



# In The Media

## April – June 2018

# Major donation for innovation complex

Niagara College receives a \$1 million gift from the Marotta family for construction of the new NOTL addition that will house agri-food labs.

**COVERAGE TYPE** Digital, Print  
**APRIL 2018** [St. Catharines Standard](#), [Niagara College](#), [Niagara Now](#)



## Major donation for Niagara College

Marotta family donates \$1 million to Niagara College innovation complex

NEWS Apr 08, 2018 by Bob Tymoczynski The St. Catharines Standard



Niagara College's new innovation complex got a significant boost Friday after a major donation was announced.

The announcement of the \$1-million gift from the Marotta family was made at the college's annual Seafood Gala.

In recognition of the donation, the new complex will be named the Marotta Family Innovation Complex.

The 4,410-square-metre, four-storey complex at the Niagara-on-the-Lake campus is scheduled for completion in fall 2018, enhancing the college's ability to support the growing competitiveness of Niagara's agribusiness sector.

"As a family we have always looked ahead towards progress, keeping traditions alive and making communities stronger," said the Marotta family in a statement. "We are proud to be supporting Niagara College. Our goal is to help ensure this vibrant student community is always looking forward and that they will achieve successes in all aspects of their life."

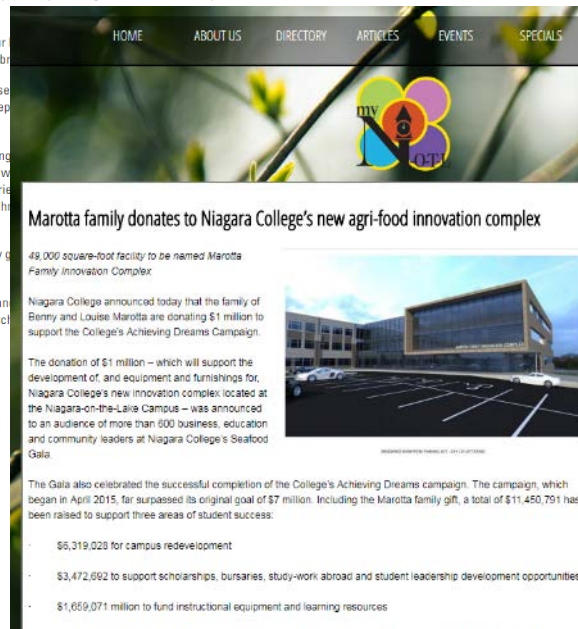
"These students represent the future of our Niagara-on-the-Lake and will continue to bring pride to our community."

Also, the complex will include agrifood research, specialized student engagement and entrepreneurship and gymnasium.

Louise and Benny Marotta's daughters, Angela and Melissa Marotta, are donating \$1 million to support the college's culinary innovation and food technology programs.

"All of us at Niagara College are extremely grateful to the Marotta family for their generosity," said Niagara College president Dan Patterson in a statement.

"This gift, supporting the Marotta Family Innovation Complex, will help us create a world-class learning environment, and facilitate cutting-edge research and innovation."



## NC agri-food complex receives \$1M donation



In recognition of a \$1 million donation, Niagara College will name its new innovation complex at its Niagara-on-the-Lake campus the Marotta Family Innovation Complex. (Artistic Rendering Supplied)

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Richard Harley, Editor in Chief  
Apr 7, 2018 | Saturday

Niagara College announced Friday it received a \$1 million donation towards its Achieving Dreams campaign.

The money will be used to develop, equip and furnish a new 49,000-square-foot four-storey agri-food innovation complex at the college's Niagara-on-the-Lake campus.

The new facility will be named the Marotta Family Innovation Complex in honour of the donation.

The Marotta family has been known to support various charitable organizations such as MacKenzie Health, Humber River Hospital, Sick Children's Hospital, Vaughan Hospice, Art Gallery of Ontario and Caledon Food Bank.

Angela and Melissa Marotta are the proprietors of Two Sisters Vineyards in Niagara-on-the-Lake.

Two Sisters Vineyards has also committed \$20,000 to Niagara College to establish the Two Sisters Vineyard Bursary Fund, which sees two \$2,000 awards given annually to students in Niagara College's culinary and wine programs.

The new complex will be a hub for agri-food research and include innovation laboratories, incubation space for business, specialized training facilities, and will also house a student fitness centre and gymnasium on the lower level.

The college said construction is expected to be completed in fall of 2018.

The college's Achieving Dreams campaign, which began in April 2015, has raised a total of \$11,450,791, surpassing its original goal of \$7 million.

The college said the money will go towards three areas of student development — \$6,319,028 for campus redevelopment; \$3,472,692 to support scholarships, bursaries, studies abroad and student leadership development opportunities; and \$1,659,071 million to fund instructional equipment and learning resources.

"All of us at Niagara College are extremely grateful to the Marotta family for their generosity," said Niagara College president Dan Patterson.

## Port Campus Redevelopment

### NEWS AND UPDATES

#### UPDATES

[Marotta family donates to Niagara College's new agri-food innovation complex](#)

MAY 8, 2018

Niagara College announced on April 6 that the family of Benny and Louise Marotta are donating \$1 million to support the

The donation of \$1 million – which will support the development of, and equipment and furnishings for, Niagara College's, audience of more than 600 business, education and community leaders at Niagara College's Seafood Gala.



