Chris Hilliard, BA ’88, BA ’06
President, SFU Alumni Association

Alumni Engaging the World

In spring 2012, SFU and the Alumni Association unveiled a new strategic plan to guide alumni engagement in the years leading up to the university’s 50th anniversary in 2015/16.

The timing was ideal, as SFU had just rolled out its own vision to be Canada’s most community engaged university. What better place to start than with the alumni community?

One of our first priorities was to build capacity and resources to expand and strengthen alumni engagement. In fall 2012, the Alumni Relations staff hired two new alumni officers to focus on marketing, events and programs. Their contributions are already making a big difference in enhancing the breadth and depth of our programs to engage alumni.

We also reached out to faculties and departments on campus to encourage their leadership and participation in expanding alumni engagement opportunities. Their response couldn’t have been more positive.

Many SFU units who have never engaged their alumni before are doing so for the first time, and those who were engaging have stepped it up to new levels. All eight faculties now have alumni programs in the works, and there are partnerships in place with over 40 campus groups to plan and deliver alumni engagement activities.

We’re also seeing alumni engagement grow globally, thanks to our dedicated alumni volunteers in regions like San Francisco, Hong Kong, Singapore and Beijing.

In all that we do, whether locally, nationally or internationally, we are focused on how we can help alumni grow and develop, just as we did when they were students at SFU. A key priority is beijing alumni build their networks and leverage the social capital of the alumni community through programs like the online directory, networking events and social media.

Thank you to all who are contributing to our efforts to build an alumni engagement program worthy of one of the best universities in Canada. We look forward to continuing the journey with you.

Chris Hilliard, BA ’88, BA ’06
President, SFU Alumni Association

Engagement 101:
How can alumni engage?
Let us count the ways!

1) Join the SFU alumni online directory.
2) Attend an alumni event and network.
3) Take an SFU Continuing Studies course.
4) Connect with a regional or interest-based alumni group.
5) Take advantage of your alumni privileges.
6) Attend a cultural event at SFU Woodward’s.
7) Hire an SFU co-op student or recent grad.
8) Cheer for the Clan at an SFU athletics game.
9) Join the alumni LinkedIn or Facebook groups.
10) Read SFU’s AQ Magazine.
11) Donate to something you believe in.
12) Reconnect with classmates and teachers.
13) Follow SFU on Twitter.
14) Participate in SFU Public Square events.
15) Volunteer.
16) Read Petter’s Perspective, the SFU President’s blog.
17) Visit and explore an SFU Campus.
18) Share your feedback in a survey.
19) Download a podcast.
20) Touch base with former faculty.
21) Mentor a student.
22) Attend a free public lecture.
23) Vote.
24) Read the monthly alumni e-newsletter.

12) Reconnect with classmates and teachers.
21) Mentor a student.
22) Attend a free public lecture.
23) Vote.
24) Read the monthly alumni e-newsletter.
25) Learn, grow, succeed...

Alumni Engaging the World

No one epitomizes SFU’s slogan “Engaging the World” more than our global community of over 122,000 alumni in 130 countries. Every day alumni go out into the world and help make it better by sharing the knowledge and skills they gained at SFU to solve some of our most challenging problems. Here are ten SFU alumni who are engaging the world in transformational ways:

Africa
Brittney Merryweather, BSc ’12 (Behavioural Neuroscience), attended a co-op term in Rwanda in 2008 which changed her life. Inspired by the children she met, she started the Koga International Development Association, a non-profit life-skill training program. “We partner with other local organizations in Rwanda to help them meet their development goals,” says Merryweather. “We help them conduct needs assessments to identify barriers to development, assist in strategic planning and help improve programs or create new ones.” She has adopted a little brother there and sponsors him to attend Rwanda’s best school.

