

# **C W C / C o r u s N e w M e d i a C a r e e r A c c e l e r a t o r**

The Banff New Media Institute

The Banff Centre

March 2-8<sup>th</sup>, 2002

## **FELLOWS BIOGRAPHIES**

### **MARY BARROLL**

Mary Barroll is the Director of Business and Legal Affairs for Alliance Atlantis Broadcasting Inc. As Director, Mary manages the staff of contract administrators who negotiate and draft the program license agreements for the company's thirteen analog and digital television networks. She works closely with the Programming, Finance, Marketing and Promotions Divisions and advises them on legal issues ranging from copyright and trademark rights and infringement matters, Canadian content rules, licensing of intellectual property, broadcast standards, co-production and licensing agreements. In addition to her work with conventional television, Mary is responsible for providing legal services to the Interactive Division and is the key legal counsel for Alliance Atlantis' webcasting venture, U8TV. Mary negotiated and drafted the software development and affiliate agreements for U8TV and regularly advises management on legal issues relating to the content on the U8TV website and the Alliance Atlantis family of websites.

Mary received her LLB from Queen's University and is called to the Bar in Ontario and Alberta. Before joining Alliance Atlantis, her legal practice at the national law firm of Bennett Jones reflected a unique blend of the broadcasting and technology industries. Her practice included: broadcast licensing and TV and film production agreements; ownership, assignment and licensing of intellectual property; copyright and trademark disputes including Internet piracy; advising news organizations on defamation, publication bans, contempt of court and other media law issues; website and software development agreements; technology transfer agreements and other commercial transactions in the broadcasting and new media industries.

Prior to her legal career, Mary worked in the broadcasting industry as a TV journalist, documentary producer and on-air talent for private and public sector broadcasters in both daily news and current affairs programming. In addition to a B.A. in English from UBC, Mary also has diploma in Broadcasting Arts from Mount Royal College.

Mary has been an active public speaker on subjects related to intellectual property law, media, entertainment and communications law, the Internet and new media, to professional organizations and schools, including: the Canadian Bar Association, Banff Television Festival; Banff Centre for the Arts; Alberta New Media Association; Applied Multimedia Institute; Presidents of the Universities and Colleges of Alberta Association; Mount Royal College; Western University Faculty Association; International Association of Business Communicators, among others.

Mary was the founding president of the Alberta Chapter of Women in Film & Television and is currently on the Steering Committee of the Toronto Chapter of Canadian Women in Communications. Her professional achievements and potential were recognized by the broadcasting industry in 2000 when she became the recipient of the national Jeanne Sauve Professional Development Award sponsored by Canadian Women in Communications. She was also chosen as a participant in the inaugural Alliance Atlantis Banff Television Executive Program in 2000.

### **MARNEY J. BERUBE**

Marney J. Berube is a veteran producer of children's television. Throughout the years she has worked on flagship programming: TVOntario's *Today's Special*, *International Children's Day of Broadcasting* and YTV's *YAA! Youth Achievement Awards*. In the past two years Marney's focus has shifted to the web. She has been a vital force behind the award winning TVOKids.com website. Her work has been recognized with an international Emmy (1996), TWIFT's Alliance's Joanna Caslon Award (1993) and a Gemini for "Most Popular Website" (2001). Currently Marney is Series Producer for *The Crawlspace*, *The Weekend Crawlspace* and *The Nook* (TVOntario). She lives in Toronto with her family and is an avid runner and YMCA volunteer fitness instructor.

### **JUDITH CAMPBELL**

Judith Campbell is the Vice President, Canadian Women in Communication.

Judith's background encompasses broadcasting, education, and strategic planning – in addition to technical skills and expertise.

Prior to moving to Toronto in July, Judith was an instructor at the B.C. Institute of Technology. Her background also includes consulting for companies in Canada and the United States, General Manager Northern Operations for radio, television and cable of Okanagan Skeena Group, and Operations Manager for Roger's Satellite Radio Network.

### **SARAH K. CLARKE**

After receiving the Andy McDermott Memorial Award in sales and a Bachelor of Applied Arts (Radio and Television Broadcasting) from Ryerson Polytechnic University, Sarah entered the world of international program distribution. She has worked in all facets of distribution including educational, home video, film, television, inflight and Internet sales. This has taken her to many trade markets such as NATPE, Mip, MipCom, WAEA, London Programme, Toronto International Film Festival, Convergence Television, MipAsia and Banff Television Festival. Last year, she consulted with a new media company to help develop a web-enabled software system for rights management tracking to service the film, television, music and publishing industries.

