food Fund.

A NOD TO THOSE FROM HIS PAST

Austin's spirit of giving was inspired by those who helped him along his own path. Though he came from a very poor family, others around him encouraged and supported him to continue with his studies in music from a young age. "I can't pay back the people who have helped me — they are far out of my life now," says Austin.

"All I can do is try to do the same for others and hopefully they, too, will pass that on."

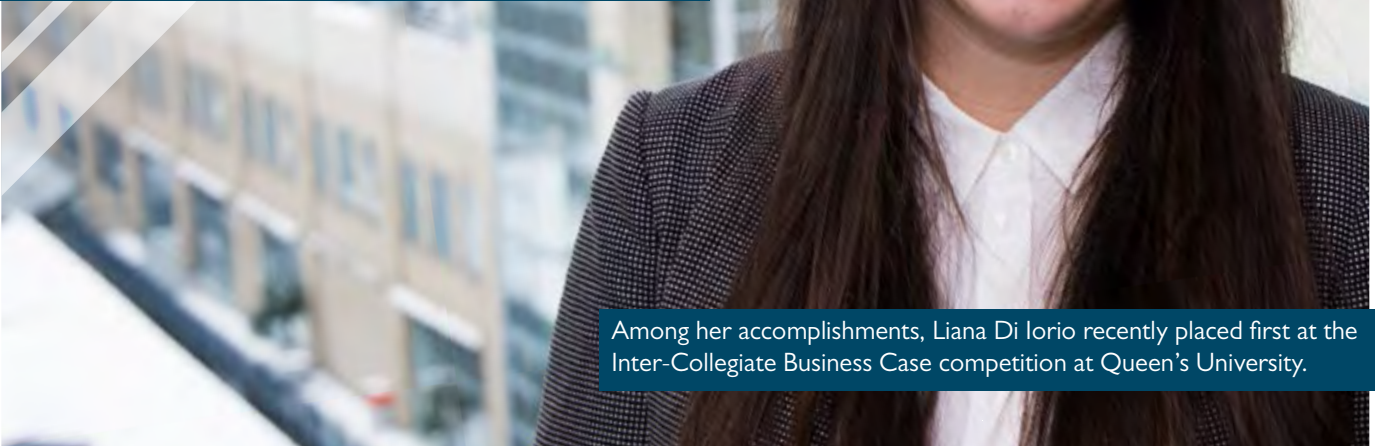
Through the years, Austin has named awards after some of the people who were influential in his life, such as the Hugh and Trudi Le Caine Award in Electroacoustics, named for the Canadian inventor Hugh Le Caine and his wife, and the AH and FB Austin Award in Electroacoustics, to celebrate the lives of his parents.

He likes to think that one day the students who receive these awards will in turn continue the act of giving for future generations. It's his belief that no matter where you start, it all adds up. "It's not about the money," Austin says. "It's about having the will to share."

honoured

SUPPORT FOR NEW OPPORTUNITIES

The Sandhya and Swati Sharma Memorial Scholarship enabled Liana Di Iorio to visit South Africa and discover local businesses



Among her accomplishments, Liana Di Iorio recently placed first at the Inter-Collegiate Business Case competition at Queen's University.

Liana Di Iorio, BA 14, discovered her passion for supply chain and operations management through first-hand experience.

"I studied liberal arts in CEGEP thinking I would pursue a law degree," says Di Iorio. "Once I figured out I didn't want that, I studied English literature at Concordia because I always loved to read."

Like many fellow Concordia students, Di Iorio held a job on the side as a source of income. She worked in retail for the world's second-largest clothing company, H&M. "While I was there, I developed this interest in how much we order, how much we put on display and where to place it," says Di Iorio.

In January 2015, the recent Bachelor of Arts graduate started her second

degree, this time at the John Molson School of Business (JMSB).

Among her successes at JMSB, Di Iorio placed first at the Inter-Collegiate Business Case Competition in the ethics category. The competition took place at Queen's University in Kingston, Ont. in January 2017.

SOUTH AFRICAN JOURNEY

Di Iorio takes advantage of the opportunities JMSB has to offer. With the help of the Sandhya and Swati Sharma Memorial Scholarship, the Montreal native tapped into JMSB's emerging markets project.

"My scholarship went toward a trip to South Africa. That was a beautiful experience," says Di Iorio. "It was an organized tour where we visited businesses ranging from small ones

all the way to a BMW plant." The educational voyage, which took place over two weeks in May 2016, included Cape Town, Johannesburg and Pretoria.