The Gala also celebrated the successful completion of the College's Achieving Dreams campaign. The campaign, which began in April 2015, has raised a total of \$11,450,791 to support three areas of student success:

- \$6,319,028 for campus redevelopment
- \$3,472,692 to support scholarships, bursaries, study-work abroad and student leadership development opportunities
- \$1,659,071 million to fund instructional equipment and learning resources

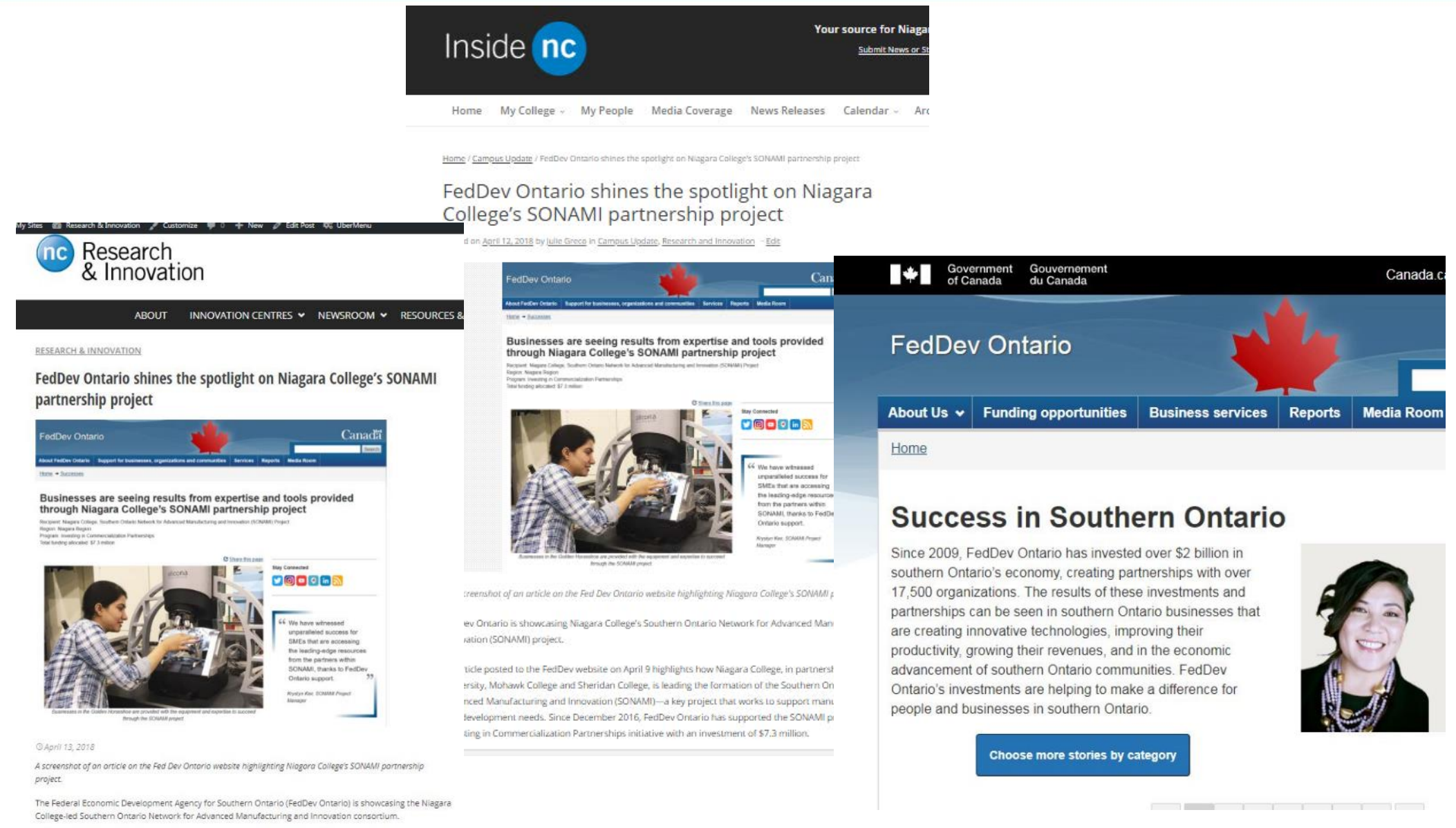
In recognition of the Marotta family's generous gift, Niagara College will name the new complex the Marotta Family Innovation Complex.



# FedDev Ontario shines spotlight on SONAMI

FedDev Ontario showcases the Niagara College-led Southern Ontario Network for Advanced Manufacturing and Innovation consortium on its website.

**COVERAGE TYPE** Digital  
**APRIL 2018** [Niagara College](#), [Ncinnovation](#), [FedDevOntario](#)





## Major grant for adv. manufacturing

NC's Media, Technology and Trades division  
secures funding to support equipment,  
training and projects to support advanced  
manufacturing sector.

COVERAGE TYPE Digital, Print

APRIL 2018 [St. Catharines Standard](#), [Niagara at Large](#), [Niagara College](#)

MONDAY, JUNE 4, 2018  
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## The Standard

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Home / News / Local / College Project Gets \$500,000 In Funding

### College project gets \$500,000 in funding

NEWS May 01, 2018 by [Nathaniel Johnson](#) The Welland Tribune

[f](#) [t](#) [r](#) [in](#) [e](#)

Niagara College has received \$500,000 to launch a new project to support technological development in the region's growing advanced manufacturing sector.

The funding was secured by the college's media, technology and trades division through Advanced Education and Skills Development's Skills Catalyst Fund, which supports projects that build stronger links between skills development and the demands of the new economy.

A media release said the project will provide training for current industry professionals, the-art equipment and simulators, and attract and recruit new talent into the industry from high school and post-secondary students.

"Niagara's robust advanced manufacturing sector is already a defining feature of the region and will continue to grow in its significance," said Marc Nantel, the college's interim media and trades division manager.

Nantel said the past several years have seen Niagara College take a strong leadership role in this key industry, and through this project will be able to further enhance and support the vital workforce ...

Over the next year, the college will purchase 25 cutting-edge manufacturing simulators, CNC milling machine simulators, and 3D rapid-prototyping printers.

"This equipment will be used to train industry employees, adding to Niagara's competitiveness by being transformed by advancing technology," the release said.

The project also aims to encourage students to enter the industry and provide them with the skills to do so. Some of the simulators and training equipment will be used to showcase advanced manufacturing skills at Niagara's elementary and high schools, with a focus on encouraging women and other traditionally under-represented groups to pursue a career in the industry.

