

# In The Media

## January – March 2016



# Hitting the top 10 across Canada

Niagara College climbed the rankings for the third year in a row as part of Canada's Top 50 Research Colleges. The College also placed third-highest among Ontario's five leading institutions.

COVERAGE TYPE Print, Digital

JANUARY 2016 [stcatharinesstandard.ca](http://stcatharinesstandard.ca)

## POST-SECONDARY EDUCATION

### Niagara College, Brock climb research rankings

DON FRASER  
Standard Staff

Research and its practical use for firms has been top of mind at Niagara College.

And here, food and wine, mechanical engineering, business administration and new media have led the way.

That focus is being fruitful, with a recent report naming the college as being among the top in Canada for research funding.

The report by Canada's Top 50 Research Colleges by Research Infosource Inc. places the college at No. 10.

Its ranking was based on total research funding for 2014 and is two placings higher than last year.

Since that first report in 2013, the college had also moved up three rankings.

Niagara College has also ranked third among Ontario's five leading colleges, with bested only by Sheridan at No. 9 and George Brown, which topped the national research survey.

Using data from the past two years, the college's research funding also increased to \$5.34 million in 2014 from \$4.036 million in 2013 — up more than 32 per cent.

"It's important to be good at what you're good at and not try to be mediocre at everything," said Marc Nantel, associate vice-president of research and innovation at the college.

"By focusing our efforts where we had unique capabilities, where we



PHOTO SPECIAL TO THE STANDARD FROM NIAGARA COLLEGE.

Oksana Sytchouk, third-year Culinary Innovation and Food Technology program research assistant, is using the rotary evaporator for extracting oils and essences from botanical sources.

could make a difference with local industry partners, then we managed to attract the funding and also the group projects with great students, industry and faculty partners.

"And that made it possible to attract more money and projects."

To that end, the college also saw a bump-up in the ranking in terms of partnerships and projects.

It moved to No. 5 from No. 8 among large colleges for the number of formal partnerships held, and No. 5 to No. 4 for "successfully completed projects," a 26 per cent increase in that area.

Niagara College receives research funding from various regional, provincial and federal agencies, and that's administered by the college's

research and innovation division. In a release, the college says this supports the hiring of students and graduates to work alongside faculty researchers in helping industry partners in the marketplace.

Students come from a variety of college's programs such as mechanical engineering technology, culinary innovation and food technology, business administration — marketing, and new media web design.

Nantel said about five years ago, the college started to work with manufacturers in applied research. Before that it was mostly virtual reality, and agriculture/horticulture.

FedDev funding allowed them to take on 15 new projects, "and we took the 15 best ones," he said. "It

tuned out a whole lot of them were in manufacturing. So we also developed our capabilities in manufacturing over the last few years."

He said the establishment of the teaching with Canadian Fed expansion "h

Brock Uni in the survey 2014 from 41. It saw spons jump up by period.

Universi topped that r Brock pre said the uni 10 in terms growth over year in a row.

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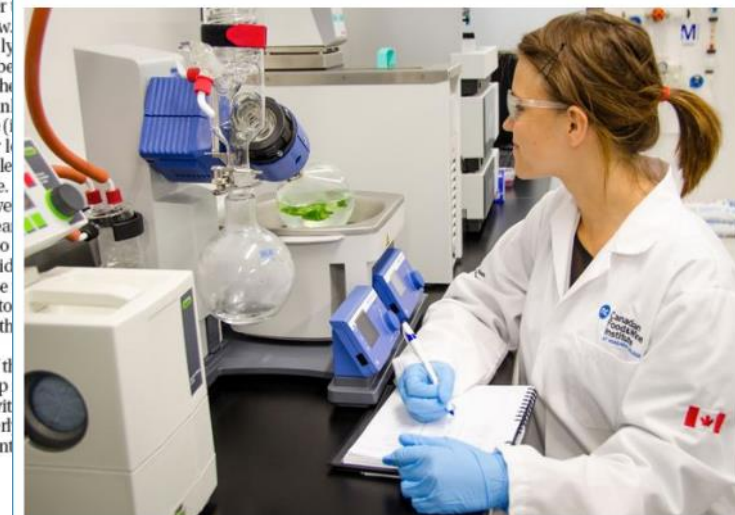
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## NEWS LOCAL

### Niagara College, Brock climb rankings

By Don Fraser, St. Catharines Standard  
Monday, January 4, 2016 4:28:34 EST PM



Oksana Sytchouk, a third-year culinary innovation and food technology program research assistant, is shown using a rotary evaporator for extracting oils and essences from botanical sources. (Photo special to Postmedia Network)

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Research and its practical use for firms has been top of mind at Niagara College. And here, food and wine, mechanical engineering, business administration and new media have led the way.

That focus is being fruitful, with a recent report naming the college as being among the top in Canada for research funding.

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# Strengthening the budget message

Colleges Ontario called on several of its members to contribute compelling evidence of applied research funding to the province's college. Niagara College's success with the MADD Virgin Craft Brew Lager was included in the narrative.

**COVERAGE TYPE** Digital, Radio

**FEBRUARY 2016** [610cktb.com](http://610cktb.com), [eriemedia.ca](http://eriemedia.ca)

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Ontario urged to invest in college-based applied research

February 10, 2016 | Filed under: Niagara College | Posted by: Press Release

Colleges are calling for the Ontario government to make upfront investments of \$30 million into market-driven research to promote industry clusters throughout the province.

"As we've seen right here in Niagara, colleges play a key role in real-world research that helps businesses become more innovative," said Marc Nantel, Niagara College's associate vice president, Research and Innovation. "A commitment to enhance innovation in Ontario should be a priority in this year's provincial budget."

In order to support competitiveness and job creation in key industry clusters, Ontario should establish a new \$30-million, multi-year competitive fund for college-based industry cluster experts. This will allow colleges to work with key industry clusters on a sustained basis to solve industry-defined applied research challenges.

It is well recognized that Ontario has a poor innovation track record compared to international leaders. Indeed, only three per cent of Ontario businesses perform any research, and the record suggests their performance on other innovation indicators is also lacking.