With over twelve years of experience, Sarah is currently the head of TWI program sales for IMG distributing both sports (Wimbledon, Stars on Ice, Telus Skins Games) and documentary programs (Colour of War, Ali: Through the Eyes of the World) in Canada. In addition, she has had the opportunity to "put on an Executive Producers hat" and work

on television productions such as Kurt Browning – Gotta Skate, Telus Skins Game and Holiday Festival on Ice. After work hours, Sarah enjoys golf, hiking, music, and “Talk Cinema” sessions. She looks forward to developing more television projects in the future as well as gaining more knowledge of new media convergence.

[www.imgworld.com](http://www.imgworld.com)

## **CORRIE COE**

Corrie is currently the Director, Programming Administration at CTV Television Inc. where she is responsible for the set-up and administration of the BCE-CTV programming benefit funds, amongst other projects. Corrie joined CTV from the Canadian Television Fund, where she was Senior Director – Legal, Policy and Corporate Affairs. Previously, she worked at the Ontario Film Development Corporation, initially as in-house counsel and in business affairs, and then as Executive-Coordinator of the Ontario Film Investment Program. Prior to joining the OFDC in 1992, Corrie practiced entertainment, corporate commercial and intellectual property law at Smith, Lyons in Toronto.

## **JENNIFER DOBSON**

For over five years, Jennifer has played several challenging roles in the new media industry. Her avid interest in the Internet began while conducting research as an intern junior producer at CBC NewsWorld *Business World*. In 1998, she joined MediaLinx Interactive, L.P., (now Sympatico-Lycos Inc.), as a producer. During her two-and-a-half years with Sympatico-Lycos Inc., Jennifer worked on several content agreements, including the Amicus Financial partnership, and was promoted to product manager.

Since August 2000, Jennifer has been an Associate Director, Business Development, at Bell Globemedia Interactive Inc. where her focus has been on negotiating distribution and content agreements as well as contributing to the development of convergence initiatives. Jennifer is responsible for the development and implementation of the wireless distribution strategy for mobile.globeandmail.com. In autumn 2001, she was also part of the team that launched GlobeinvestorGOLD.com – a subscription-based financial web site delivering the next generation of online personal finance.

Jennifer’s hobbies include playing piano, reading, sailing and viewing documentaries. After graduating from the University of British Columbia with a B.A., she volunteered to work on an independent film entitled *Heroes In the Seaweed*. Her experience in the Internet industry and her interest in film, print and television journalism have combined to influence her perspective on convergence trends. She looks forward to developing new convergence projects in the new media industry.

## **WENDY ELL**

As Sales Team Manager at CBC Calgary, Wendy assists her team of marketing and sales professionals act as consultants to the advertising community from a local, regional or national perspective. She also works at developing solid relationships with key contacts within Calgary’s corporate and retail sectors. The Canadian Broadcasting Corporation has many facets (ie. television, radio, internet). Wendy is able to make use

of these various facets and assist corporations with the development and implementation of sound marketing plans.

Wendy holds a top honours degree in Marketing and Advertising from the University of Lethbridge. Upon graduation in 1992, Wendy was given special recognition for being the marketing graduate with the highest academic achievement. To supplement her degree, she completed a special two-year correspondence course offered by The Institute of Canadian Advertising, making her a “certified” advertising agency practitioner in Canada. She completed this program as well with top honors recognition.

Over the past 10 years, Wendy has held a variety of positions in marketing, television production, public relations, journalism and magazine publishing. Her varied background has given her a keen understanding and appreciation of the varied media and her pleasant demeanour has helped her relate particularly well with advertisers. Wendy takes great pride in being CBC's youngest Sales Manager in Canada.