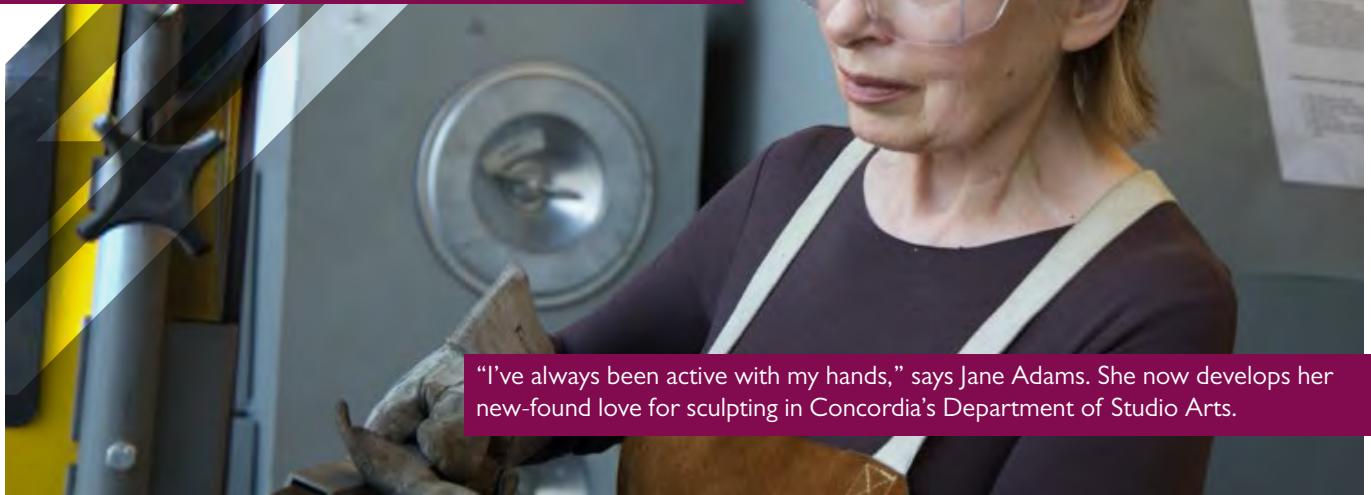
The Sandhya and Swati Sharma Memorial Scholarship is funded by Mahesh Sharma, a professor in the Department of Supply Chain and Business Technology Management. He established the award in memory of family members who were killed in the Air India bombing of 1985.

"I looked him up when I received the award," says Di Iorio. "I was heartbroken to hear the family's story and so honoured to receive it."

View a video of the Sharma family story at concordia.ca/plannedgiving

MAKING A NEW CAREER OUT OF BEING A STUDENT

The **William Schiff Scholarship** gave Jane Adams the confidence she needed to pursue her love of the arts.



“I’ve always been active with my hands,” says Jane Adams. She now develops her new-found love for sculpting in Concordia’s Department of Studio Arts.

It’s been more than 40 years since Jane Adams was last in school. Yet the student in Concordia’s Faculty of Fine Arts has had no problem finding the enthusiasm to succeed.

As a graduate of Ryerson University in Toronto, Adams enjoyed a long career in fashion and design, which allowed her to travel the world. However, after retiring in 2012, she wasn’t ready to stop. “I was trying to figure out what to do with the rest of my life,” says Adams. “I wanted something to do — I needed something challenging.”

That challenge came by way of Concordia’s Department of Studio Arts. Painting had been Adams’s hobby for the past 15 years, yet as she approached her retirement she realized she wanted to turn that hobby into a BFA.

“I was floundering,” Adams says. “I didn’t know how to further what I was doing and I needed professional guidance.”

Once admitted into Studio Arts as a mature student, she was guided to switch from the painting and drawing program to sculpture — a more natural fit.

A PUSH IN THE RIGHT DIRECTION

When Adams received the William Schiff Scholarship, it was the morale boost she needed.

“When I began my studies, I was intimidated because I had been out of school for so long,” she says.

“I was always judging whether or not I could do this — whether or not I had the stamina — but the scholarship gave me confidence.”

Established in 1988, the William Schiff Scholarship is funded by mature students for mature students over the age of 55. With additional support from generous donors, the benefit of attending university this time around is that Adams can do it on her own terms, on her own time.


Though she had initial difficulties adapting to packed lecture halls and exams, the positive reinforcement Adams received from her professors and younger students, coupled with the added funding, helped her to quickly find her niche.

“This is my new job,” she says. “I have a different perspective from the young students who are looking to finish school and find work. I worked to go back to school. I can enjoy it and take my time as I prepare to apply for a master’s degree.”

rewarding

REMOVING FINANCIAL BARRIERS

The **Andrew Forbes Award for Visible Minority Accounting Students** helps Concordia undergraduates achieve their goals



Andrew Forbes's personal background motivates him to help future generations of Concordia students.