The federal government has increased funding for college applied research. However, there is a need for increased provincial support for applied research. Providing advance investments will ensure that research gets started immediately to strengthen innovation, particularly in small and medium-sized businesses.

Colleges are increasingly playing a critical role in encouraging more small businesses to innovate. Each year, Ontario colleges work with more than 750 companies to pursue market-driven applied research activities and with about 80 organizations on projects which address provincial socioeconomic priorities.

At least half of these businesses plan to pursue further applied research with colleges, and significant numbers report higher sales and new job creation, due to new and improved products and production as a result of their college collaboration.

Participation in applied research also enriches students' experiential learning while supporting commercialization work at small and emerging businesses.

**nc Niagara College Canada**  
APPLIED DREAMS.

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News in Niagara

News > Niagara College wants more cash from province for applied research

Niagara College wants more cash from province for applied research

Posted on 2/9/2016 3:41 PM

**nc Niagara College Canada**  
APPLIED DREAMS.

Niagara College is urging the Ontario government to invest in college-based applied research.

Colleges are calling for the Ontario government to make upfront investments of \$30 million into market-driven research to promote industry clusters throughout the province.

Niagara College's associate vice president of Research and Innovation, Marc Nantel says colleges play a key role in real-world research that helps businesses become more innovative.

He says a commitment to enhance innovation in Ontario should be a priority in this year's provincial budget.

Officials say the federal government has increased funding for college applied research, however, there is a need for increased provincial support.

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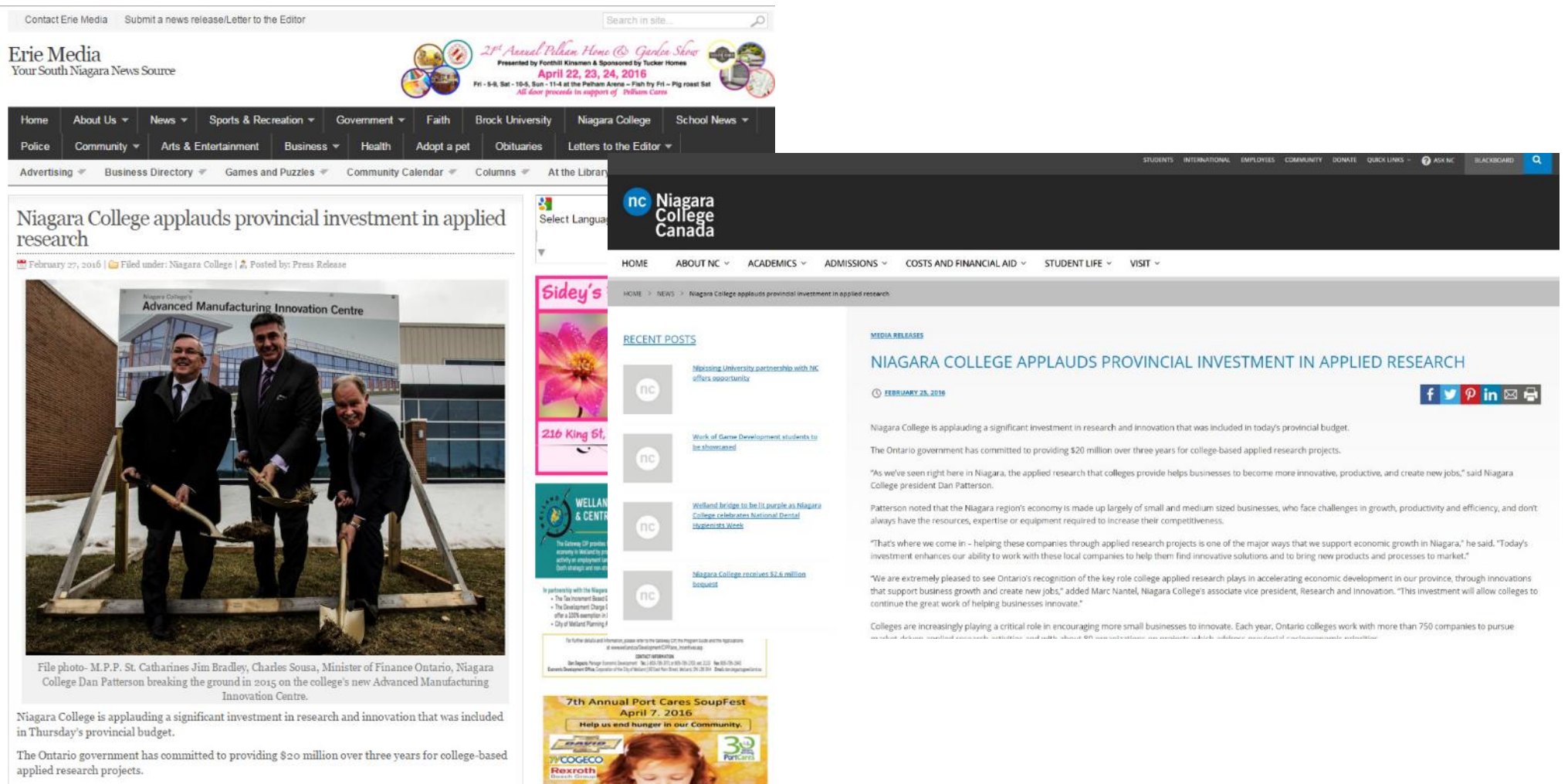
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# Reaping the rewards

After the initial lobbying and editorial publications regarding the potential benefits of investing in applied research, Niagara College praised the Province of Ontario, and promoted the positive aspects for post-secondary education, as included in the provincial budget.



**COVERAGE TYPE** Digital

**FEBRUARY 2016** [niagaracollege.ca](http://niagaracollege.ca), [eriemedia.ca](http://eriemedia.ca)



# Getting that data to work for farmers

Dr. Mike Duncan's work with data related to precision agriculture is included in a feature article on the way in which growers are being enticed to utilize that data. Country Guide is a national farming publication.