Artic
Toby Thorleifsson, MA ’06 (History), is devoting his life to protecting the polar regions of the Arctic and Antarctica as a writer, lecturer and explorer focusing on environmental issues. In 2007 he opened Antarctica’s first education base. This year he was a member of the Ellesmere Expedition, whose main focus is to motivate 18 to 33 year olds to become active in solving the climate crisis. “It’s hard to see how the life we live every day is harming these places. But it’s important to be a witness and tell people so we can inspire them to change. The key is to start doing. That’s the most important expedition.”

Asia
Andy Yinan Hu, BA ’04, MA ’06 (Communication), seeks out the truth in risky areas around the world. As deputy editor and staff writer of the ChinaDaily news team, he presented a global perspective by investigating and understanding the issues first hand. As a participant in the China-Africa journalist exchange program, he was the first reporter to independently carry out field research in Mandera, Kenya, without armed escort. His work uncovered many of the challenges faced by oppressed people including violence and war, illegal weapons trading, dangerous working conditions and industrial disasters.

Australia
Dr. Allan Luke, PhD ’76, MA ’81, PhD ’87, LLD 06, is transforming the world of education through his international research into sociology, literary, linguistics and policy at the Queensland University of Technology in Australia. He taught the first generation of Aboriginal teachers and PhDs in Australia as Indigenous Australians first entered higher education in the late 1980’s. He courageously supports the advancement of human rights through educational reform, and his findings have profoundly shaped the evolution of educational systems in many global nations, especially in the Pacific Rim.

Europe
Michael Beck, BA ’10 (English), just wrapped up an EU-funded tour of the United Kingdom, promoting sustainable building and alternative fuel solutions through thePOOSH.org (People’s Organization on Sustainable Housing). He started the non-profit in 2011 to connect sustainable build projects with those interested in learning and vice versa, thus creating an exchange of experiences and knowledge which allow us to change our living habits and make the planet healthier. His advice for engaging the world “Be open-minded. Enjoy parts of experiences rather than the sum of the parts. Get out of the mainstream.”

India
Lindsay Belvedere, BSc ’12, and Martyna Puchala, BSc ’12, are proud to be known as SFU’s BAGS ladies. They are two of five health sciences undergrads who started Better Alternatives for Girls’ Survival (BAGS) to support human trafficking survivors in India by selling bags the survivors produced through Kolkata charity Destiny Reflection. During their four-month co-op in Kolkata, they worked with Destiny Reflection to recruit women from shelters and brothels and provide them with dignified employment opportunities. “Human trafficking is a global problem, not just confined to India,” says Belvedere.

North America: Canada
Dr. Ali Khan, BASc ’06, PhD ’11 (Engineering), is using magnetic resonance imagining (MRI) to improve epilepsy surgery. Over a third of epilepsy patients worldwide suffer from drug-resistant seizures. Surgery is their only option, however it is extremely challenging to operate in the region of the brain that produces seizures. Dr. Khan’s work at Roberta Research Institute helps guide surgeons towards more effective surgery.

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ALUMNI MONTHLY E-NEWSLETTER

Over 58,600 alumni worldwide receive Alumni Monthly e-Newsletter. Alumni-specific opportunities and services available to grads, making it the perfect read for those who are keen to become more engaged. View online at www.sfu.ca/alumni/news

VOTING GOES ONLINE

The Alumni Association introduced a new online voting process for alumni near and far to cast their vote in the Alumni Association Board of Directors elections. The move from paper to digital increased the number of participating voters by almost 500%! Learn more: www.sfu.ca/alumni/elections

ACCESSING YOUR NETWORK

EMAIL FORWARDING

Activate your Alumni Email Forwarding Address to take advantage of online services including: ordering transcripts online, logging into select online library databases, accessing job and volunteer postings through Symplicity, and more. Sign up for Alumni Email Forwarding today: www.sfu.ca/alumni/emailforwarding

ALUMNI DIRECTORY

Your Alumni Email Forwarding Address is also your login to an improved Alumni Online Directory that the Alumni Association is launching soon. You’ll be able to search for alumni based on name, degree or department, location and more; even send a message to get in touch. You will also be able to update communication preferences online so we know what types of information you do and don’t want. Stay tuned and log in!