Her sales and marketing team makes use of television's unique ability to be both a mass advertising tool and at the same time, a highly targeted method of delivering a communications message. Her team works with both retail and corporate clients and uses all platforms of the CBC to develop comprehensive advertising, public relations and investor relations plans. Prior to joining the CBC, Wendy worked for six years as a communications strategist and has worked on nearly 100 marketing plans for a broad spectrum of clients. Her role at the CBC is to work with advertisers in making use of CBC Platforms in a manner that complement their current marketing plans. Platforms include CBC English Television, CBC French Television, CBC Newsworld, CBC.ca, local market websites, community outreach programs and occasionally, assistance from CBC Radio One.

Wendy has helped introduce many non-traditional advertisers to CBC's comprehensive, yet customized wheel of advertising. CBC's uniqueness as a public broadcaster, specifically designed to educate and unite Canadians, has shown advertisers the great value associated with such programming as Hockey Night in Canada, Canada: A People's History, The Nature of Things and The Olympic Games.

As technology advances and new media platforms continue to improve, advertising options will vary and consumers will value information in new ways, from different sources and at different times. Wendy views her role as a marketing professional as being able to work closely with clients in identifying their prime marketing objectives, fully understanding key consumers and ultimately designing customized marketing initiatives that best reach these consumers.

Wendy knows the value of remaining abreast of the advancements in technology and the resulting changes in consumer habits. To her, marketing is a science and the DNA is the ever-changing combination of technological advancements, trending, attitude shifts and timing.

## **LILLYANN GOLDSTEIN**

Lillyann graduated from McGill Law School with both a Bachelors of Civil Law and Common Law at the tender age of 21, earning the title of being the youngest women to

ever enter and graduate from McGill Law School. She moved to Ontario in 1976 and became admitted to the Bar of Ontario. After working for large corporate employers such as William M. Mercer, Peat Marwick and Shell Canada, where she specialized in taxation, she entered the entertainment field. She became employed by @Wallace Studios and shortly thereafter took over the company. She continues her legal career by maintaining her expertise as legal counsel to @Wallace Studios as well as a couple other companies involved in the real estate and manufacturing sectors. She initiated the concept of one stop for production, by enticing over 17 tenants in differing areas of the pre and post production field to move into the 56,000 sq. ft. @Wallace Studios complex. Her company, @Wallace Studios, is the only privately owned rental sound studio facility to be owned and run by women. She has been actively involved in the entertainment industry for over 17 years. Recently she has acquired the "Gooderham & Worts Historical District" in Toronto, in partnership with Cityscape.

Lillyann has recently become involved in the area of production and as been involved as associated producer of "Sprite", executive producer "Sun Wind Moons", " Tiny Timmy Time" (in Pre-Production), "Real Teens Real Talk"(in Pre-Production) " Cook-Out"(in Pre-Production). Lillyann has been active in several industry associations such as: CWC, CIFC, Women in Film and Television (WIFT-T): Board of Directors/ Special Events: 1991 to 1992; Commercial Production Association of Toronto (CPAT): Founding Member and Board of Directors 1991 to 1992; International Television and Video Association (ITVA); National Treasurer 1991 to 1992 and Advisor/ Board of Directors 1999-2000; Ontario Film and Television Studio Owners Association (OFTSOA): Founding Member and Board of Directors 1991 to Present; Corporate TV: Member and Volunteer 1999 to present; Membership Committee of the Academy of Canadian Film and Television 1995-1996, and Advisory Counsel to Canadian Film Centre Bell Habitat New Media Centre -2002.

Lillyann sits of the Board of Directors of 2 up and coming companies: Dante Entertainment and Diginiche Inc. both of which are very active in the new media area as well as the entertainment convergence realm. In her free time she likes to travel and be active with her two sons and husband. She enjoys traveling, playing piano, tennis and squash. She take pottery classes, sails, bikes and of course plays on her computer. She looks forward to taking the knowledge she acquires in this CORUS New Media Course to help shape the projects she plans to be involved with, in addition to both the direction of her company and those on which she sits as a member of the Board of Director or in an Advisory Capacity.

## **ANNIE HADIDA**

Originally from Montreal, Annie began her career in theatre working as a stage manager for various operatic companies. A graduate from the Communication Studies program at Concordia University, her first job was as a production coordinator for CFCF-TV, Montreal's CTV-affiliate. Following this, Annie moved over to Specialty-TV with The Weather Network/MétéoMedia where she had a variety of positions including field, promo & studio producer and spending 5years as the company's senior producer and manager of commercial production.