**COVERAGE TYPE** Print

**FEBRUARY 2016** [agcanada.com](http://agcanada.com)

EASTERN EDITION country-guide.ca January 2016 \$3.50

## CountryGuide

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BY GORD GILMOUR // ASSOCIATE EDITOR **CROPSGUIDE**

## DATA, DATA EVERYWHERE, BUT...

Some big ag players and Silicon Valley investors are convinced that precision agriculture and 'big data' are the next big things. Convincing farmers is another matter

The problem with any new ag technology is that the engineers can design it, the manufacturers can make it and the farmers out in the field to figure out exactly how to make it work.

That's the dynamic today for precision agriculture, according to one specialist. Mike Duncan, a Natural Sciences and Engineering Research Council (NSERC) research chair at Ontario's Niagara College, says the possibilities of precision agriculture are tantalizingly close, but no one has fully captured them yet.

Analysts often speak of an "adoption curve" for new technology. First, a few innovators test drive the technology. Then a slightly larger group of "early adopters" jump on board and work the bugs out of the system. They're followed by the "early majority," then the "late majority," which typically make up

two-thirds or more of the potential uses. The "laggards" finally bring up the rear.

Duncan says precision agriculture in Canada has barely started down this path.

"There's a curve?" the outspoken Duncan asked rhetorically in an interview with COUNTRY GUIDE. "At the moment I would say there are some early adopters in the game. The hardware people are forcing the issue by selling machines that no one knows how to use effectively yet."

That's not to say there aren't uses for it — there is a solid group of growers who has done the early spadework of breaking their fields up into production zones and using variable-rate technology to make more efficient input applications. It's in the area of taking it one step further and generating data that can paint a clearer picture of what works and doesn't that many lag behind, Duncan said.

"The only people with data are the people with the new technology — and most of them use it as a really accurate clock and overwrite or ignore the data," Duncan said. "Of those who collect data, most have no data discipline and can't remember which field did what — so there are a small few with some really good data, a bigger bunch that have the capability but need to learn some data discipline. The rest are following the argument, but not moving yet."

### INCENTIVE NEEDED

Karon Tracey-Cowan is a precision agriculture specialist with 20 years' experience through her company AgTech GIS, which works with agronomists and growers throughout Ontario.

This perspective has given her a clear view of what's happening on the ground, and she says growers are ahead of industry on this one.

"I don't think farmers are getting the credit they deserve for the work they've done," Tracey-Cowan said. "The truth is the vast majority of growers in Ontario has used precision agriculture on their operation in some form."

She said those applications can take every form from a full effort to collect and use all available data, to more casual observations that the local agri-retailer can use to make a variable-rate fertility application.

Continued on page 28

JANUARY 2016

country-guide.ca 27



The figure shows the universal management zones that result from Niagara College's yield probability index (YPI) algorithm. The zones are the result of stacking a set of historical yield maps while asking "which cells in the yield maps overperformed the average this year?" The colours represent overlapping areas of where the crop performed well. The red areas are where the crop never overperformed the average, and the green areas are where the crop always overperformed the average.



FEBRUARY 2016 [country-guide.ca](http://country-guide.ca)



# E-business solutions for Niagara's SMEs

Carolyn Mullin is the featured guest writer for the Innovation Insights column in the January edition of *Business Link Niagara*. The story highlights the successes of Niagara College's recent round of projects funded by the Ontario Centres of Excellence Voucher for E-Business and Technology Adoption.

COVERAGE TYPE Print, Digital

JANUARY 2016 [businesslinkniagara.com](http://businesslinkniagara.com)

**BL BUSINESS LINK NIAGARA**

VOLUME 13 / ISSUE 12 / JANUARY 2016

## Who am I?

"It all starts with the BIG question: WHY do I exist? What am I here to do besides pay my bills?"

BY GERRY VISCA

Who am I? At some point in your early years, you didn't have to think about this question. It was effortless, you only wanted to do things that made you feel good. Everything you want to be is already inside you waiting for you to get out of your way.

It all starts with the BIG question: WHY do I exist? What am I here to do besides pay my bills? So let's have some fun. See what shows up with these questions.

- What do you need to release?
- What do you need to embrace?

My wish is that the words in this article ignite and inspire a sense of urgency in you. I don't want you to wait for someday, because it may never come. Your someday becomes your destination as a result of crossing the threshold today. It seems to me that many of us have spent a good part of our precious lives looking for answers outside of ourselves. You and I were born programmed with greatness; we were born with Superman...

Continued on page 20

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## INNOVATION INSIGHTS

### Niagara College helps local SMEs embrace e-business

Digital Media Solutions team develops key online components.



CAROLYN MULLIN

Contemporary business-to-business solutions most often involve the latest e-business solutions, but for small to medium-sized companies (SMEs), the ability to keep up-to-date can be either cost-prohibitive or hindered by a lack of expert knowledge.

Niagara College's Digital Media & Web Solutions team, part of the Research & Innovation division, is a ready partner with SMEs to find solutions.

Through industry projects funded by various levels of government, students and recent graduates — many from the college's New Media Web Design program — tackle the e-business challenges of local SMEs, and gain valuable experience towards their own employment along the way.

The division is currently developing a track record of success, having been

awarded funding by the Ontario Centres of Excellence in the form of Vouchers for E-Business in 2014-15, and Vouchers for E-Business and Technology Adaption in 2015-16. Technology Adoption projects focus on technology development and testing/validation activities to support innovation. The e-business vouchers include projects focused on website development, online sales process, digital and social media, and customer relationship management.

"Our new website has greatly improved overall traffic to our retail store and is a huge asset for us," notes Amy Bond, office manager with Industrial Pump Solutions ([industrialpumpsolutions.com](http://industrialpumpsolutions.com)). Bond's Niagara Falls-based company worked with Research & Innovation last year to enhance its e-commerce capabilities. As Ontario's largest aftermarket and surplus pump inventory supplier, this new easy-to-navigate e-store is essential to their business, she adds.

"There are so many factors that are often affected by change, especially in keeping up with the competition," says Jaqueline Waspe, executive chef and proprietor at Spring Manor Bed and Breakfast ([springmanor.ca](http://springmanor.ca)). "Spring Manor's website needed updating to showcase our amenities and what sets Spring Manor apart from the others."