### PROVINCIAL FUNDING TO AID IN COLLEGE'S SUPPORT OF NIAGARA'S ADVANCED MANUFACTURING SECTOR

APRIL 30, 2018

[f](#) [t](#) [in](#) [t](#) [e](#) [b](#)



The Rankin Technology Centre at Niagara College's Welland Campus, home to the college's School of Trades

Niagara College is launching a new project to support technological and workforce development in Niagara's growing advanced manufacturing sector.

The project will provide training for current industry professionals in Niagara on state-of-the-art equipment and simulators, and attract and recruit new talent into the industry from among Niagara's high-school and post-secondary students.

The College's Media, Technology and Trades division recently secured \$500,000 to fund the project through the Ministry of Training, Colleges and Universities's Skills Catalyst Fund, which supports projects that build stronger links between skills development and the demands of the new economy.

Over the next year, the College will purchase 25 cutting-edge manufacturing simulators, including robotic training simulators, CNC milling machine simulators, and 3D rapid-prototyping printers. This equipment will be used to train industry employees, adding to Niagara's competitiveness in a sector that is being transformed by advancing technology.


The project also aims to encourage students to enter the industry and provide them with the skills to do so. Some of the simulators and training equipment will be used to showcase advanced manufacturing skills at Niagara's elementary and high schools, with a focus on encouraging women and other traditionally under-represented groups to pursue a career in the industry.

### Niagara At Large

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### \$500,000 In Provincial Funding To Aid In College's Support Of Niagara's Advanced Manufacturing Sector

Posted on May 1, 2018 by [DanaBaker](#) | [Leave a comment](#)

A News Release from Niagara, College

Posted May 1st, 2018 on Niagara At Large

Niagara, Ontario – Niagara College is launching a new project to support technological and workforce development in Niagara's growing advanced manufacturing sector.



Niagara College's Rankin Tech Centre

The project will provide training for current industry professionals in Niagara on state-of-the-art equipment and simulators, and attract and recruit new talent into the industry from among Niagara's high school and post-secondary students.

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# NC wins Silver at CiCan Awards

Niagara College is awarded a silver in Applied Research and Innovative Excellence for its impact on industry, students, faculty and the applied research of ecosystem of colleges.

RESEARCH & INNOVATION

## Niagara College awarded silver for Applied Research and Innovative Excellence



© May 1, 2018

President Dan Patterson accepting the silver award of excellence for applied research and innovation.

Niagara College was in the national spotlight on April 30, winning two awards from Colleges and Institutes Canada. Presented at CiCan's annual conference in Victoria, B.C., the awards recognize and promote excellence within colleges, institutes, cégeps, and polytechnics in Canada, showcasing the extraordinary contribution of individuals to their communities and highlight the role of Canadian institutions in social, cultural and economic development. There are three levels of recognition: Gold, Silver and Bronze.

Niagara College was awarded a silver for Applied Research and Innovative Excellence - the highest level of the award granted to any Ontario college in this category - for its impact on industry, students, faculty and the applied research ecosystem of colleges across Canada. College president Dan Patterson accepted the award on behalf of the College and its Research & Innovation Division.

"At Niagara College, we consider our Research & Innovation Division one of our most effective tools for economic development engagement in our community," noted Patterson. "In its current configuration

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## Niagara College shines with two CiCan Awards of Excellence

May 1, 2018 | Filed under: Niagara College | Posted by: Erie Media



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Niagara College shines on national stage with two CiCan Awards of Excellence

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News / News Centre / News Release / CiCan recognizes excellence and leadership at Canadian colleges and institutes

## CiCan recognizes excellence and leadership at Canadian colleges and institutes

CiCan recognizes excellence and leadership at Canadian colleges and institutes

Victoria, April 30, 2018 - Colleges and Institutes Canada (CiCan) is proud to announce the recipients of its 2018 Awards of Excellence which were recognized during the association's annual conference in Victoria, B.C.

The CiCan Awards of Excellence recognize best practices from institutions across the country, as well as individual leadership and achievements. The awards were distributed in partnership with TD Insurance, the exclusive sponsor of CiCan's Awards of Excellence.

"It is because of dedicated people working hard every day, to improve educational programs and campus life, that colleges and institutes are able to offer such remarkable student experiences and training opportunities," says Tazina Amyot, President and CEO of CiCan. "We are thrilled to honour those leaders and innovators who make the college system more inclusive, and more responsive to the needs of students as well as employers."

Here are this year's winners in all eight categories:

### Indigenous Education Excellence

Dalhousie University College

Dalhousie University College has a long history of commitment to and engagement with Indigenous education. By building in past knowledge and resources, Dalhousie has developed into an Indigenous space where Indigenous students see themselves and their communities reflected in their studies. The college now offers close to 60 courses that integrate Indigenous


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## Niagara College shines on national stage with two CiCan Awards of Excellence

Posted on May 1, 2018 by Julia Grieco in Featured, My People, News Releases, Research and Innovation, School of Business and Management, Staff News



Holly Catalfamo stands with NC president Dan Patterson after they accepted awards at the CiCan Annual Conference in Victoria, B.C. on April 30. Catalfamo received a Gold Medal for Leadership Excellence, Faculty Award; and Patterson accepted a silver Applied Research and Innovation Excellence Award on behalf of the College.

Niagara College was in the national spotlight on April 30, winning two awards from Colleges and Institutes Canada.

Presented at CiCan's annual conference in Victoria, B.C. on April 30, the awards recognize and promote excellence within colleges, institutes, cégeps, and polytechnics in Canada, showcasing the extraordinary contribution of individuals to their communities and highlights the role of Canadian institutions in social, cultural and economic development. There are three levels of recognition: Gold, Silver and Bronze.