Annie spent two years working as a freelance producer/director in Toronto and Montreal creating entertainment and short feature format projects for an interactive-TV

environment. Working as a freelancer gave her the opportunity to pursue other passions, including writing and working in film, this resulted in an independent film shot on-location in Havana, Cuba.

Currently working as a producer and the manager of ExpressVu's pay-per-view web site. Passions include writing, travelling, movies and photography.

## **DANA JOHL**

Dana Johl is the Director of Content for an interactive content production company, The Chalk Network, and the Producer and Director of the syndicated television show, Dave Chalk Computer Life.

Dana graduated from Ryerson Polytechnic University in Toronto with a degree in Broadcast Journalism. Following a brief stint in news at BCTV in Vancouver, she realized she wanted the flexibility to pursue a story in more depth than a two-minute news piece would allow. She returned to Toronto with a plan to pursue a Production career in News Features or Lifestyle programming. There she joined Atlantis Broadcasting (now Alliance Atlantis,) and worked her way up from an entry-level production position, to Associate Producer in just two seasons. Her credits there include *Craftscapes* on Home and Garden Television, *Images* on Life Network, and *Dish it Out* on the Food Network.

In 1999 Dana joined the Chalk Network, leaving Toronto for the milder climate of her hometown Vancouver. Starting as the Producer of video tutorials for the Internet, Dana soon became Senior Producer of the Dave Chalk Computer Life television show, and the company's In-flight technology programs. The Chalk Network has since evolved it's main business focus to web-based training – using it's expertise in technology products, video production and rich media to train sales forces and consumers on computer hardware and software, telecommunications technology and financial services. Dana has recently been promoted to the role of Director of Content, while continuing to Produce and Direct the Dave Chalk Computer Life television show. Dana has managed the creative for many high profile projects including video vignettes for the Windows XP launch as well as on-line learning platforms for Telus and Royal Bank.

Dana's next goal is to combine her television experience with her growing knowledge of new media to produce interactive programs for television and the web.

## **LINDA LEFLER**

Linda Lefler has spent her career at one company, working in three distinct disciplines. As a graduate Industrial Engineer (Dalhousie University, 1985), she began work for MTT, now a part of Aliant Telecom.

Aliant Telecom provides leading-edge telecommunications and information-handling services, spanning voice calling and call management, to Internet and high-speed data communications.

Linda spent her first years at MTT in engineering provisioning and network administration. She was a keen participant in the corporate focus on Quality

Teams and continuous improvement. Outside of work, she served and provided leadership on professional engineering committees, including strategic planning, student affairs and women in engineering.

In 1992, an opportunity to work on a community fund raising campaign (United Way Loaned Rep program) stimulated her interest in marketing, and in 1995 she moved to the Market Development Department as a Product Manager. She brought her engineering knowledge and practices, and intrinsic ESTJ (Myers-Briggs Personality Indicator) leadership style to the lifecycles of diverse products, including telephone service and features, in-building wiring, Aliant's new digital cable service, and the Atlantic Zone news and information website. A strong interest in lifelong learning was realized when she completed the Mount Saint Vincent / Saint Mary's University joint Management Development Program in 1998.

In 2000, Linda Lefler achieved certification as a New Product Development Professional through the Product Development and Management Association (PDMA). This certification recognizes that professional qualifications can be earned through work experience and study, in the unique marketing area of Product Development.

In 2001, Linda moved to the third phase of her career, in Aliant's Regulatory Matters Department. As a Senior Regulatory Advisor, she works in the interface between Aliant and the CRTC. Her responsibilities include ensuring corporate compliance with the federal regulations, and developing strategies to allow the business to function in the environment, and to influence the CRTC as the environment evolves.

Linda Lefler is a member and former chapter executive of Canadian Women in Communications. She was selected as a participant in the inaugural session of the CWC/Corus New Media Career Accelerator to be held at the Banff New Media Institute in March 2002.

She lives in Dartmouth, Nova Scotia with her husband and five-year old son. She is active in church life as a Sunday School co-ordinator, and is a volunteer with the local chapter of the United Ostomy Association of Canada.

### **SHAUNA McCaffrey**

Shauna McCaffrey has worked with the Canadian Cable Television Association (CCTA) for the past seven years in various capacities, most recently being promoted to the position of Director of Industry Affairs.