For each project, the Research & Innovation team meets with the industry partners several times during the project, assessing the business's needs, and proposing solutions, before implementing the right fit.

"For the past few months we have been exchanging photos and text, and the team has been training me how to manage the site on my own," says Waspe.

"Every company needs a strong web presence and e-business tools to compete in today's increasingly digital world. Our research team has the right tools and talent to work with local companies

to provide them with that competitive edge," notes Marc Nantel, associate vice-president, Research & Innovation.

While the most recent roster of available projects is full, the Research & Innovation division has several opportunities for related business solutions for local SMEs in areas such as market research, marketing and advertising plans, and sales strategies and prospect lists. Industry partners from the advanced manufacturing and food and beverage sectors in particular are currently being recruited.

Companies interested in partnering with the Research & Innovation team may contact Kristine Canniff, industry liaison officer, at [kcanniff@niagaracollege.ca](mailto:kcanniff@niagaracollege.ca), or 905.735.2211, ext. 7172.

Carolyn Mullin is the manager of Dissemination & Outreach for the Research & Innovation division of Niagara College.  
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## OliV creating jobs in Niagara

Niagara College is mentioned as a key partner to the innovation and business growth strategy of OLIV, by in this company's business profile in the *Niagara Advance*.

COVERAGE TYPE Print, Digital

FEBRUARY 2016 [niagaraadvance.ca](http://niagaraadvance.ca)

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**FILM SERIES** 905.468.2172 [shawfest.com/films](http://shawfest.com/films)

**He Named Me Malala**  
Fri Feb 12 @ 6pm  
A look at the events leading up to the Taliban's brutal attack on Pakistani schoolgirl, Malala Yousafzai, for speaking out on girls' education followed by the global outcry and media frenzy aftermath.

**Steve Jobs**  
Sat Feb 13 @ 3pm  
Set backstage at three iconic product launches and ending in 1998 with the unveiling of the iMac, this film goes behind the scenes of the digital revolution to paint an intimate portrait of Steve Jobs.

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**The Danish Girl**  
Sat Feb 20 @ 3pm  
A touching tale of identity and love. Danish artist, Gerda Wegener, painted her own husband Einar as a lady in one of her paintings. When the painting gained popularity, Einar became Lili Elbe and started on a journey as a transgender pioneer. Starring Eddie Redmayne.

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NIAGARA ADVANCE ■ THURSDAY, FEBRUARY 11, 2016

## OLiV promotes healthy lifestyle

**PENNY COLES**  
Niagara Advance

Breakfast Association.

But his wife has pretty much taken over the running of the inn, and he's not as active as he was in the association, instead devoting most of his time to his new passion, the development of a complete line of all-natural flavoured extra-virgin olive oil and balsamic vinegars, some retail outlets that are also tasting rooms, a restaurant and a fledgling franchise business, all of which take him traveling across Canada.

Jorgensen refers to OLIV's oils and vinegars as the newest in fast food - although they've been around for thousands of years. In addition to promoting a healthy lifestyle, these products make putting together a delicious, wholesome meal an easy, convenient and quick way to prepare food,

he says.

The co-incidence that led to a semi-retired 61-year-old becoming a busy entrepreneur came during a visit to family in Moose Jaw, Sask. Jorgensen, whose background is in marketing and advertising, dropped into a small store called OLIV and was very impressed by the concept he came across - impressed enough to want to become involved. In conversation he learned the owners, Awie and Isabelle du Toit, were from South Africa, and had property in a wine region there. They had come to Saskatchewan so Awie, a medical doctor, could take a job running a radiology department in Moose Jaw, and had decided that instead of growing grapes, they would grow olives and produce and sell the oil. With its health ben-

efits, that seemed more appropriate as a sideline for a doctor than making wine, they felt.

Jorgensen decided that with the many parallels to grape growing, Niagara-on-the-Lake was the perfect place to expand the business, and partnered with the couple to introduce their products locally.

The concept also features balsamic vinegars, also all natural, and products are sold at 15 locations across Canada, with one on Queen Street in NOTL and one in the Outlet Collection at Niagara. There is now a production facility in St. Catharines, where oil from South Africa is stored in large stainless steel tanks before bottling, and a head office in Niagara-on-the-Lake.

Continued Page 9

THURSDAY, FEBRUARY 11, 2016 ■ NIAGARA ADVANCE



**PENNY COLES/NIAGARA ADVANCE**

Rick Jorgensen, in the OLIV tasting room at the Outlet Collection at Niagara, is passionate about the health benefits of all-natural flavoured extra-virgin olive oils and balsamic vinegars.

■ 9

## OLiV has created 25 full-time and 20 part-time jobs in Niagara

**Continued From Page 8**

The Niagara College Innovative Centre, which helps businesses expand through research and development, was another reason he wanted to see the company headquartered locally, he said.

OLIV has created 25 full-time jobs in Niagara and 20 part-time, said Jorgensen.

"Our goal is ambitious. We hope to double the number of stores in 2016, and then double again by 2018."

In addition to selling OLIV products, the tasting rooms have chefs on-site preparing items that sound mouth-watering - pulled pork chilli, a chicken, brie and pear wrap, or lobster mac and cheese are some of the favourites. The menus are always changing as chefs discover new ways to showcase the products.

"Our growth has really exploded. It's hard to keep it in check," he said. "It's been phenomenal."

While references to the benefits of olive oil and balsamic vinegar go back to ancient times, and the best chefs have always used them in food preparation, "I think we're at a very early stage as far as consumer awareness. Our staff take the time to help educate the consumer about what they're buying."

Occasionally, he admits, he shakes his head and wonders what he has taken on - although it's more often his wife who asks how their quiet existence in NOTL has changed so quickly.

"We thought we would have a little OLIV store on Queen Street, but it just kept going from there. I love it. It's a wonderful business, with healthy, premium products. And although I do every once in a while ask myself what I've gotten into, when you enjoy what you're doing, it doesn't seem to be a burden."

Does he worry that the growing interest in his products might be a trend that will fade?

"It's a good question, one I've thought about. I don't think so. People are always going to be concerned about their health, and our baby boomer generation is becoming more and more concerned about what we are putting into our bodies. These are all natural products that have been around for thousands of years, and they will be around for thousands more."

