



KRISTA ROSS is a celebrated business leader with a wealth of experience, both as a private business owner and in her current role as CEO of the Fredericton Chamber of Commerce. Since this has served me well. graduating from NBCC's Business Technology: Marketing program in 1987, Krista has built an impressive career and become an advocate for businesses across Atlantic Canada and beyond.

·M · · u for her outstanding leadership and community M `@` ·#-\ ` the Year by her peers at the Chamber of Commerce Executives of Canada. That same year, she led a team in hosting the Canadian Chamber of Commerce annual convention, shining a spotlight 7 @` M as one of the Top 50 CEOs in Atlantic Canada by Atlantic Business Magazine.

Μ her time and energy to various community organizations such as the NBCC Alumni Association, the University of New Brunswick, and the Study & Stay program for international students.

Why did you choose NBCC?

I chose NBCC because I knew my passion was to work in business! I did not know what that looked like in terms of post secondary education, but I found the two-year business program which gave me lots of options for a major in the second year; Data Processing, Accounting or Marketing. I chose Ш

How did NBCC prepare you for your career?

In addition to classroom education, assignments and typical post secondary experiences, I had a lot of hands-on practical experience in work place-

to our classes and provide us with paid/real world projects! Not to mention, our instructors were not just from the academic world but had worked in business and brought those experiences to the table.

Another preparation was the weekly, if not daily

end of two years, I could speak in front of a crowd

at any time, with either lots or little preparation, on pretty much any topic. My confidence in public speaking was hugely impacted in this regard and

What has changed in your field since you graduated, and how did your NBCC education prepare you to navigate those changes?

I worked in marketing for a brief time and then moved into management/leadership roles. But what I do know is that marketing is valuable in any leadership role. Regardless of where we are in the corporate structure, we are always 'selling' and 'marketing' both ourselves, our organization, our ideas, and more.

The changes in the marketing field have been exponential. The availability and importance of data (market research) is far greater than when I was studying. Promotion and advertising have changed from primarily radio, newspaper, and TV, to the addition of social media platforms which were not even thought of or created in 1985!!

What advice would you give to graduates of your program today? **50 years from now?**

Work hard, build your network, find a job that you love and are passionate about, be loyal and kind.

Please share a special memory of your time at NBCC:

I had a great prof, Mr. Ron Smyth, who was amazingly well-connected and could seemingly pick up the phone and connect with business leaders across Ūo 0

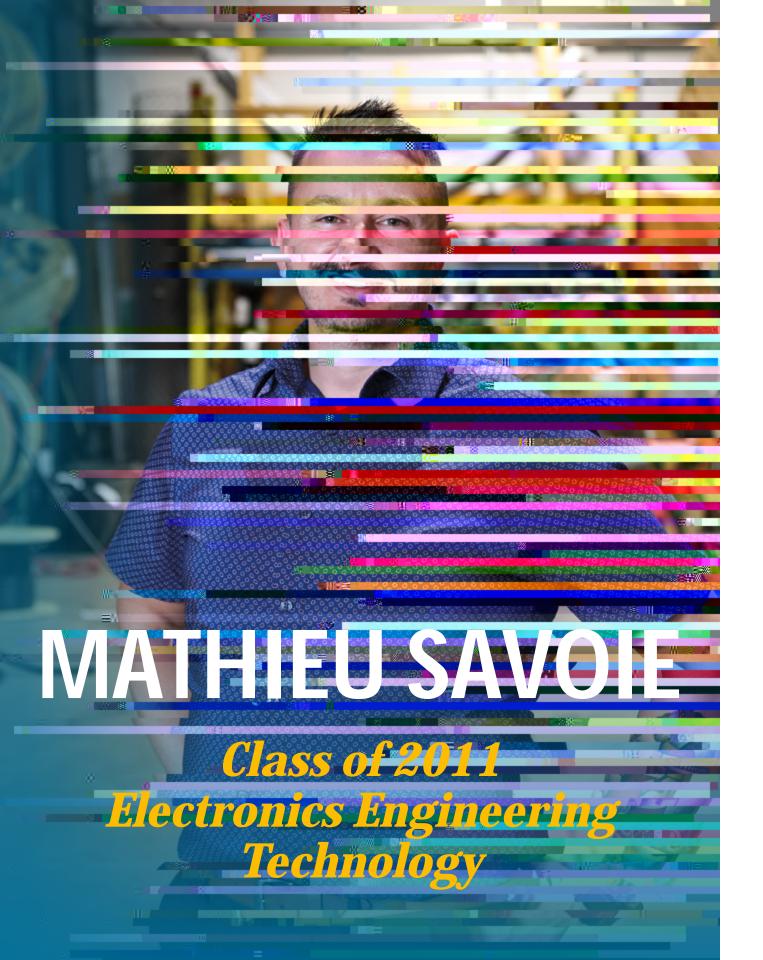
him) had a soft spot for me and helped me land my first co-op position with the local Fredericton radio station CIHI. And a few months later, he lined me up for the position of Marketing Director for downtown Moncton (then known as Moncton Central Development Corporation). I felt very excited to be chosen

these connections and supporting so many of our classmates in their careers. I aspire to provide his kindness and support to students that cross my path when launching their career path.