We Fell in Love @ SFU

SFU was not just a place where our alumni studied, participated in fun activities, and graduated. For many, it is where they fell in love! In February, grads submitted their love stories along with photos for a chance to win great prizes. To view all of the submitted love stories, visit our website: www.sfu.ca/alumni/sfufalllove.html

“We truly fell in love at SFU and continue to be in love at SFU… Some things are just meant to be! Thanks SFU!”

Katelyn (BA ‘09) and Terence (BA ‘10)

Outstanding Alumni Awards

2012 Outstanding Alumni Award Recipients: Svein Andresen (BA ‘81, MA ‘84), Jo-ann Archibald (MEd ‘84, PhD ‘97), Joel Bakan (BA ‘81), John Spinelli (BSc ’79, MSc ‘81, PhD ’94).

Each year, SFU and the Alumni Association honour our most accomplished graduates with Outstanding Alumni Awards. Since the awards were established 30 years ago by the Alumni Association in 1983, over 115 inspiring alumni have been recognized. Visit the 5th floor of the SFU Library to view the Hall of Fame.

CALL FOR NOMINATIONS: The Alumni Association invites nominations of high-achieving alumni for the 2013 SFU Outstanding Alumni Awards. Categories include academics, art and culture, athletics, professional, public service, community service, and service to the university. Nomination deadline is June 21, 2013: www.sfu.ca/alumni/outstanding

Dr. Bailey Klinger, BBA '02

North America: USA

Dr. Bailey Klinger, BBA ’02, is helping unlock the entrepreneurial potential of the developing world as CEO and co-founder of the Entrepreneurial Finance Lab at Harvard’s Center for International Development. He helped create a new way of screening applicants for business start-up funding which uses psychometric tests to predict entrepreneurial success in contexts where people don’t have credit or bank histories. His groundbreaking work was recognized by the G20 and US President Obama for its significant impact in contributing to growth in the economies of developing countries throughout the world.

South America

Tim Martin, MA ’84 (Geography), entered the Canadian Foreign Service in 1983 as a fresh new MA graduate and is currently the Canadian Ambassador to Colombia. His distinguished career in international development and diplomacy has included representation in many of the world’s most distressed and isolated regions: Somalia, Ethiopia, the Palestinian Territories, Kenya, Argentina, Paraguay and Afghanistan. After 30 years, he still feels he has one of the best jobs: “It is an inspiration to work with people who risk their lives to build a new and better future for their people”.

Do you have an Engaging the World story that you would like to share? Please email it to alumni@sfu.ca

Dr. Khan is a neurologist and entrepreneur who has spent 25 years working to develop and implement treatments for epilepsy. He has a diverse portfolio of companies, ranging from a high-end, boutique epilepsy clinic, to a medical device company developing technology to help patients suffering from epilepsy, to a biotech company focused on developing new drugs to treat epilepsy. His newest company: Epilepsy Analytics, which he is helping to launch, will use technology to democratize care by leveraging the power of psychometric tests to help epilepsy specialists make evidence-based decisions and improve outcomes for patients. He recently returned from a year-long sabbatical to start the company, but still finds time to visit patients in need. “I love working with patients, being the change that others have been waiting for,” says Dr. Khan. “Working at the cutting edge of science is a daily thrill. It’s a source of excitement and joy, and I hope to bring this unique perspective to the Epilepsy Analytics team to help them make a difference in the lives of people who suffer from epilepsy.”

Dr. Khan, a neurologist and entrepreneur who has spent 25 years working to develop and implement treatments for epilepsy, has spent a year’s sabbatical to start a new company that will use technology to democratize care for epilepsy patients, bringing evidence-based decisions and improved outcomes. He finds joy and excitement in working on the cutting edge of science and hopes to bring this unique perspective to the new company, Epilepsy Analytics.