Holly Catalfamo: Gold Medal Leadership Excellence, Award for Faculty

COVERAGE TYPE Digital, Print  
MAY 2018: [Erie Media](#), [Niagara College](#), [CiCan](#), [ncInnovation](#)



# NC researcher wins food science award

The Can. Institute of Food Science & Technology honours NC's Amy Proulx, PhD, professor/program coordinator of the Culinary Innovation & Food Technology Program and faculty research lead with R&I.

COVERAGE TYPE Digital  
MAY 2018: [InsideNC, ncInnovation](#)



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## 2018 CIFST AWARD WINNERS REVEALED

by Doug Duke | May 31, 2018 | News | 0 comments

Recipients of the 2018 CIFST Awards were announced during the Institute's National Conference Niagara-on-the-Lake, ON May 27 to 29. A total of seven awards were handed out as part of a gala dinner that was highlighted by a talk by Dr. Irwin Adam of the Future Food Studio in Toronto.

The list of this year's CIFST Award recipients includes:

**Katie Haddad** and **Erin Hopkins** – Student Leadership Award

**Eunice Li Chan** – Emeritus Membership Award

**Aline Tezcucano** – Institute Award

**Mike Nickerson** – W.J. Eva Award

**Amy Proulx** and **Joy Shinn** – President's Award

Earlier in the National Conference, **H.P. Vasantha Rupasinghe** of Dalhousie University was named a Fellow of CIFST.

Handed out annually, the CIFST Awards recognize significant contributions of dedicated food and beverage sector professionals working across Canada.

[Home](#) / [Campus Update](#) / CFWI's Amy Proulx recipient of national food science award

## CFWI's Amy Proulx recipient of national food science award

Posted on May 31, 2018 by [jaisrcheb](#) in [Campus Update](#), [Canadian Food and Wine Institute](#), [Uncategorized](#)



The Canadian Institute of Food Science and Technology (CIFST) has honoured NC's Amy Proulx PhD, professor and program coordinator of the college's Culinary Innovation and Food Technology program, with a President's Award at its recent national conference, held May 27-29 at White Oaks Conference Centre in Niagara-on-the-Lake.

The CIFST is a national association of over 1,000 food and beverage sector professionals, scientists and technologists in industry, government and academia who are committed to advancing food science and technology.

The award honours Proulx's longtime commitment and contributions to the CIFST, which began over 20 years ago when Proulx was just getting started in the industry. She currently serves on the national conference committee as well as the national board of directors for the institute.

"CIFST opened so many opportunities for me as a young food scientist," said Proulx. "The opportunities that came from participating in CIFST events, and the benefits for my own career were evident. Now it is my turn to return the favour and encourage our next generation of young food science professionals."

Proulx also had the opportunity to captain the first winning team of the CIFST's National Food Product Development Student Challenge in 2000, in which teams post-secondary students compete to create an innovative new food product. Proulx continues to be involved as a national judge for the competition, and this year helped arrange for the Canadian Food and Wine Institute to host the competition, allowing students to make use of the world-class culinary facilities to create their products.

This year's winners of the competition were Université Laval students Marc-Antoine Vézina, Laura Lapointe, Alexane Thiffault and Roxanne Nole, who created an innovative "Veggie Waffle."



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## Professor and researcher Amy Proulx earns national food science award



© June 1, 2018

The Canadian Institute of Food Science and Technology (CIFST) has honoured NC's Amy Proulx PhD, professor and program coordinator of the College's Culinary Innovation and Food Technology program, with a President's Award at its recent national conference, held May 27-29 in Niagara-on-the-Lake. Proulx is also a faculty research lead with the CFWI Innovation Centre.

The CIFST is a national association of more than 1,000 food and beverage sector professionals, scientists and technologists in industry, government and academia who are committed to advancing food science and technology.

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# Industry partner talks benefits of NC

Hamill Machine Co. owner Bob Benner is quoted in local media outlets talking about the benefits to his business of working with NC and the R&I team.

## HAMILL MACHINE

Written by Don Fraser

From its beginnings in the late 1960s as a general machine shop, Hamill Machine has grown into a nimble, custom machine-fabricating business, with a stellar reputation in the food, wine and heavy industrial sectors.

Especially of note is its niche in the wine industry building aluminum and custom barrel racks. Hamill has also made a mark in agriculture as a designer and builder of custom harvesters for the greenhouse industry. "It's our big thing now, they're basically selling all over the world," said company president Bob Benner.

Meanwhile, a developing Hamill business is also designing harvesting equipment for rapidly-expanding legal cannabis growers.

"That's next on our list," he says of a 15-employee Niagara Falls company that employs mechanical engineers, millwrights, welders and machinists among its staff. Its operations include CNC machining, machine design and building, millwrighting, dynamic balancing, fabricating, laser cutting and 3-D engineering.

Historically, Hamill has also leveraged targeted government research-development dollars, meaning if a customer comes to them with a problem, with that assistance in mind, "we pretty much always say yes," Benner said. "They tell us what it is they want. We use 3-D software to design that piece of equipment so we're all on the same page, then we get right down in the nuts-and-bolts of design."

Working with Niagara College programs to develop engineering solutions has also been a great advantage to Hamill, Benner adds: "They save us months of work, it's been huge for us." If there's an issue in Niagara, it's that sales have stayed consistent at about \$1.3 million per year over the last 15 years. "If none of our customers had left this area, my sales would be \$6 million by now," Benner said. "I like to say I have grown my business 10 times, even though my sales are the same."

There are signs, for certain, that things are picking up. Sales for barrel-racking products has gone gangbusters, Benner said: "It has a mind of its own now."

Overall, being in Niagara has its pluses, he says. For one, customers like making business trips to an area that is also a tourism hotspot. Hamill is also near the border, so it's easy to ship machines to the U.S., an advantage mentioned by many NIA members.