“I direct my funding to what I perceive to be the greatest need,” says Andrew Forbes, BComm 94, GrDip 95.

That area is support for students who, otherwise academically qualified, wouldn't be able to afford their studies at Concordia.

A partner specializing in corporate tax at the accounting firm KPMG in Toronto, the current cost of education in Ontario — and generally at most universities — put things in perspective for Forbes. “If the cost to attend university were this much in Quebec when I studied, I likely wouldn't have been able to go,” he says.

As a member of a visible minority, it was of further importance to Forbes to encourage those from a similar background to pursue their educational and career goals.

That's why he established the Andrew Forbes Award for Visible Minority Accounting Students in 2015.

TAKE THE LONG VIEW

In addition to graduating from Concordia twice, Forbes earned a master's of law degree, with a tax specialization, from Osgoode Hall Law School at York University in 2002, and has expertise in both Canadian and American Generally Accepted Accounting Principles. “It was a competitive environment in 1996 when I obtained the CA designation,” says Forbes. “So I wanted to distinguish myself from my peers by also obtaining the U.S. CPA and, subsequently, earning the master's degree in tax law.”

Along with his educational achievements, Forbes's career in accounting/taxation spans two decades. “I've been with KPMG in tax for 18 years, 13 as partner and five as a senior manager. Prior to


that I was at BDO in Toronto,” says Forbes. “The last job I had in Montreal was at Ernst and Young, as a tax manager.”

Forbes provides tax services to clients operating in the consumer and industrial markets sectors. His clients include mostly large corporations and manufacturers. “Most of the work can be characterized as inbound — meaning providing tax advice/services to foreign companies with Canadian operations or seeking to do business in Canada,” he says.

In making a career, Forbes's advice to up-and-comers is to take the long view. “It's a marathon, not a sprint,” he says. “The goal isn't to accomplish all your objectives in a year or two.” His hope is that the award for accounting students he funds will help others get their start along that road. “It can be a very rewarding career.”

BIG LEAP FROM CHINA TO CONCORDIA

The Mr. and Mrs. Andrew Chan Scholarship helps computer science major Kecheng Yao work toward his ideal job



Kecheng Yao, who hails from Chengdu, China, faces additional costs as an international student.

Kecheng Yao hopes to work one day for Apple, the world's second-most-valuable company according to *Forbes* magazine, and the maker of slick computers and iPhones.

"If I worked for Apple, I would want to focus on hardware improvements," says Yao. He decided to move toward that goal by enrolling at Concordia. "I enjoy it, though it was all quite new for me when I started. It takes getting used to," he says.

Yao is now a second-year undergraduate student in the Department of Electrical and Computer Engineering in Concordia's Faculty of Engineering and Computer Science.

Yao's hometown is Chengdu, in the Chinese province of Sichuan. As he points out, it's an area world-renowned for its iconic black-and-white bears. "It's a part of China that's famous for its pandas," says Yao.

A first challenge for Yao was improving his English. "I get around that by reading books more than others and studying hard," says Yao.

BEYOND HIS YEARS

Another factor is being younger than his fellow students by a significant margin.

"I passed physics and chemistry exemption exams," he says.

Leapfrogging over those courses plus entering Concordia straight from secondary school in China means that much of his cohort are older than him.

Support goes a long way — especially when it comes to the higher tuition costs international students face. Yao receives the Mr. and Mrs. Andrew Chan Scholarship, funded by Andrew Chan, BComm 77, and his wife through the Concordia University Hong Kong Foundation.

The funds, he says, "free up time for me to study at school, and helps my parents," says Yao. His family in China assists him financially. Yao received the award based partially on his academic achievement — and his strong grades have continued at Concordia.

To date, he has received top marks in all of his math courses, which he's taken as part of an extended credit option.

Yao hopes to begin working part time in the near future. "I would like to be a math tutor," he says. "I want to help international students and make new friends."