In this role Shauna helps formulate and develop marketing plans and strategies that guide the industry in particular the CCTA's small system members. Likewise she oversees the Association's activities with community programming and the CCTA's national *Galaxi* Awards.

In addition to her work at the CCTA Shauna is currently the President of CTAM of Canada. The Cable and Telecommunications Association for Marketing (CTAM) is the primary professional development organization dedicated to the discipline and development of marketing excellence in cable television, new media and telecom.

In San Francisco in July 2001 Shauna was awarded a TAMI which is CTAM's most prestigious honor for volunteerism. Shauna was recognized for her outstanding efforts on behalf of CTAM and becomes the first Canadian to be awarded this high standard.

Shauna channels her energy and enthusiasm into her community as well as her professional endeavors. She was Co- Chair of this year's CCTA United Way/Centraide Employee Campaign which exceeded initial goals by 56 percent and surpassed last year's total by 129 percent. Shauna's unique on-line charity auction proved to be a popular idea with industry peers and will serve as the foundation for future efforts.

Shauna's personal interests include travel and photography as well as renovating a new home she recently purchased in Ottawa.

## **SUE MCGARVIE**

Sue's professional training is in psychology and reproductive medicine, and she has been a registered Sex Therapist since 1992. Her parents thought she was going to be a physician so they are still wondering where they went wrong. She is the founder of The Ottawa Sex Therapy Clinic and is a member of The Society of Obstetricians and Gynecologists of Canada, The Canadian Urology Association, The Federation of Medical Women, and The Sex Therapy Council of Canada. She is also the author of two books on sexuality, and has been an expert witness, insurance industry consultant, pharmaceutical and government lobbyist and a professional speaker.

Beginning in 1993, Sue hosted a #1 rated radio call-in show for five years called Sunday Night Sex With Sue with Standard Broadcasting on The Bear CKQB in Ottawa. She has since gone on to produce a 90-second syndicated radio series called Sexual Solutions which runs on stations nationally including the new MOJO radio in Toronto.

Since 1999, Sue has been a founder and the Vice President of Content for Passion Media, a multi-media company marketing mainstream, tasteful sexuality and relationships throughout North America. The company's website [Passionvillage.com](http://Passionvillage.com) gets millions of page views monthly, and is a provider of sexuality and relationship content for [Sympatico.ca](http://Sympatico.ca). The company will be listed on the CDNX stock exchange early in 2002.

Sue wrote the applications and lobbied the CRTC for two national digital television licenses, which were granted in December 2000 for Passion Television and The Singles Network. These two specialty channels will be launched in the fall of 2002.

Sue McGarvie has been named a Woman of Distinction (1997), the I. H. Asper Broadcast Entrepreneur of the Year (1998), Business and Professional Women's Association Woman of the Year (1994) and a finalist as a member of Canada's Top 40 Under 40. She is also the 2002 Women in the Spotlight Award winner for volunteer of the year for her work as National Mentorship Director with Wired Women.

Sue is the Chapter Chair of The Canadian Women in Communication in the National Capital Region, and a national corporate director with a number of boards including UNIFEM - part of The United Nations Association of Canada.

Sue stays sane and grounded with the help of a supportive husband, two freckled kids, and a chocolate addiction.

## **CAROL MCLEAN**

Carol began her career in the broadcast industry in 1990 as Marketing Representative for TMN – The Movie Network. She was promoted to Sales Director for TMN a short time later, responsible for sales targets and implementing subscription growth marketing programs. She moved to Showcase Television prior to its launch in September 1994 as the Affiliate Director, responsible for securing distribution of Showcase Television with cable and satellite providers across Canada. She then moved to Bell ExpressVu as Programming Director, as part of the start-up team that brought Bell ExpressVu to air in September 1997, responsible for securing carriage agreements with over 70 Canadian and US networks. Carol moved on to start her own company, doing a variety of consulting work, primarily with Star Choice Television. She joined CTV in February 2001 as Senior Director, CTV Specialty Television Distribution, responsible for distribution revenue for 14 CTV and NetStar specialty television networks.

When not working, Carol can be found plotting her next holiday somewhere off the beaten track, attempting to learn Spanish (not going well) or looking for that perfect bottle of Chardonnay (going much better).

