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uofa BUSINESS

UNIVERSITY OF ALBERTA SCHOOL OF BUSINESS ALUMNI MAGAZINE

*Risk Equals
Opportunity*



events 2006

Unless otherwise noted, please contact the School's External Relations Office at 492-4083 in Edmonton or toll-free at 1-877-362-3222 in Canada & the US. You may also wish to send us an e-mail requesting further information: alumni.business@ualberta.ca or go to www.bus.ualberta.ca

January 21	Undergraduate Awards Ceremony Stollery Executive Development Centre, Edmonton
January 28	Golden Bears' Hockey Night in the Bears' Den (Bears vs Saskatchewan Huskies) Edmonton
January 31	MBA Awards Ceremony Stollery Executive Development Centre, Edmonton
January 31	Deadline for VenturePrize: Alberta's Business Plan Competition
February	Eric Geddes Breakfast Lecture – Edmonton Dr Rasmus Fatum Royal Glenora Club, Edmonton
February 9	MBA Alumni Reception Mayfair Golf and Country Club, Edmonton
February 15	Eric Geddes Breakfast Lecture – Calgary Dr Mike Percy on "Alberta Labour Market Issues" Calgary Chamber of Commerce, Calgary
February 20 – 24	Rocky Mountain Business Seminar Jasper Park Lodge, Jasper
March	Undergraduate Club Executive Event Alberta School of Business Edmonton
March 23	Eric Geddes Breakfast Lecture – Edmonton Dr Mike Lounsbury on "The State of Nanotechnology Commercialization" Royal Glenora Club, Edmonton
March 30	Canadian Business Leader Award Dinner Shaw Conference Centre, Edmonton Jim Pattison, Chairman, CEO, and Sole Owner The Jim Pattison Group
April	Eric Geddes Breakfast Lecture – Edmonton Dr Roger Palmer Royal Glenora Club, Edmonton
April	Eric Geddes Breakfast Lecture – Calgary Dr Douglas Olsen Calgary Chamber of Commerce, Calgary
April 6	Southern Ontario Alumni Event Royal York Hotel, Toronto
June 21	BAA Annual General Meeting and Members' Reception Alberta School of Business, Edmonton

this issue

Welcome to this issue of your alumni magazine, which should arrive in your mailbox just before the holidays. Perhaps you'll have a bit of extra time to be inspired to send us a note about other amazing story leads showcasing current and future alumni. Our people are so interesting!

When we interviewed Matthew Salter for an MBA student profile, he mentioned he had researched a number of business schools while he was still working in England and then decided to travel to Canada to check them out in person. What he was looking for was a sense of camaraderie and a cooperative environment. What sold him on our School was meeting people who fit those criteria. Read more about him on page 32.

Our Business Career Services feature focuses on a group of alumni helping students find great work experiences (page 18). Our Japan profiles highlight the difference our alumni are making in facilitating trade among Japan, Canada, and Alberta in particular (page 11). Our regular alumni profiles show grads from different decades and backgrounds doing what they love – one example is Jim Mitchell on the cover (story on page 6).

All in all, this issue (my fourteenth and last as editor before I hand it over to my colleague Monica Wegner) once again proved to me that the School's alumni, students, and staff are fascinating.

I'd like to thank all of you for the great feedback and story ideas I've received over the last six years. You've made the magazine what it is today – an award-winning alumni publication that rivals the best in the industry! A special thanks goes to Susan for her behind-the-scenes support in proofreading all these issues. (She really is the grammar queen!)

Elke

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RICHARD SIEMENS

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An Entrepreneur in Government

Wilma Haas

WHEN WILMA HAAS, '82 MBA, ENROLED IN THE ALBERTA SCHOOL OF BUSINESS AS A PART-TIME STUDENT IN 1978, SHE'D BEEN WORKING AT ALBERTA SOCIAL SERVICES AND COMMUNITY HEALTH FOR THREE YEARS. The School of Business had just introduced a Master of Public Management course, but Haas opted for the MBA program: as the daughter of an entrepreneur, she assumed she too would wind up in the private sector some day.