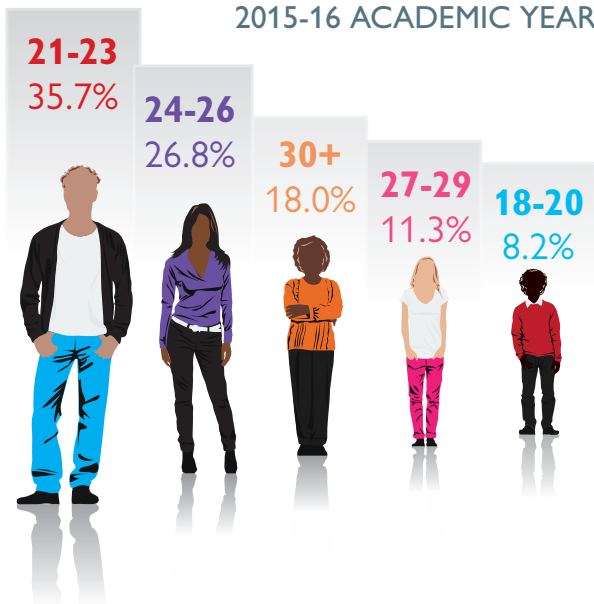
DONATIONS WITH A PURPOSE

Contributions to Concordia play a vital role in helping advance its mission

Concordia's 46,000 students encompass a wide range of ages and countries of origin. As the graphics below show, in the 2015-16 academic year more than half of the university's students enrolled were above age 24 and 18 per cent were 30 or older. Nearly 16 per cent hail from outside Canada and close to 20 per cent were in graduate programs.

The graphic snapshots below present a picture of what the Concordia student body looked like in 2015-16 academic year.

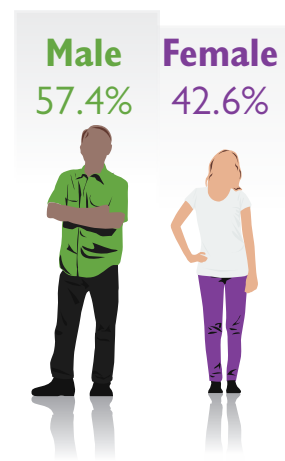
STUDENT ENROLMENT BY AGE GROUPS, 2015-16 ACADEMIC YEAR



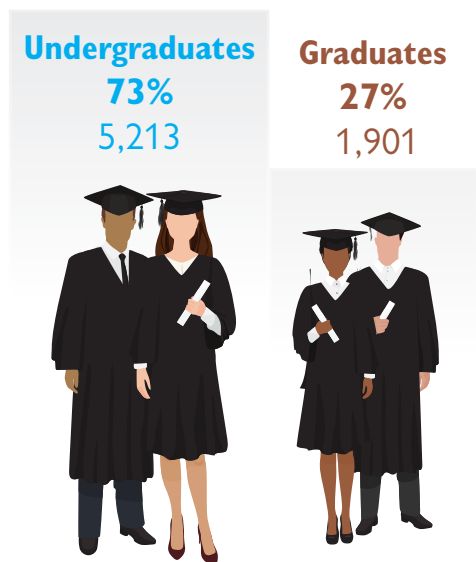
STUDENT ENROLMENT BY GENDER – UNDERGRADUATE



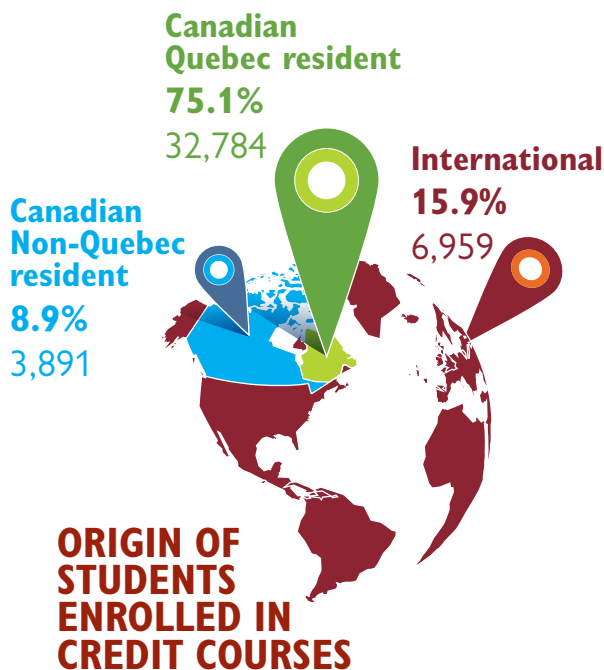
STUDENT ENROLMENT BY GENDER – GRADUATE






GRADUATION* 2015-16 ACADEMIC YEAR



* Each student counted once, using lightest degree earned.



Thank you to all our donors, who provide Concordia with **momentum!**

- Learn how you can support the next generation of Concordia students. Contact our development staff at **514-848-2424, ext. 4856**.
- Share your **#CUpride** and **#CUalumni** stories via **@ConcordiaAlumni** on  **Facebook**,  **Twitter** and  **LinkedIn**.