## **VIVIANNE MORIN**

Bachelor in Business Administration and Chartered Accountant, Vivianne began her career at Grant Thornton. Pursuing her goal to be involved in the Communication field, she accepted the challenge to join **Coscient Group** in 1992 as a controller. **Coscient Group**, publicly traded company positioning itself towards acquisitions (**SDA Productions and Allegro Films**), Vivianne is nominated corporate controller within the Group.

Moving on to Vice-President , Business affair and production financing within the **Motion Group**, she develops an expertise in production financing in many types of production such as Drama, Youth programming, Variety shows , Animation and Magazines. In 2000, she joined the **Cite-Amerique** team and is acting as both CFO and Executive producer in it's Feature Films and Television production. **Cite-Amerique** is the producer of many acclaimed TV show such as *Random Passage* and *Dice*, and the Feature Film *Lost and Delirious*.

## **YVONNE PAULSON**

Born in Scotland and raised in Ontario and Alberta, Yvonne is the General Manager - City Sites - Western Canada. Yvonne's career in Communications began in 1980 at Alberta Government Telephones (known today as TELUS). Yvonne has worked as a secretary, dispatcher, billing representative, sales assistant, telesales, outside sales -

large accounts, client program manager, event marketing and today as General Manager - City Sites in Western Canada.

Yvonne has enjoyed a very exciting career working on many projects such as Canada Winter Games, Telus Open - Golf, Spruce Meadows, Theatre events and most recently city sites for Sympatico-Lycos Inc. She has offices in Calgary, Edmonton and Vancouver. Yvonne joined Sympatico-Lycos Inc. in January of 2001.

Yvonne and her husband Brian have been married for over 18 years and have two children, Ariana and Damian. An avid soccer player, Yvonne spends her free time training and driving her kids to their soccer. She also loves to spend time with friends and family.

### **LALLY P. REMENTILLA**

Lally P. Rementilla brings ten years of dynamic and progressive experience to her pivotal position as Area Vice-President Finance and CFO at Lucent Technologies Canada Corp. In this capacity, she directs a team of managers and business analysts in the financial planning, analysis and reporting for a multi-million dollar sales, marketing, R&D, and services organization.

In addition to designing, planning and leading the implementation of advanced financial and forecasting systems, Lally guided her team and the company's senior management to achieve a 27-basis point increase in profitability for the national services organization at Lucent Canada.

Prior to her promotion to CFO two years ago, Lally advanced through a series of key business, sales and customer service positions in Lucent's Global Service Provider and Network Systems Groups. Lally achieved break-through results in each of these roles, from successfully implementing new value-added management processes to dramatically exceeding targets for profitability, sales and service excellence.

In recognition of her exceptional career achievements, Lally has received several corporate awards, including nomination to Lucent's worldwide Achiever's Club, a recognition award from the Lucent Global CFO organization, and an award for Business Excellence. Equally important, she generously contributes her time and talent to coaching others toward success, which has also helped her staff and colleagues to garner individual and group awards from the company.

Lally earned a Master of Business Administration from the Schulich School of Business at York University in Toronto as well as a B.A. with a major in communication from the Ateneo de Manila University in the Philippines. She is a member of the Board for Toronto's Theatre Passe Muraille, Co-Chair for Membership of Canadian Women in Communications, and a member of the Canadian Investor Relations Institute. In her spare time, Lally enjoys travelling, yoga, and entertaining.

## **REKHA SHAH**

Rekha began her career in Television in Canada at the age of 11 as a cast member on Nickelodeon's flagship show "You Can't do that on Television". Fast Forward ten years - Rekha found herself in front of the camera again - hired by TV Ontario to launch, develop and host "The Nook": a six-hour morning pre-school block. The Nook became the highest rated block of programming in its market, it's audience jumping 150% in its first year. While at TVO, Rekha also acted as a creative consultant on the tween series "Stuff".

Upon graduation from Ryerson University's Radio and Television program, Rekha moved to Torstar. There she gained first hand experience in the "converging" newspaper and television worlds. As a producer, on-air personality, director and writer with Toronto Star Television, Rekha worked with The Star's editorial, advertising and communication departments to help them meet their promotion objectives - from 30 second spots to documentary-style segments.