Yet 30 years after she was hired for her first Government of Alberta job, Haas is still working for the same employer, most recently, as an Assistant Deputy Minister in Alberta Government Services.

"I did intend to go back to the private sector after my MBA, but I was having too much fun doing extremely interesting work and I never looked back," she says.

At Social Services and Community Health, Haas held a variety of jobs including social worker and child care instructor. Over the years, she's also been at Alberta Culture and Alberta Recreation and Parks, which gave her the management experience that led to her promotion in 1988 to her first executive level position with the Alberta Personnel Administration Office, the central human resources arm of the provincial government.

During the 13 years she was there, the Government went through significant transformation including major restructuring and downsizing. Her organization's role was to assist departments through this transition period by developing and implementing various initiatives including the award-winning Alberta Corporate Human Resource Development Strategy.

Haas embraces the challenge of horizontal management: working

with colleagues in other ministries to develop solutions to shared business problems. "What I really enjoy about interdepartmental policy work is the big picture, the ability to put pieces together, and to apply a variety of skills and my knowledge base to find solutions to problems in a way that is sustainable over the longer term," she says.

Her School of Business background has proved useful every step of the way. "The fundamental business principles translate quite seamlessly to the public sector," she says. "The MBA teaches you the principles of labour relations, economics, organizational behaviour, financial management, and policy

"The fundamental business principles translate quite seamlessly to the public sector."

development. And public sector employment provides you tremendous opportunities to put those principles into practice."

At Alberta Government Services, where Haas has been since 2001, she is

responsible for two major program areas. At Alberta Registries, she is the Registrar for the provincial Corporate, Personal Property, Vital Statistics, and Motor Vehicles registries, the latter of which is shared with Alberta Infrastructure and Transportation.

Haas oversees the 224 private contractors who provide Albertans with licensing and registry services throughout the province. She also manages seven direct reports, over one hundred staff members, and a multimillion dollar operating budget.

If you really want to see Haas display enthusiasm though, get her talking about her second program responsibility, Service Alberta.

Service Alberta is a cross-government initiative designed to make it easier for Albertans to access information about provincial services and programs. Haas has been involved with the initiative since its inception: first as the Personnel Administration Office's representative and, eventually, as the driving force behind getting it off the ground.

Leading this initiative gave her the opportunity to bring together representatives from all 24 provincial ministries as well as private-sector consultants who helped organize focus groups across the province to testdrive the program.



Wilma Haas, '82 MBA, (centre) seen here with colleagues Cathy Kiss, James Krekotin (left) and Richard Kracher

"I love startups," she says. "Give me a problem – a really natty problem in a big organization, something I can sink my teeth into – and let me loose."

One of Haas' fondest memories of the MBA program is of a policy course she took with former Dean, Dr. Rodney Schneck. "He would put a controversial issue on the table and get you going," she says, recalling how the class taught her to hone her thinking process and analytical skills.

She's used those lessons countless times throughout her government career. "If you ask the hard question, would I be where I am today without

"I love start ups...
Give me a problem –
a really natty problem
in a big organization,
something I can sink
my teeth into – and let
me loose."

the MBA? Possibly. But I think it was extremely valuable."

She quotes studies that have shown people who enter the work force these days can expect to change careers up

to four times before retirement.

"I've made those four career changes with one employer," she says, which is why, as part of the alumni mentorship program in the Alberta School of Business, she eagerly promotes the Alberta Government as a top-notch employer.

"You can have a very successive and progressive career in the same organization," she says. "Yes, it's not profit driven; but, at the end of the day, in our business, we do very important things for every Albertan. For me, knowing we're doing work that has a positive impact on people of this province is very rewarding." **B**

Kevin Birn – Ambitious, Inquisitive, and Restless

REMEMBER THE DAYS when real estate agents, armed with a bursting briefcase full of files, would drag their clients all over the city to ten different houses in one afternoon in a desperate attempt to find the ultimate dream home?