Students from around the world flocked to SFU to study, participate in fun activities, and graduate. For many, it is where they fell in love! In February, grads submitted their love stories along with photos for a chance to win great prizes. To view all of the submitted love stories, visit our website: www.sfu.ca/alumni/sfufalllove.html

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We Fell in Love @ SFU

Tim Martin (MA ’84) at the opening of a CIDA project for youth in Colombia, June 2012.
BENEFITS & SERVICES
Membership in the Alumni Association comes with many value-added benefits and services available at economical group rates, discounted, or in some cases for free. View the complete list online and enjoy all the privileges that your alumni membership can offer: www.sfu.ca/alumni/benefits

Alumni Affinity Programs
The Alumni Association has partnered with select organizations to provide quality products and services which generate value for alumni and essential revenue to support alumni programs.

BMO SFU Alumni Association MasterCard: www.bmo.com/sfu

Dreyer Group Mortgages: www.mortgagebrokersvancouveryagn.com

Manulife Financial term life, health, dental, and disability insurance: www.manulife.com/sfu

TD Insurance Meloche Monnex home and auto insurance: www.melochemonnex.com/sfualumni

Leader Frames degree, certificate, and photo frames and significant Impact recognition awards: www.leaderframes.com

Career and Professional Development
Recent SFU graduates can access job postings and career development information through SFU Career Services: www.sfu.ca/careerservices, or for Beedie School of Business alumni, the Business Career Management Centre: www.beedie.sfu.ca/careers/alumni. Alumni looking for career direction are eligible to receive a 15% discount on career assessment testing and counseling through SFU Continuing Studies. More career services for alumni are being developed for the coming year.

Diamond Alumni Centre
Famous for the beauty of its mountain top location, the Diamond Alumni Centre at SFU is becoming known as the spot where alumni couples tie the knot. Alumni receive special room booking discounts when they use the DAC for their special events, business functions and celebrations, including weddings.

Library Privileges
Alumni can continue their lifelong learning by taking advantage of their SFU library privileges. Last year alumni borrowed over 9,000 items from SFU libraries in Burnaby, Surrey and Vancouver, and accessed a growing list of electronic resources from home. Learn more about alumni library services at www.lib.sfu.ca/my-library/services-for-you

Engaging Events
We stay engaged with alumni near and far through a wide array of events held on campus, throughout Metro Vancouver, across Canada and internationally. Learn more at www.sfu.ca/alumni/events

Just a sampling of the events we organized or supported in the past year include:

- 2012 Annual Alumni Gathering and General Meeting
  - Alumni Day of Service
  - Alumni receptions hosted by SFU President Andrew Petter in Singapore, Hong Kong, Beijing and Taipei
  - SFU Athletics CLAN CONNECT night
  - Open houses at SFU Surrey and Burnaby
  - SFU Outstanding Alumni Awards
  - Various regional social and networking events
  - And many more alumni events hosted by SFU faculties, departments and programs

ALUMNI GROUPS AND REPS
SFU graduates around the world stay connected through regional and interest-based alumni groups and representatives. Groups organize activities and events based on common interests or geographic location. Reps serve as a local resource for SFU and alumni in their region. Find a list of the more than 45 alumni groups and reps at www.sfu.ca/alumni and get connected.