In January 2001 Rekha was tasked with establishing an independent production division under Torstar. As the Director of Program Development with TMG Entertainment, her responsibilities include creative, operational and financial business strategy. Most recently Rekha participated at the CRTC Hearings in Hamilton, as a member of the Torstar Team in support of Hometown Television.

Rekha enjoys all outdoor activities and the arts. As a volunteer she is a board member of the Scarborough Women's Centre and is an active member in her cultural community. In addition to Gujarati, Rekha speaks French and is studying Spanish. Rekha will be attending the CWC/Corus New Media Accelerator Program in Banff, March 2002.

## **LILLIAN SIU**

With a Masters of Applied Science Degree (Structural Engineering) from the University of British Columbia, Lillian started her career in the specialization of large-scale, dynamic structures for the astronomy community with telescope enclosures and mount systems. One of these structures, the Keck Telescope, was instrumental in taking photos of the Jupiter meteor shower a number of years ago. The precision instrumentation of these structures developed to the involvement with the entertainment sector. This led her to the design, fabrication and erection of numerous roller coasters for Disney, Universal Studios and Six Flags (GM Test Track at Epcot, ET the Ride at Universal Japan, Batman and Robin). Her latest amusement ride was in the development of a flight simulator, Soarin' at the Disney California Adventure, that projects guests 65 feet into an inverted IMAX dome of 80 feet in diameter and simulates the sensation of flying.

The program management of these projects, combined with classical science and technological knowledge, provided a smooth transition into the high tech world of telecommunications. Lillian is the Western Telecommunications Manager for the engineering consulting firm of Morrison Hershfield Ltd. Her work includes the design and deployment of numerous telecommunication infrastructure facilities for the wireline, wireless, broadcast, cable and fibre sectors in Canada and the U.S. Currently she is the leader of the design team for Alberta SuperNet, which is a Government of Alberta initiative to create a broadband IP network accessible to every community across the

province. While it is sometimes difficult to distinguish work from play, Lillian enjoys cooking, eating, golf and hiking. She looks forward to applying the new media knowledge to her provision of telecommunication services for North America.

## **ANDREA SZEGO**

Armed with a degree in English, a French minor, and a year of teaching in ESL in Asia, Andrea Szego began her career in publishing in the female-oriented world of romance: as a proofreader at Harlequin Enterprises. She took on a variety of roles within Harlequin, finding her niche as the website content manager. Soon Andrea was running the popular [www.romance.net](http://www.romance.net) site, managing the construction of an online store, overseeing a sophisticated e-newsletter program and nurturing a budding community. Romance.net's traffic and sales grew significantly, and positioned the site perfectly as a springboard for the corporation's next online venture.

Joining communications company General Content Corporation as a project manager brought Andrea in contact with [www.PROFITguide.com](http://www.PROFITguide.com) -- the website devoted to Canadian entrepreneurs, developed in partnership with PROFIT Magazine. After a year of managing the site as an outsourced resource, Andrea moved into Rogers, where she has helped PROFITguide.com become a leader in its field as an exciting, full-featured website standing above most magazine-based sites in Canada in terms of depth, design and functionality. She is largely responsible for such successful initiatives as the online versions of the PROFIT 100 ranking of Canada's Fastest-Growing Companies and the PROFIT-Compaq Essential Web Guide.

Along the way, Andrea has completed courses at Ryerson Polytechnic University on Marketing and Project Management, avenues she continues to explore.

In the CWC Accelerator course, Andrea looks forward to exploring both big-picture and nuts-and-bolts perspectives of issues facing the industry and relishes the chance to meet and learn from women sure to be key players in Canada's new media future.

## **LOLA WONG**

Lola Wong, Website Coordinator - Technologies For Learning Group

Lola designs, develops and maintains TLG's web-based learning sites. For TLG, Lola manages the technical aspects of site design and build, as well as the online life of the site. As the former Website Coordinator with WTN - the Women's Television Network, Lola also brings to TLG a strong background in project management.

Through Lola's education and experience in the design and development of websites and interactive games, she has acquired an impressive knowledge and skill base using software such as: Adobe Photoshop, Premiere and After Effects; SoftImage 3D, Director; Filemaker Pro; Dreamweaver and Flash. In addition, Lola is proficient in HTML, perl, SSI and Unix.

Lola is a graduate of Red River College's Interactive Games Developer Certificate Program and obtained her Bachelor of Science from the University

of Manitoba.