Clients would have to remember to wear slip-on shoes because of the countless times they would end up walking in their socks around yet another house, peering into cupboards, inspecting en-suites, and trying to predict the sun's progress throughout the day.

Those times have changed and, with the Edmonton, Calgary and Vancouver property markets on fire, the business of real estate is all about being alert, up to date, and staying on top of what is 'out there.'

Enter Kevin Birn, '01 BCom, and the team at RealPageMaker, a bunch of mainly University of Alberta graduates, who have come up with a fancy online software solution that keeps real estate agents and their clients right up to date.



With the Web now fully woven into most peoples' lives, it seems incredible that no one had developed such a program before.

Kevin Birn, '01 BCom, with some of his artwork

Birn is a director of the company and in charge of business operations. Not bad for a young man who knew nothing about real estate before taking up a position as Marketing Manager in 2003.

Born and raised in the same house, Birn's experience of real estate before taking up the job was restricted to occasionally glancing at the homes for sale in the *Edmonton Journal* or wandering past a bus bench advertising a local sales guru.

"When I started with RealPageMaker, it was everything I had told myself I did not want to do – sales and cold calling

– but the company's primary shareholder sold me on the idea," says Birn. "I knew zilch about real estate," he adds.

The company had, in fact, been started by two U of A engineering graduates who developed a program that allows real estate agents to provide an absolutely up-to-the-minute, customized listing service via their Website.

Utilizing the Internet, RealPageMaker delivers detailed real time buying and selling information from agents to their clients. RealPageMaker software is tailored to company specifications with special portals offered to clients seeking more sophisticated real estate tools.

With the Web now fully woven into most peoples' lives, it seems incredible that no one had developed such a program before, yet Birn says there was definitely a gap in the market. He says surveys have shown 84 percent of home buyers now use the Web to look for real estate, which is a number he feels is far too conservative.

Their business has gone from strength to strength with well over 1100 realtors in western Canada using RealPageMaker products. Western Canada is just the beginning: expansion plans to head into eastern Canada are on the table. Dovetailing onto RealPageMaker has been the creation of another company called NetAgent, which trains real estate agents in the skills of using the Internet to further business.

Birn describes himself as ambitious, inquisitive, and restless and these three things manifest themselves in a number of different ways in his life. A self-taught painter, Birn has created some stunning pieces that range from Mondrian-inspired linear paintings to pastels and realistic bold acrylics.

"Some of them are very whimsical and others are a chance to let off some steam," says Birn.

On top of all his work, Birn has also been working on his Masters in Economics. "I am very impatient and I always felt like I was not smart enough and needed to know more," says Birn. His thesis topic is: A market survey of the influences on pricing behaviour and an analysis of the impact of pricing behavior on competition.

Juggling all these aspects of his life suits the energetic Birn. With the real estate market showing no signs of slowing down, Birn restless spirit is sure to remain challenged for years to come. **B**

Marion Burnyeat with Duke Energy

The largest financial deal of her career

FOR SOMEONE IN THE MIDST of the largest financial deal of her career, Marion Burnyeat ('90 BCom) is amazingly calm. As Director of Strategic Development with Duke Energy Gas Transmission, Burnyeat identifies merger and acquisition prospects for the company. And she's onto a big one.

Meeting on a cloudy Friday afternoon in late October at Duke Energy's Calgary offices, Burnyeat shares what's public about a proposed income trust that she and her colleagues are creating. "It's a neat opportunity to be part of a project like this," she says. And a bit of a surprise. "I came back from maternity leave in July thinking I'd be working part time then this came along and now it's almost seven days a week."

With two young sons, Burnyeat has a lot on the go and credits her husband Mike Burnyeat ('90 BCom) with enabling her to find some

balance between the workload and the 'motherload.' "I'm so appreciative to have my family's support; it makes all the difference. And this project should be wrapped up by Christmas so we all look forward to spending more time together over the holidays."

The 15-plus years that have passed since Burnyeat's arrival at the University of Alberta tell a story of the interconnection between determination and destiny and planning and providence.

