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**FOR IMMEDIATE RELEASE**

Oct. 12, 2017

### **Alan H. Bird recognized with honorary diploma at Automotive Business School of Canada convocation**

Georgian College presented longtime volunteer and Automotive Business School of Canada (ABSC) honorary board member Alan H. Bird with the Board of Governors' Honorary Diploma. Kevin Weaver, Vice President, International, Workforce Development and Partnerships conferred the diploma on Bird in a ceremony at the Barrie Campus on Thursday, Oct. 12.

The honorary diploma is presented to a recipient who has demonstrated excellence in their profession or industry, and made a major contribution to an academic program at the college through a significant contribution of expertise, influence and personal time. Bird embodies all of these criteria.

Bird, President and Chief Executive Leader of SCI MarketView, has been a strong supporter and ambassador of the ABSC. He donates a considerable amount of time and resources to help ensure the school's continued success.

Before joining SCI MarketView in 2010, he served as president, chief executive officer and chairman of Curomax Corporation, a company he founded and subsequently sold. Prior to forming Curomax, Bird was senior vice president and general manager of FinanciaLink, a division of CIT Group/Newcourt Credit and the Bank of Montreal. He is highly regarded within his field and across the Canadian automotive industry. Bird participates regularly as a speaker and panelist at automotive conferences across Canada.

"As chair of the ABSC Marketing Advisory Committee since 2008, Alan has contributed greatly through his vision, leadership and support," said Weaver. "He was an integral part of the school's rebranding in 2012 and remains one of the ABSC's strongest advocates. Through his role on the marketing committee, Alan is always looking to ensure that the ABSC is innovative in its approach and continues to help the school create strong partnerships within the automotive industry."

SCI MarketView, with Bird at its helm, continually hires ABSC co-op students, as well as graduates as full-time employees. Bird provides the ABSC with valuable exposure at industry conferences and lobbies for the school's interests. He is also known for his support of the annual Georgian College Auto Show and the ABSC Alumni Reception.

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Degrees, diplomas, certificates, apprenticeships and more – Georgian College offers more than 125 market-driven programs to accelerate your success. Georgian is Ontario's #1 co-operative education college and #1 among Ontario colleges. We're recognized as a trailblazer in entrepreneurship and social innovation education. Georgian is home to 11,000 full-time students, including 1,500 international students from 60 countries. In 2017, we are celebrating our 50<sup>th</sup> anniversary.