Hamill is also poised to add a 4,000 sq ft addition to their Kent

20 ENGAGED IN INDUSTRY JUNE 2018



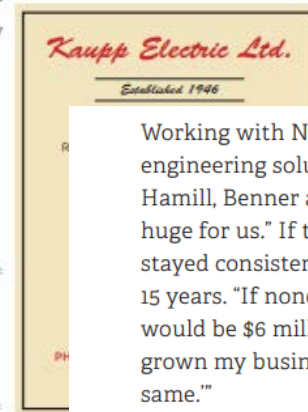
Avenue facility and is able to farm more work out locally.

As for prevailing challenges, "the biggest is always government," Benner said, pointing—as several in these profiles—to new provincial labour and minimum wage laws that are pushing up payroll costs.

Getting money from banks to grow his business can also be a chore. "If I want to keep growing this year, I might have to go for private money."

Still, as for the future in Niagara, "I'm totally optimistic," Benner said. "I put off this expansion for 10 years, because I never felt the economy was good enough. Right now, the timing is right."

"I'd really like to get across that the future is bright, the economy is right. "We've all got to grab it." ■



Working with Niagara College programs to develop engineering solutions has also been a great advantage to Hamill, Benner adds: "They save us months of work, it's been huge for us." If there's an issue in Niagara, it's that sales have stayed consistent at about \$1.7 million per year over the last 15 years. "If none of our customers had left this area, my sales would be \$6 million by now," Benner said. "I like to say I have grown my business 10 times, even though my sales are the same."

## The Niagara Independent

LOCAL BUSINESS SPORTS NATIONAL POLITICS PROVINCIAL POLITICS OPINION

### Diversification Keeps Niagara Manufacturing Company Growing

June 8, 2018

by Kevin Vallier



Wine racks designed by Niagara manufacturer Hamill Machine Company

Diversity is key. It's a philosophy that has kept a Niagara manufacturing company going strong for the past two decades since its current CEO Bob Benner took over in 1998.

Hamill Machine, a Niagara Falls-based small manufacturing facility, is currently expanding from 4,000 square feet to 9,000 square feet. In an era where cities are constantly looking at ways to move away from manufacturing to something sexier like the hi-tech sector, Benner says there is still plenty of work for manufacturing companies that are comfortable with going outside of the traditional sector space.

"We invested \$30,000 into 3D software during the last recession so that we can be ahead of the curve when the recession ended," explained Benner. He said 20 years ago he didn't even have a computer at the shop. The company also made a conscious decision to stay away from the steel and auto market because, as Benner says, "it's feast or famine".

In 2008 when times were tough across the province, especially for small and medium sized businesses, Benner and the team at Hamill focused on thinking of new areas they could get into with the skill set and machinery they already had. "We diversified enough to maintain sales at that time," said Benner.

Two key projects stand out for Benner. One is a wine barrel rack they originally designed for Two Sisters Winery in Niagara-on-the-Lake. "It was simply a case of studying what currently existed and looking to improve upon it," said

Kevin Vallier - Photo: Kevin Vallier - Time To Read: 3 min

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COVERAGE TYPE Digital

JUNE 2018: [NIA Engaged in Industry Mag.](#), [Niagara Independent](#), [InsideNC](#)



# R&I partner upgrades to larger facility

Iron Will Raw pet food producers move to much larger facility and credits help from R&I. Project manager Kristine Canniff is quoted in press articles.

**COVERAGE TYPE** Digital  
**MAY 2018:** [Pet Food Industry](#), [Iron Will Raw](#), [InsideNC](#)



Home » Raw pet food producer moves to new facility in Canada

PET FOOD NEWS / PET FOOD MARKET TRENDS



Photo by Yestremski | BigStockPhoto

ON MAY 23, 2018

## Raw pet food producer moves to new facility in Canada

Iron Will Raw Pet Food has acquired a 12,000 sq. ft. product facility in Ontario.



Raw pet food company [Iron Will Raw Inc.](#) is moving from its Welland, Ontario facility to a food production facility in St. Catharines, Ontario on June 1, 2018. The new facility was constructed to meet federal food safety guidelines set out by the Canadian Food Inspection Agency (CFIA) for human food production.

The 12,000 square foot plant will enable the company to meet [food safety standards for raw pet food manufacturers](#). The production facility is the first of its kind in the region for a raw pet food manufacturer. The move reflects the company's mission to manufacture the safest and highest quality raw pet food in Canada.

"Today's consumers are looking for transparency, quality and products they can trust and feel confident feeding to their four legged family members," said president and owner of Iron Will Raw, Matt Bonanno, in a press release. "This facility will allow us to continue producing a product that checks all of those boxes and more for customers and in turn provides tremendous confidence to our retailers and distributors in our products. The raw pet food market is emerging, and it's our goal to be a leader in these important initiatives. I hope this milestone conveys the commitment we have to our products and the safety and quality that our customers can expect from Iron Will Raw."

Raw pet food safety programs

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Home / [Campus Update](#) / Raw pet food producer moves to new facility in Canada

## Raw pet food producer moves to new facility in Canada

Posted on [May 24, 2018](#) by [Julie Greco](#) in [Campus Update](#), [Canadian Food and Wine Institute](#), [Media Coverage](#) · [Edit](#)



An article posted by [PetfoodIndustry.com](#) on May 23 highlights pet food company [Iron Will Raw Inc.](#) which will move from it's Welland facility to a food production facility in St. Catharines on June 1. The new facility was constructed to meet federal food safety guidelines set out by the Canadian Food Inspection Agency (CFIA) for human food production.

The article notes that Iron Will Raw Inc. has partnered with Niagara College's food science program to develop and implement a HACCP compliant food safety program to ensure that food safety is the number one priority in their products, along with high quality natural ingredients. It features comments from NC's Kristine Canniff, research project manager of the Canadian Food and Wine Institute Innovation Centre at Niagara College.