YOUNG ALUMNI GROUP
Connect with recent SFU graduates and compare notes on post-SFU life with the Young Alumni Group (YAG). Events and activities feature topics that matter most for young alumni including personal and professional development, networking, careers, and more. Where YAG goes and how YAG grows depends on what young alumni want. So if you’re a new or recent graduate, we invite you to share your ideas or lend a hand with planning events and engaging others. www.sfu.ca/alumni

WHERE ALUMNI LIVE
Canada 92.5%
USA 2.3%
C & S America .05%
Europe .78%
Asia 3.79%
Australia .18%
Africa .12%
Alumni live in over 130 countries

CREDENTIALS ALUMNI EARNED

Our Community

As of March 2013 we counted 122,498 alumni association members

74% live in Metro Vancouver
17% are 29 or younger
51% are between 30 and 49
31% are over 50 years old

NEW BENEFIT!
Receive the lowest mortgage rates, free appraisals, legal fee credit, and more. Dreyer Mortgage Brokers shop over 50 trust companies, banks and credit unions across Canada to secure the lowest mortgage rates for SFU Alumni. Using their mortgage services is completely free on approved credit. mortgagebrokersvancouveryagn.com/sfu-mortgage-broker

President Petter hosted an alumni and friends event in Beijing on November 12.

Alumni Day of Service: the Great Canadian Shoreline Cleanup in September.

Athletics alumni enjoying the first CLAN CONNECT event in November.

The 2012 Outstanding Alumni Awards held in February 2013.

The 2012 SFU Annual Alumni Gathering and General Meeting in May.

Charter alumni having fun at the alumni photo booth at the 2012 SFU Burnaby Open House.

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HELP US STAY CONNECTED

Alumni records are constantly being updated to ensure we keep graduates connected with information on all the latest news, events, privileges and opportunities. If your alumni contact information has changed (email, address, phone number, etc.), we invite you to visit our online address update form and send us your new details: www.sfu.ca/alumni/address-update.

ALUMNI ASSOCIATION

The SFU Alumni Association was founded in 1969. We are a registered non-profit society with a membership of over 122,000 alumni in more than 130 countries worldwide. We are governed by an elected Board of Directors and receive administrative assistance from the SFU Alumni Relations Office.

The Alumni Association represents the interests of SFU graduates worldwide. We are committed to keeping our alumni informed, involved and invested in the alumni community and the future of SFU. Working closely with the university, we offer communications, events, benefits and services for our current and future alumni.

We are proud to support SFU and its alumni community and the future of SFU.

SUPPORTING STUDENTS

The Alumni Association recognizes that today’s students are tomorrow’s alumni. We are proud to invest in their success.

STUDENT LEADERSHIP AWARD

Each year the Alumni Association donates a $2000 award to an SFU student demonstrating outstanding leadership, academic achievement and community service. The recipient of the 2012 Alumni Association Outstanding Student Leadership Award was Ms. Laramie Ferguson, a 4th year Biology student. She is pursuing a career in wildlife conservation and recently led her community in a project to protect BC’s declining barn owl population.

MATCHING MONTHLY DONORS

In fall 2012, the Alumni Association designated $20,000 in matching from the Alumni Special Initiatives Fund to help SFU grow its monthly giving program. Today, 1,407 alumni are supporting students with continuous monthly gifts totaling more than $230,000. www.sfu.ca/advancement

ALUMNI LEADERSHIP

Locally, nationally and internationally, alumni prove their passion for SFU by sharing their time and talents in volunteer roles. Whether representing SFU around the globe, helping with governance, or reaching out to help a student, alumni serve with pride. Thank you all!

UNIVERSITY GOVERNANCE

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Erica Hakonson, MBA ’12

ASSOCIATE DIRECTOR
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MARKETING & PROGRAMS OFFICER
Allison Lambert, BA ’02

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VICE PRESIDENT
Lien Yeung, BA ’06

TREASURER
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EVENTS & PROGRAMS OFFICER
Lisa Jung, BA ’98, CLA ’99

PROGRAM ASSISTANT
Youna Contreras, BA ’05

TRAVELAGENTS AT LARGE

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ALUMNI RELATIONS STAFF

DIRECTOR, ALUMNI RELATIONS
Julie Saito, BBA ’98

ASSOCIATE DIRECTOR
Alison Hakonson, MBA ’12

PERIODICALS

Alumni Association News

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