Take for example, finding herself in Berlin in the fall of 1989 mere days after the Berlin Wall came down. "I had decided – really at the last minute – to accept an

AIESEC placement in Germany's Black Forest working at a store that specialized in cuckoo clocks. When the wall was coming down, my German roommate insisted that we go to Berlin. I have to admit that, at the time, I didn't realize that it would become one of the defining moments in the 20th century."

Burnyeat remembers walking through the check points dividing the city and

witnessing first hand the dramatic contrast between East and West. "It was like night and day," she recalls. "My eyes were opened to the conditions that people in East Berlin lived under." As for the

cuckoo clocks, she's heard enough of them to last a lifetime.

By the early 1990s, Burnyeat had graduated and was back in Calgary working for CP Rail in transportation marketing. "It was an interesting job to land right out of university." But fate had other plans for her. Mike, who was working as an accountant with Coopers and Lybrand, was offered a two-year position in Edinburgh, Scotland. He asked Burnyeat if she'd consider joining him.

Burnyeat submitted an application to Edinburgh University's MBA program and discovered she had been accepted two weeks after the couple arrived

"To top it off, so many of our friends from the BCom program are now working in Calgary. When we get together, it's like we've got our own alumni club!"



TRUDIE LEE PHOTOGRAPHY

in their bonny new home. "With 90 students from a total of 35 different countries, the program was extremely international and diverse. Working through cultural differences particularly when it came to gender issues was a great way to sharpen my skills in negotiation and diplomacy."

Back in Calgary since 1995, this is where the Burnyeats intend to stay. "It's such a good city to come home to. We've got family, friends, and really interesting work here," she says. What more could they ask for? "To top it off, so many of our friends from the BCom program are now working in Calgary. When we get together, it's like we've got our own alumni club!"

Burnyeat is keen to stay connected with her alma mater and recently signed up with the online mentor program. "I'd be happy if any of my experiences could be of assistance to students and graduates." **B**

Risk Equals Opportunity

Jim Mitchell's log cabin in the woods

JIM MITCHELL ('00 EMBA) HAD A DREAM OF LIVING IN A LOG CABIN IN THE WOODS. So, as a young man with little money to spare, he decided to arm himself with the tools of a trade that first propelled him into the construction industry as a 17-year-old and turned that dream into reality.

“I didn't have much money back then so I had to build it myself,” says Mitchell from his office at PCL Constructors Inc. headquarters in Edmonton where he works as Vice President of Risk Management.

In September 2005, Mitchell sold his dream cabin in the woods to build a second dream home. This time however, he has hired someone else to build it for him.

Mitchell has been in the industry for almost three decades working his way up from labouring on construction jobs like West Edmonton Mall to his current position pulling together the complex logistics involved in P3 projects (Public-private partnerships).

The Industry Canada definition of a public-private partnership is an arrangement between public- and private-sector entities for the purpose of providing public infrastructure and related services. They are characterized by the sharing of risk and reward between the partners.

Public-private partnerships have been in use across the world and are being used more frequently nowadays in Canada. They are not limited to any level of government or any one type of

infrastructure or service.

Whatever the reason for the partnership, the common theme in all P3s is that it brings together the strengths of both the public and private sectors using the innovative capacities of private enterprise to create efficiencies that allows government to free up public funds for more core economic and social programs.

As Acting Vice-President of Facilities and Operations at the University of Alberta in 2001, Mitchell unknowingly made his first foray into the world of P3-type projects.

“Engineering Dean David Lynch challenged me at the time to come up with an alternative method of procurement,” says Mitchell. It was a time of planned rapid

expansion on campus and Mitchell rose to the occasion and, in the process, his efforts caught the attention of PCL.

Recruited into a company ranked in the top-50 managed firms in Canada, Mitchell was tasked with heading the risk management process, a critical step in the P3 projects that were being used more and more in Canada.