With nearly three decades of experience under his belt, ROSS GALBRAITH is a well-known figure in the New Brunswick labour union movement.



ASHLEY RITCHIE is a highly accomplished tradesperson with an impressive track record of success. Armed with two trades diplomas from NBCC and two Red Seal certifications, she has established herself as an industry leading expert in both carpentry and bricklaying. Over the years, Ashley has earned several awards for her outstanding work in the trades, including bronze, silver, and gold medals from Skills Canada.



MATHIEU SAVOIE is a seasoned telecommunications professional based in New Brunswick. Despite an interrupted high school education, Mathieu remained committed to learning and obtained his GED while supporting his young family. He later pursued his lifelong passion for technology at NBCC, graduating from the Electronics Engineering Technology diploma program in 2011.

After graduation, Mathieu gained valuable experience working for a national telecommunications contractor, managing a groundbreaking rural broadband project in Atlantic Canada in 2017. The project helped bridge the telecommunications gap in rural Nova Scotia and contributed to significant improvements in emergency service coverage. This project model has since been replicated nationwide, and Mathieu continues to consult on rural broadband internet networks across Canada and in rural areas

Outside of his career, Mathieu is a committed community leader who volunteers his time to help newcomers to Canada find employment and settle in New Brunswick. He has also volunteered on professional boards to advance the project management profession and connect skilled job seekers and potential employers.

Why did you choose NBCC?

NBCC presented an opportunity for me to begin a professional career even as someone who struggled to complete high school and had two young kids at home. I had friends and family that had gone through various programs at the College and had all encouraged me to apply. Tuition was very affordable and the instructors were extremely welcoming.

How did NBCC prepare you for your career?

NBCC taught me many fundamentals in the telecommunications industry, but the most important thing I learned was how to learn. The rigorous pace of the Electrical Engineering Technology program prepared me to prioritize tasks and plan my time effectively.

What has changed in your field since you graduated, and how did your NBCC education prepare you to navigate those changes?

When I graduated, broadband networks were owned and operated exclusively by carriers. Now we're seeing major public and private investments to develop these same networks because of how important telecommunications has become to our daily lives. Even small municipalities and rural districts are investing in broadband to better manage their existing infrastructure and facilities.

What advice would you give to graduates of your program today? 50 years from now?

Any graduate of the EET program should continue to focus on professional development opportunities and always look for opportunities to network with other professionals in industry. There is significant overlap between telecommunications, power generation and distribution, and even hardware and software development. This provides myriad opportunities to work in niche and cutting-edge projects.

Share a special memory of your time at NBCC:

One of my favourite memories of my time at NBCC was sitting in the senior EET projects during my junior year. I vividly remember seeing the seniors presenting these incredibly complex and sophisticated prototypes and speaking confidently about the intricate details of how they were designed and built. It seemed so far out of my reach at the time, but within a year I was at the front of that same lecture hall presenting my own project.

An international student from Jamaica, Lisa hit What advice would you give to graduates

An international student from Jamaica, Lisa hit the ground running when she arrived at NBCC Woodstock Campus in the midst of a global pandemic. In a class with many other international students, she quickly became a source of information and an advocate for her peers as they navigated life in a new country with rapidly-changing public health protocols.

"I had my fears and hesitations with this pandemic, but the College had so many precautionary measures in place, it kept the fears at bay," said Lisa. "I felt safe, and that helped my classmates feel safe."

Lisa quickly found an impactful outlet for her advocacy, securing a seat on the NBCC Board of Governors as a student representative. There, she had the opportunity to work directly with those charged with the governance of NBCC.

"The board was my main focus outside of my studies," she said. "Once I find a place where I can have an impact, I'm in."

Why did you choose NBCC?

I returned to Jamaica from the U.S. in 2019, and I needed a change. For me, that change was furthering my education. I did some research on NBCC and the cost-effectiveness was a factor. The high employment rate for graduates was a major factor. But another factor was NBCC's holistic approach to learning, and approach that focuses not just on academics but also on your wellbeing as a student.

How did NBCC prepare you for your career?

I have a job offer already at FMI (Franchise Management Inc) where I'm doing my internship. I do love this tiny campus in Woodstock and I'm happy to stay in Woodstock to work. *"Here's to the next 50 years, and beyond, of transforming lives and commuties in New Brunswick."*

> MARY BUTLER President and CEO