[View the full article here.](#)



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## IRON WILL RAW PET FOOD ACQUIRES 12,000 SQ. FT. STATE OF THE ART PRODUCTION FACILITY IN ST. CATHARINES, ONTARIO

Posted by Matt Bonanno on May 22, 2018

May 22, 2018

ST. CATHARINES, ONTARIO: Local raw pet food company Iron Will Raw Inc. has announced that the company is moving from its Welland, Ontario facility to a state of the art food production facility at 600 Read Road in St. Catharines on June 1, 2018. The new facility was constructed to meet federal food safety guidelines set out by the Canadian Food Inspection Agency (CFIA) for human food production. This plant will allow the company to become an industry leader in meeting the highest possible food safety standards for raw pet food manufacturers.



The new production facility is the first of its kind in the region for a raw pet food manufacturer, putting the company on the cutting edge of raw pet food standards. It will allow Matt Bonanno, owner of Iron Will Raw Inc., to accomplish the company's mission to manufacture the safest and highest quality raw pet food in Canada.

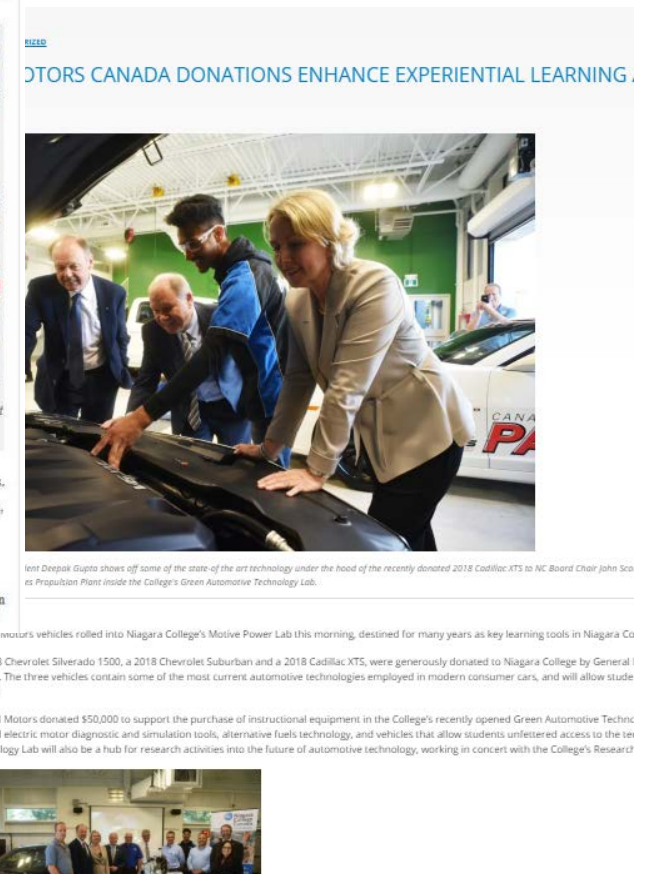
President of Iron Will Raw, Matt Bonanno, commented on the new acquisition saying, "Today's consumers are looking for transparency, quality and products they can trust and feel confident feeding to their four legged family members. This facility will allow us to continue producing a product that checks all of those boxes and more for customers and in turn provides tremendous confidence to our retailers and distributors in our products. The raw pet food market is emerging and it's our goal to be a leader in these important initiatives. I hope this milestone conveys the commitment we have to our products and the safety and quality that our customers can expect from Iron Will Raw."

Iron Will Raw Inc. has also partnered with Niagara College's Food Science program to develop and implement a HACCP



# GM donates vehicles, equipment to NC

The donation of vehicles from GM increases hands-on learning opportunities for students and equipment will help the Green Automotive Technology lab, working with NC's R&I division.