Mitchell's teenage step-children Chad and Kaitlyn describe him as too structured, too disciplined, and too

“Don't be scared of challenges; just turn them into manageable pieces.”



organized. Yet, it is precisely these characteristics that have enabled him to lead the successful pursuit of some massive public works projects like Vancouver General Hospital Ambulatory Care Centre, Abbotsford Hospital, and the Anthony Henday Drive South East Extension in Edmonton.

As VP in charge of risk, the responsibility for assessing and determining who is best placed



TINA CHANG

to manage and mitigate risk falls on Mitchell's shoulders. "It is my belief that risks should be transferred to those people who are better able to handle it," says Mitchell. In P3 projects, there are some risks better assumed by government such as weather or government labour issues while others are more efficiently handled by the private sector.

Having worked his way up from labourer to executive ranks has made

Mitchell supremely qualified to identify and find ways to mitigate the risks assumed by a private company. At a speech in Toronto, Mitchell said the ideal P3 project leader would be part accountant, part architect, part engineer, part lawyer, part financier, and a good contractor.

"My background, having moved through all levels of operations, has given me an edge to be able to see the bigger picture," says Mitchell.

With an electrical journeyman and refrigeration ticket as well as a certificate in engineering, Mitchell has qualifications that transcend all aspects of construction.

The pursuit of further education has been a constant feature in Mitchell's working life. During his time at Stantec, where he spent 14 years, he undertook a two-year program through the U of A's Faculty of Extension to obtain a qualification in construction management.

"All I wanted to do was to make money and I knew that, to make more, I had to work hard," says Mitchell.

During Alberta's economic "bust" years, Mitchell remained in the construction industry while many of his contemporaries left to seek opportunities elsewhere. The void left by the departure of these people is one of the greatest concerns facing the construction industry today.

"The bust years have left a void so that now we have a lot of people at 60 ready to retire and a lot of younger people, but few in between," says Mitchell. He rode out the lean years by taking on construction contracts overseas while keeping his hand in the business and allowing him to rise to the top at a relatively young age.

At home, his fastidious and structured approach to life is in direct contrast to that of his wife Linda whom Mitchell describes as "free spirited."

The couple came up with a novel way to deal with these differences during a holiday to Europe in 2000.

"I would organize one week and she would organize the other," laughs

Mitchell, admitting that the less-than-structured and ad-hoc approach did make him somewhat nervous at times.

Mitchell's decision to go back and do an Executive MBA in 1999 was in keeping with his thirst to keep learning, combining his studies with his role on the U of A senior management team.

His research project looked at how to effectively manage projects within a government organization which is something that provided valuable lessons in his work today. It has provided Mitchell with insight into the issues and concerns experienced by government officials working on big infrastructure projects. "It gave me a chance to really understand where the public sector was coming from," says Mitchell.

"I have also come to learn the importance of the soft side of business which is about making people feel good about what they are doing," he adds.

A final question before our interview draws to a close. What advice would Mitchell offer young people embarking on a career in construction today?

"Don't be scared of challenges; just turn them into manageable pieces."

"Risk equals opportunity," he adds, an apt comment from a man in charge of managing risk in complex multi-million dollar projects. **B**

Turning Sceptics into Believers

Bob Carwell

WHEN PEOPLE FIND OUT what Bob Carwell, '66 BCom, does for a living, they tend to run out of questions and end the conversation quickly.

The chairman and CEO of Edmonton-based MTE Logistix doesn't take it personally. He knows people don't understand what he does just as he knows that, without businesses like his, the flow of many of the products we depend on would grind to a halt.

"Look around your home or your office; everything you see at some point in time was moved through a warehouse and delivered by truck," he says. "That's what we do. We look after people's needs."

Logistics is the business of moving goods from their point of manufacture to the consumer. MTE Logistix, which Carwell and his partner Dennis Nolin have run for more than 30 years, provides warehousing, distribution, and transportation services for 150 manufacturers including Molson, Labatt, Yamaha, West Fraser Forest Products, Canadian Forest Products, Clover Leaf Seafoods, Samsung Electronics, Saputo Foods, Forzani Sports Group, and Colgate-Palmolive.

