



Media Release

University Canada West Keeps on Growing

Dr. David Strong, President of University Canada West, is pleased to announce the following appointments and changes in senior administration.

Gary Linford, appointment as **Associate Vice-President for Programs**. Gary has been with UCW for the past year as Associate Dean and professor in the Faculty of Business and Management. Previous appointments include Vice-President Academic at Canadore College, North Bay, Ontario and Dean of Business at Camosun College. With a Bachelor of Arts and Sciences from the University of Victoria and a Master of Business Administration from the Richard Ivey School of Business, University of Western Ontario, as well as a certificate in Internet Marketing from the University of British Columbia, he is ideally suited for his new role. He will continue to teach in the MBA and B.Com. programs, and will be additionally responsible for partnerships, articulation agreements and liaison with other universities and colleges throughout Canada.

Gary Ford, appointment as **Dean of the Faculty of Management and Business**. With B.Com and MBA degrees, followed by a PhD in Educational Psychology, and twenty years as a successful business leader and working with and in both the University of Alberta, Faculty of Business and at Grant MacEwan College in Edmonton, Gary brings great talent and experience to our programs in Business and Management.

Rick Roskin has served as both Dean of Business and Management and Vice-President Academic since UCW was started, and was instrumental in development of both degree programs and the "MyUCW" course management software. Dr. Roskin is now going to take advantage of having recruited both Linford and Ford, and step out of both administrative positions to devote his time to teaching Business courses, to further curriculum and systems development, and to assist with recruitment of UCW students.

Gerry LaBelle, appointed as **Vice-President for Recruitment & Student Services**, brings a wide range of business and educational experience to this position. After five years with Westin Hotels across Canada, he then spent five years sharing his experience and skills instructing students in business and management programs through his first private post-secondary institution, Victoria College of Business. It grew into the Canadian College of Business & Language in 1993, and the Canadian College of Film & Acting in 1996, which now forms the UCW Academy of Languages. Gerry is one of the founding Directors and is the current President of the Canadian Association of Private Language Schools (CAPLS). He also sits on the Citizen and Immigration Canada's (ACISI) Advisory Committee on International Students and Immigration and Industry Canada's National Education Marketing Roundtable, current Director of TechEze Network Solutions Corporation, a long-time Director of the Victoria Morioka Sister City Society, and a number of other Boards, non-profit and educational associations.

Bruce Pridmore, appointed as **Vice-President for Special Projects**, with a particular focus on Asia. Following his B.Sc. in Biochemistry and MBA, Bruce has spent 30 years in the business of both technology start-ups and the resource sector. From 1992 to 2005 he worked for the National Research Council of Canada Industrial Research Assistance Programs (IRAP), and from 1996 to 2004 functioned as the Executive Director - Pacific Asia. He has received numerous Outstanding

Achievement awards for the organization which financed more than 500 technology companies during his career. He has co- chaired the Annual Asia Pacific Forum twice and has chaired over twenty Energy forums in China, has led in excess of 30 Canadian technology/energy missions to Asia, and has negotiated over 11 National agreements with Canada and Asian countries including China, Malaysia, Hong Kong, Singapore, Thailand, Taiwan and Japan. He also served briefly as a pilot in the Canadian Air Force.

Patricia McKenna appointed as UCW **Librarian**. With a Master of Library & Information Science, and Bachelor of Arts (English), and numerous special courses in information sciences, Pat is the ideal librarian for UCW's modern Internet-based library. She has broad experience in cataloguing and indexing library collections, policies and procedures to facilitate library management, information and reference services, design and develop library databases, web development and administration, development and implementation of information services, and on-site training and support to library users.

Carolyn Jordan appointed as **Acting Registrar**. With a Bachelor of Arts and Bachelor of Education from the University of Manitoba and Diploma in applied Linguistics from University of Victoria, Carolyn came to UCW from Canadian College of Business and Language/Canadian College of Film and Acting, where she was an ESL teacher and then Director of Educational Programs, responsible for the ESL, Acting, and Filmmaking programs, overseeing curriculum/program planning, faculty, and student admissions and evaluation. Her experience includes 12 years secondary school teaching (mathematics, English, school libraries) in Canada and a teacher exchange to England. Her private business experience involved administration/sales in the art publishing business, and 12 years as a retail business owner/operator.

University Canada West, the first private for-profit university approved under the BC Degree Authorization Act, and Canada's first such University, has an approach which allows students to graduate in just two and one half years, save substantial costs, and take degrees in subjects of high market demand, with a strong commitment to student success.

Further Information

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