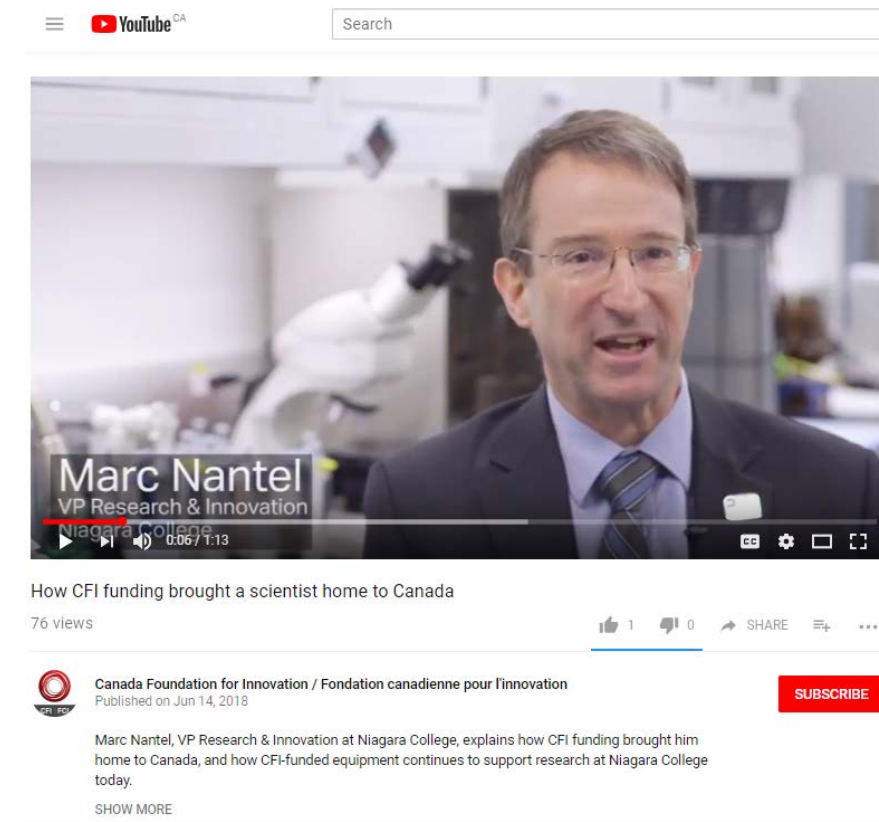
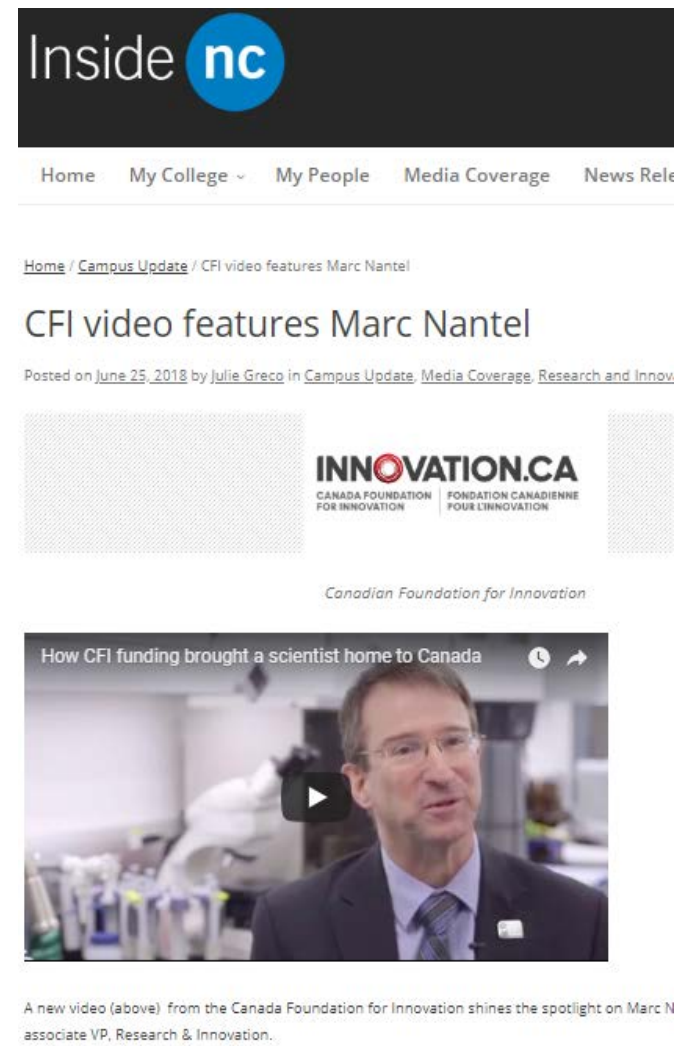
**COVERAGE TYPE** Digital

**JUNE 2018:** [Canadian Auto World](#), [InsideNC](#), [Erie Media](#)

# Marc Nantel, PhD, featured in CFI video

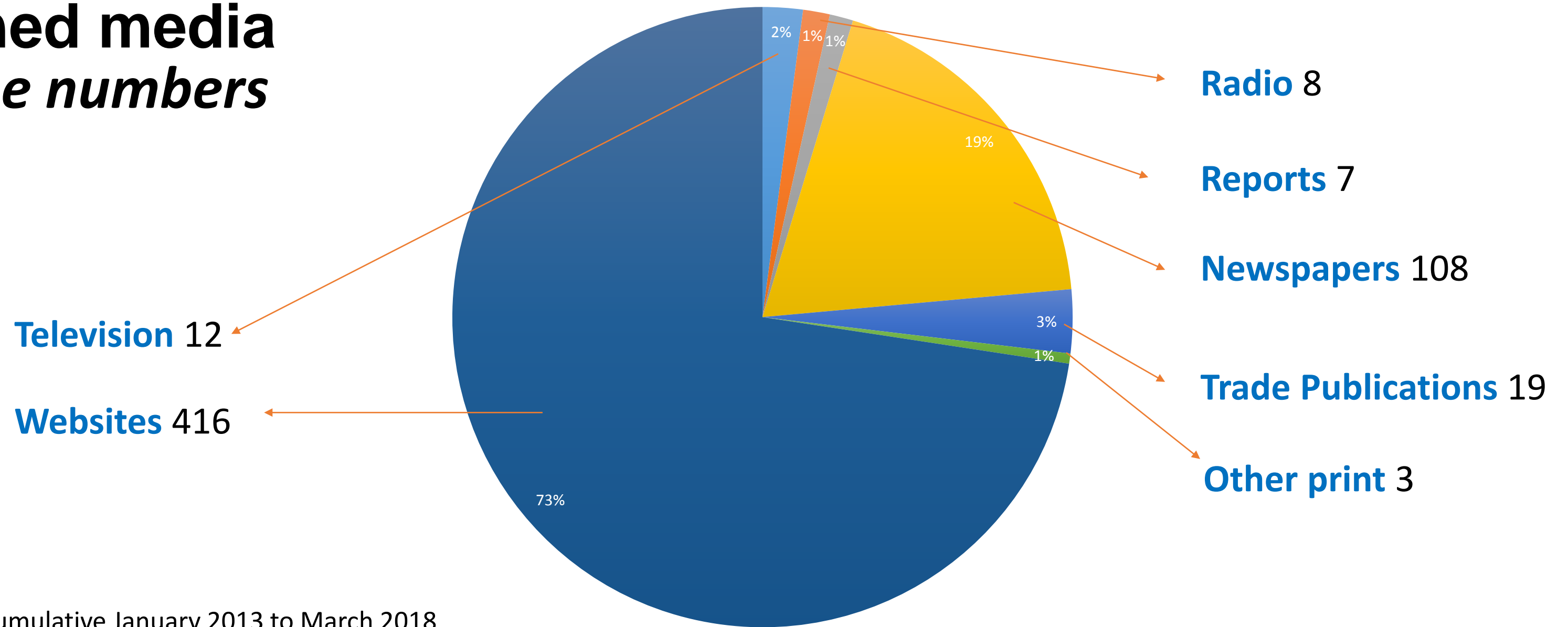
A video from the Canadian Foundation for Innovation shines a spotlight on Marc Nantel, NC's associate VP, R&I and how CFI funding brought him home to Canada.