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Retirement Community by Signature

## February Events

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Thursday February 4th 2pm-4pm

Valentine's Day Dinner and Entertainment  
Friday February 12th 4pm-6pm

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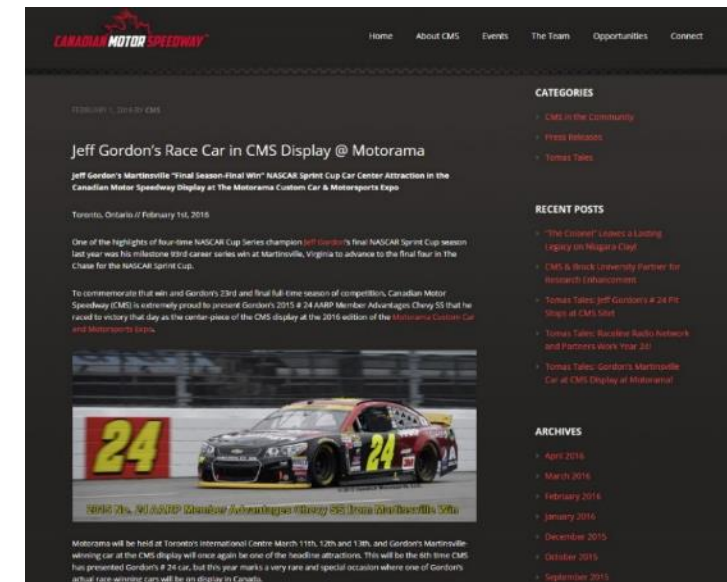


# Revving up our Motorama presence

An amazing cross-promotional effort by the Recruitment, Automotive and Research & Innovation divisions of Niagara College, put our partnership with the Canadian Motor Speedway into an international spotlight, ahead of the Motorama Custom Car & Motorsports Expo in Toronto. Highlights included a blog entry on Jeff Gordon's official racing website.

**COVERAGE TYPE** Digital

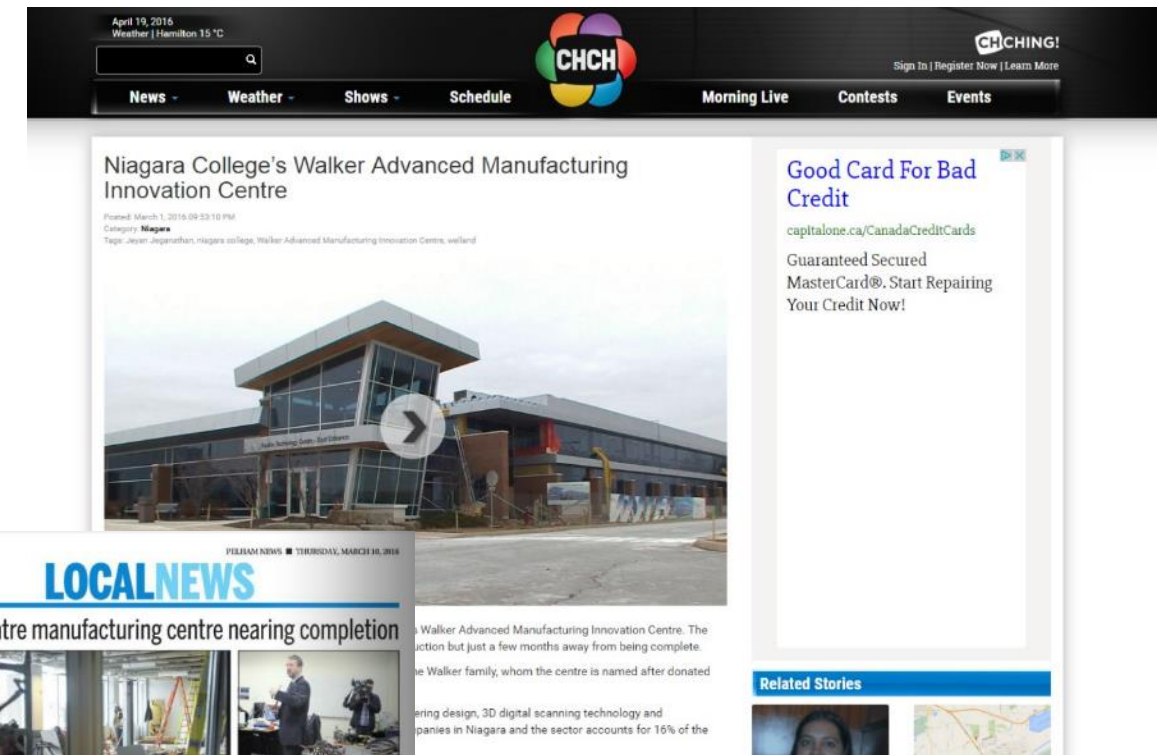
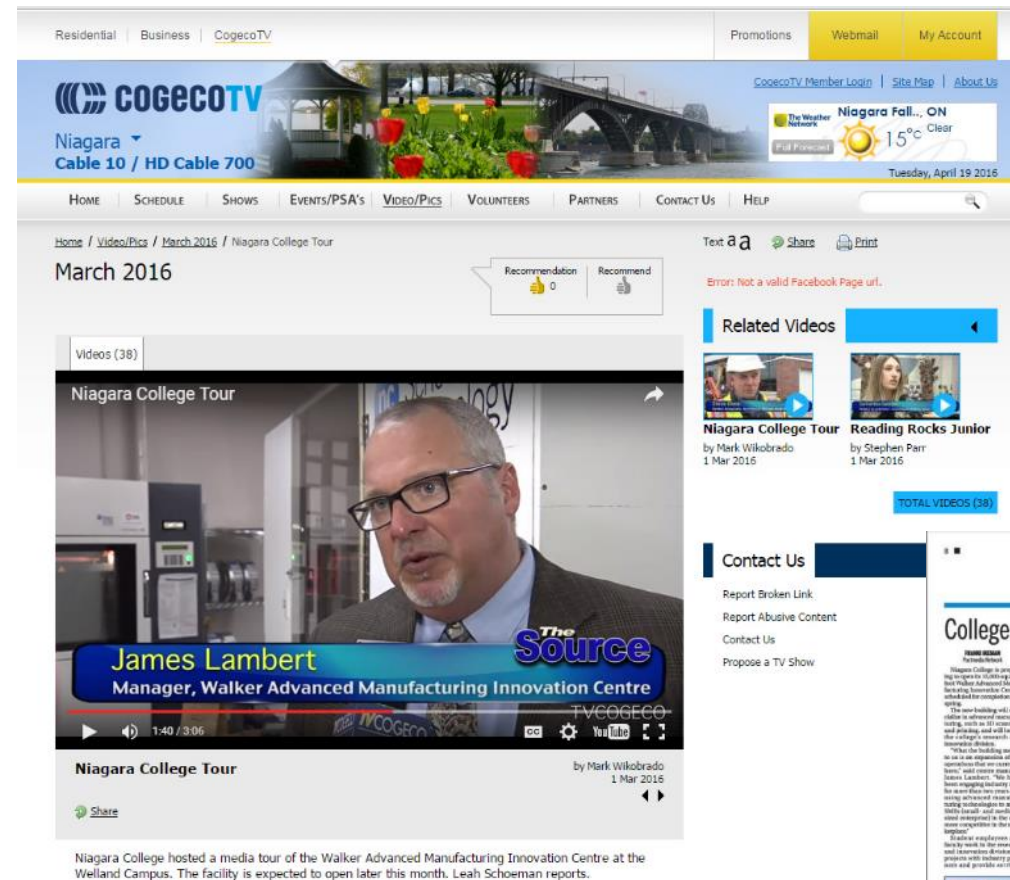
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# Media sneak peek

A month or so ahead of the move-in date, members of the local media were invited to tour the Walker Advanced Manufacturing Innovation Centre at the Welland Campus. The coverage included television, website and newspaper reports.



**COVERAGE TYPE** Television, Digital, Print

**MARCH 2016** [tvkogeco.com](http://tvkogeco.com), [chchnews.com](http://chchnews.com), [pelhamnews.ca](http://pelhamnews.ca)



# Emphasis on engineering

In honour of Engineering Week, Niagara College celebrated the role of engineers in society by hosting a public event at the Welland Campus. Niagara College's own Professor Neil Walker was the guest speaker, and the event was organized by mechanical engineering student Daniela Cortes.

**COVERAGE TYPE** Digital, Print

**MARCH 2016** [niagarathisweek.com](http://niagarathisweek.com)

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## Celebrating the unsung heroes of design

Niagara This Week - Welland  
By Steve Henschel

WELLAND — They may not be the heroes of movies and television, or even books, but their impact is ubiquitous in the modern world.

In honour of national engineering month Niagara College celebrated the role of engineers in society with an event — Engineering Our World: Yesterday, Today and Tomorrow — at its Welland campus. The event invited the public and students to learn a bit more about engineering and the role it plays in everything from science to food preparation. Mechanical engineering professor and event speaker Neil Walker explained engineers design everything from the machines that make buttons for clothing to the pens that journalists use to write stories.

**Celebrating the unsung heroes of design**  
Steve Henschel/Staff Photo  
Mechanical engineering professor Neil Walker and student Daniela Cortes both know how important engineers are to society. Both were involved in a Niagara College event celebrating those contributions on Monday.

"Without engineers you'd probably be standing here naked grunting at me," he said, noting that engineering isn't glamorous, but it is necessary. Even large-scale scientific discoveries rely on engineers to design measuring instruments and experimental devices.

"It's not just about iPhones and iPads ... it's everything," he said, explaining unlike cops and doctors you won't find any big role model engineers on the silver screen. Engineers he said work in the background, and often that means students entering the field don't know exactly where they are headed.

"It's all under the radar," said Walker, who's speech traced his own rather eclectic career that saw him, through