**COVERAGE TYPE** Digital  
**JUNE 2018:** [CFI](#), [InsideNC](#)





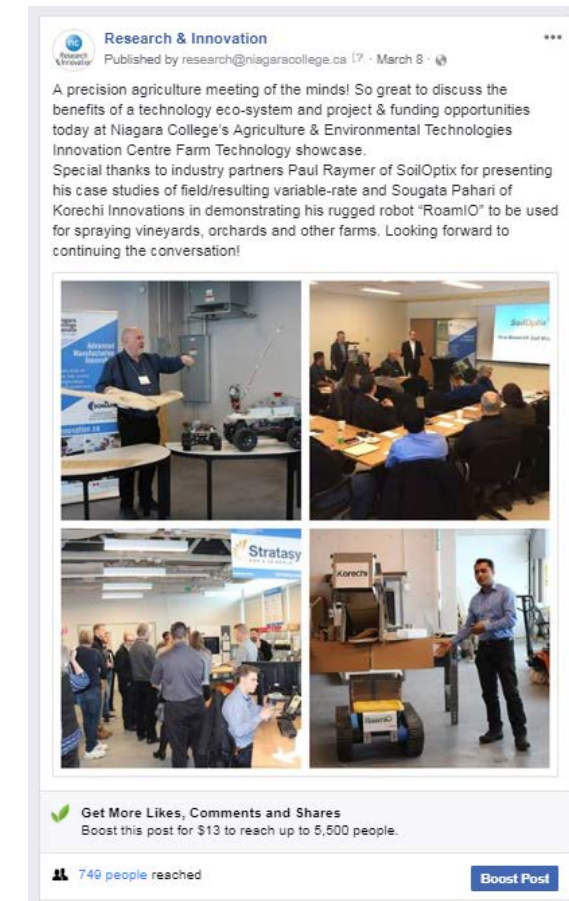
## Earned media *by the numbers*



**TIMELINE** Cumulative January 2013 to March 2018



363 likes



**SOCIAL MEDIA:** [Facebook](#)

**TIMELINE** As of March 2018

↑ **January**  
7,520 people reached

↑ **February**  
2,717 reached

↑ **March**  
7,881 people reached





1,087 followers

SOCIAL MEDIA: [Twitter](#)  
TIMELINE As of March 2018



January 37,800impressions

February 99,000 impressions



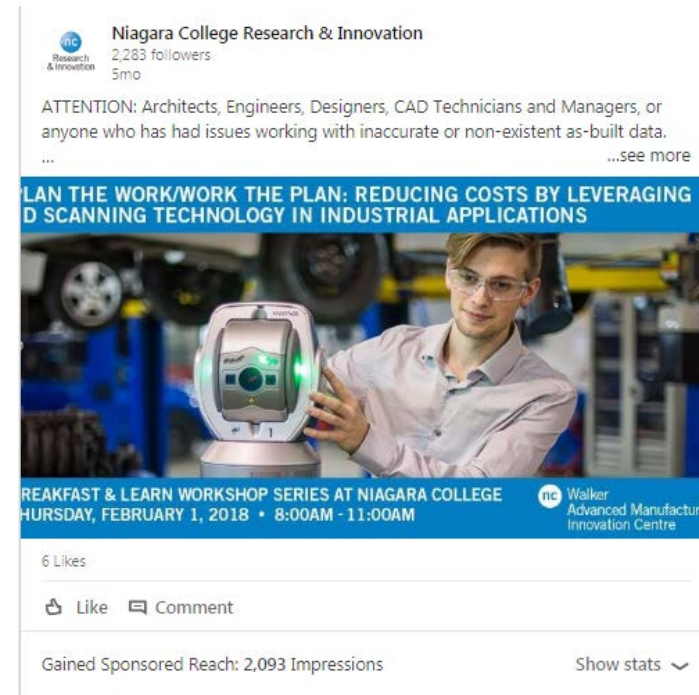
March  
177,000 impressions



2,216 followers

SOCIAL MEDIA: [LinkedIn](#)

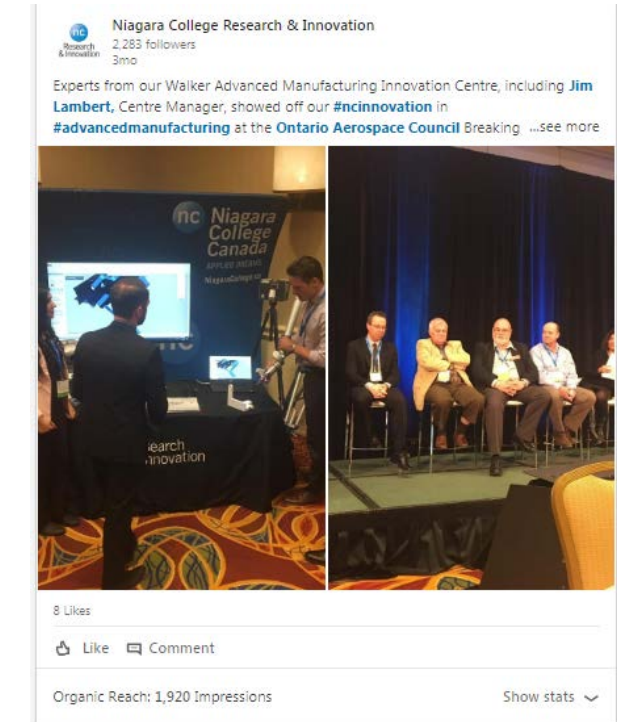
TIMELINE As of March 2018



January 13,505 impressions



February 32,278 impressions



March  
10,709 impressions



For more information visit: **[ncinnovation.ca](http://ncinnovation.ca)**

## **SOLUTIONS FOR INDUSTRY**

Providing innovation solutions to business and key industry sectors through applied research in partnership with Niagara College faculty and students.