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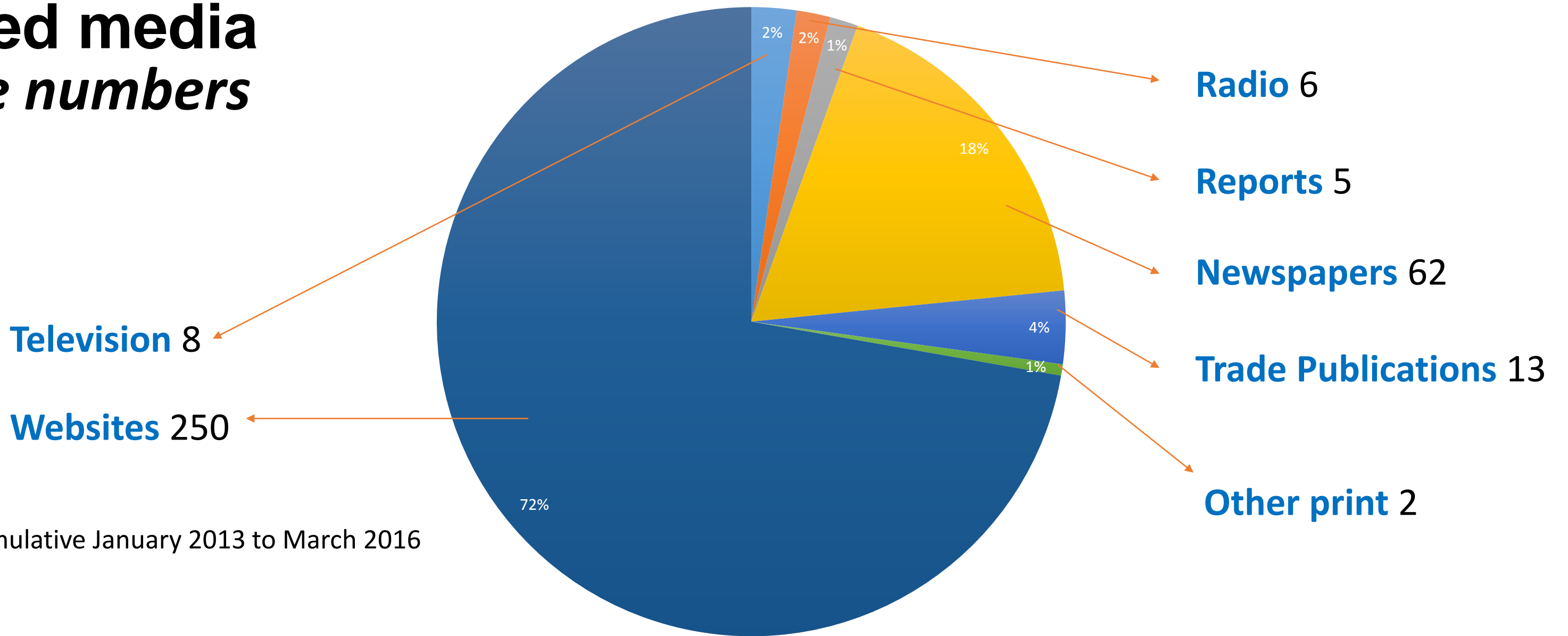
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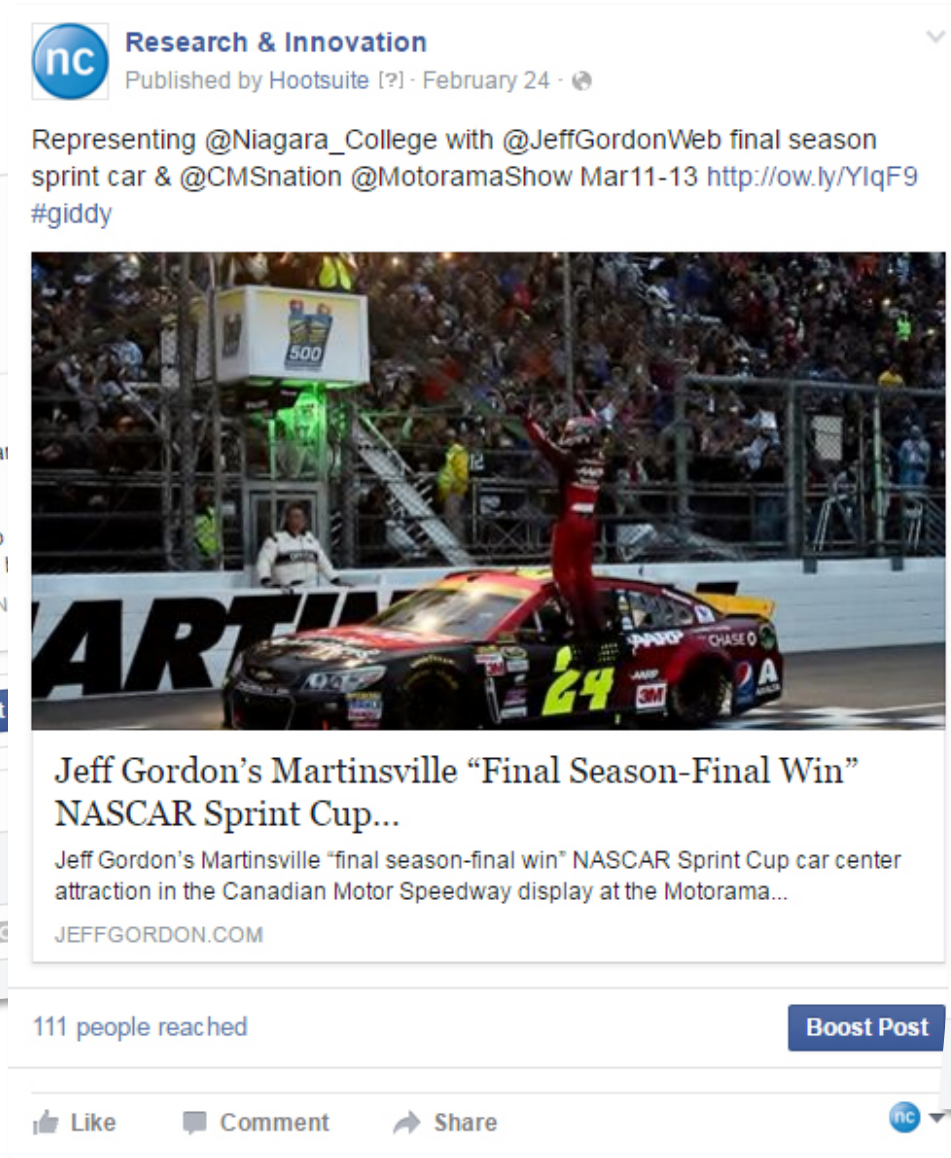
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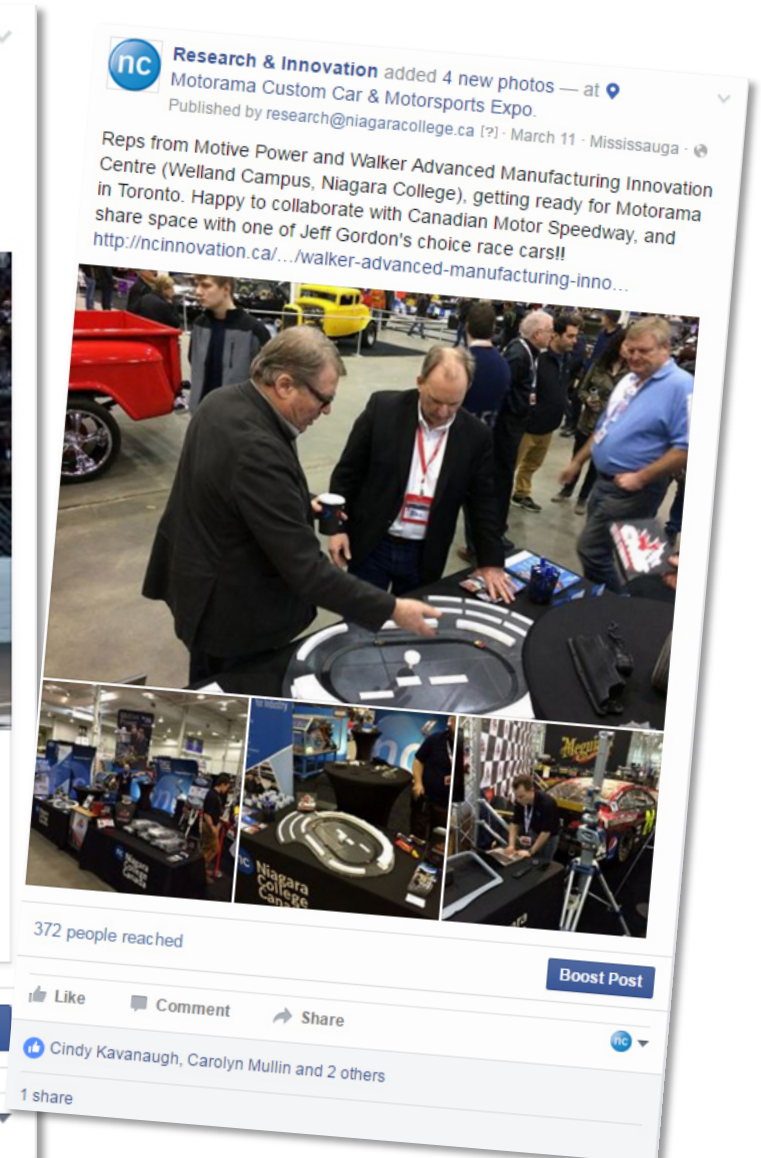


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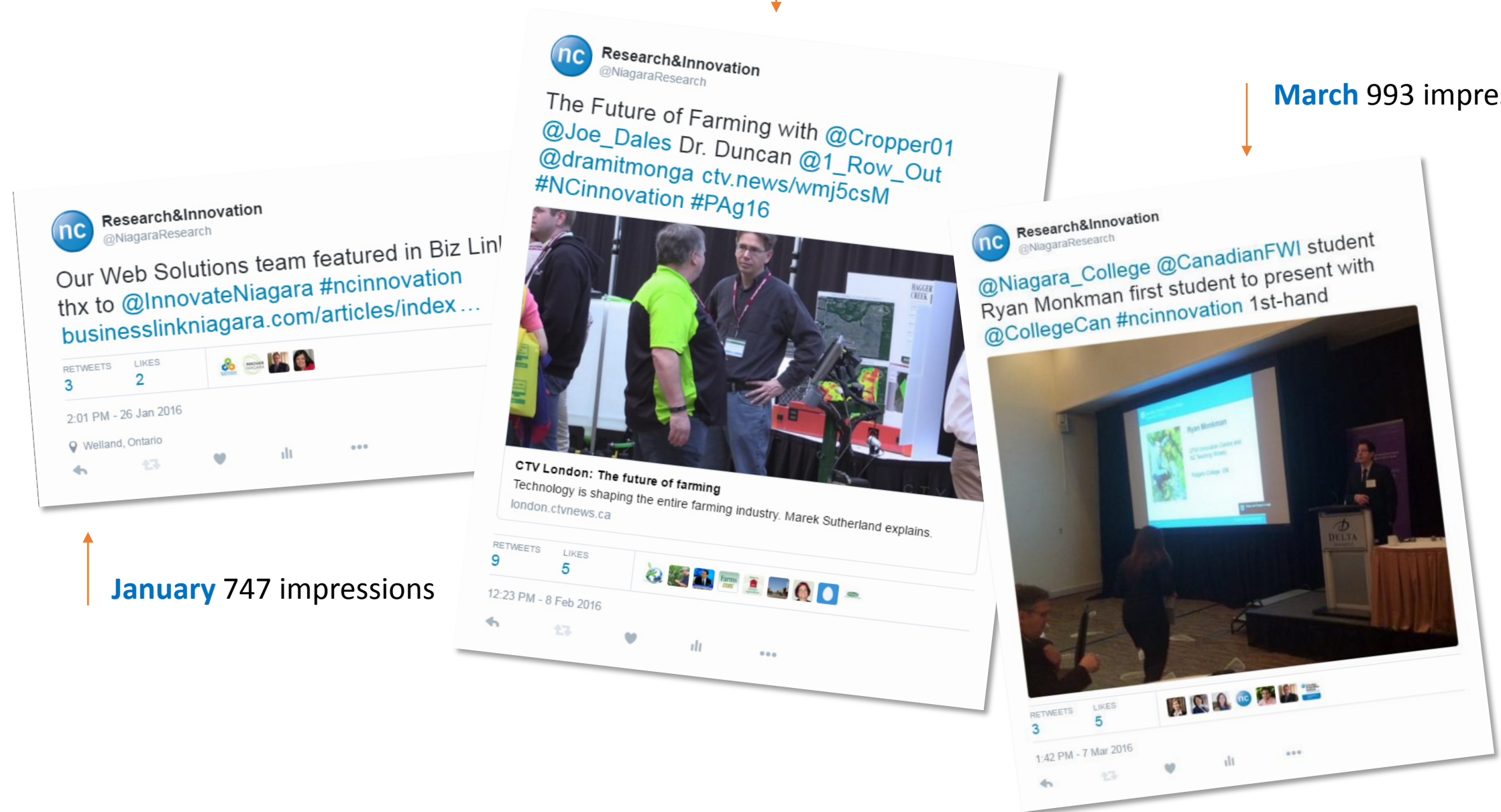
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Niagara College Research & Innovation Deadline this Fri for Lunch n Learn at Welland Campus of Niagara College: Reality Capture Workshop. Learn to use 3D software, hardware to obtain accurate build data.

**Lunch and Learn Reality Capture Workshop coming Feb. 11**  
ncinnovation.ca • The Walker Advanced Manufacturing Innovation Centre, along with Cansel, will present Technical Workshop 1 on Thursday, Feb. 11, 2016, at the Welland Campus of Niagara College. "Reality Capture: Working with As-Built and Design Model Data in 3D" is a...

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Niagara College Research & Innovation Deadline to register extended to end of tod Lunch & Learn at Welland Campus.

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Niagara College Sponsored by Facilitated by  
February 11, 2016 Time: 11:30 am to 1:45 pm C  
lunch and workshop Deadline to register: Thurs  
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