MTE employs 350 people at peak times and has about two million square feet of warehouse space in Edmonton, Calgary, and Vancouver. The company prides itself on helping clients run their businesses more efficiently.

It provides a variety of services including processing customer orders, arranging transportation services, controlling inventory movement, providing reverse logistics, packaging, labelling services, and offering real-time

online management reporting. "Our tagline is 'flexible client solutions,'" Carwell says. "We stick to our core competency and urge our customers to stick to theirs, which is manufacturing and marketing."

"Selling our services can be a challenge," he adds. A lot of people are skeptical at first because they don't like to give up control over their products.

Carwell worked for nearly seven years helping Colgate-Palmolive to streamline its operations before the company signed on. "In fact, our customers have more control over our company than perhaps their own staff. We value their business."

What attracts Carwell about the industry he's in "is the idea of being able to take a major company experiencing inefficiency with its logistics operations and providing a solution."

"Look around your home or your office; everything you see... was moved through a warehouse and delivered by truck. That's what we do. We look after people's needs."

What drew him to logistics initially was the opportunity to be an entrepreneur. Carwell was a Chartered Accountant at Price-Waterhouse before leaving the company to become the Secretary Treasurer of a PW client. While working for that client's company in 1975, he learned of an opportunity to take over MTE, which had been family-owned for 50 years.

Nolin, who had a background in operations, had come up through the ranks of the logistics business and was a natural partner. Together, he and Carwell built their new company through real estate, acquisitions, construction, leasing, and innovative accounting, information systems, and human resources.

As a businessman, Carwell draws less on specific lessons he learned at the U of A – “I’m an old guy and things have advanced so much since I graduated,” he says – than on the more general lesson of how to learn. “My background as a School of Business graduate built a basis for me to research current developments in any particular field,” he says.

Carwell knows firsthand that not every businessperson has had that advantage. As the first Canadian to chair the Chicago-based International Warehouse Logistics Association in 2002, he helped establish a program for generation succession and training in family-owned businesses.

His work there led him to join the board of the U of A's Alberta Business Family Institute three years ago.

“We see the same kinds of challenges with family-owned businesses in Alberta,” he says. “Either the parents are



Bob Carwell, '66 BCom, with wife Judy

enlightened and ensure their children attend University to obtain the necessary formal education before entering the business or, alternatively, children get involved in the business without the necessary skills because the parents pressure them to do so. That is a recipe for disaster and can lead to bankruptcy by the end of the second or third generation.”

“Small- to medium-sized businesses are the cornerstones of our economic society in Canada,” he says. “It is critical

“My background as a School of Business graduate built a basis for me to research current developments in any particular field.”

that these businesses keep current in terms of their succession planning, industry knowledge, and information technology systems.”

None of Carwell's children with his wife Judy have entered into his business, but he does have some personal experience with family business. His son-in-law took over a family business in Vancouver and asked Carwell to sit on the Board of Directors in the initial stages of growth.

“My part was to provide counsel from the business organization perspective,” he says. “My son-in-law is very easy to work with and has a strong work ethic. I felt really honoured to play a role in the building of his business, and he has been very successful in growing his business and gaining market share.”

Just like his father-in-law. **B**

Building Bridges

Enbridge Invests \$500,000 in the Alberta School of Business

BY MONICA WEGNER

Another successful storey was added to the Alberta School of Business in Edmonton with the generous contribution of Calgary-based Enbridge Inc. in continued support of the Centre for Applied Business Research in Energy and the Environment (CABREE). An additional bridge was also built between the business community and business students in the Natural Resources and Energy (NRE) MBA specialization.

Enbridge CEO Pat Daniel spoke of the many mutual benefits at the formal celebration of the relationship held October 28 at the Calgary Art Gallery. "Our company's success is a reflection of our people, 225 of whom are University of Alberta graduates", shared Daniel, who looks forward to drawing from the NRE specialization in the future. Already great partners, the continued investment in CABREE he



Patrick D. Daniel, President & CEO of Enbridge Inc.

added, makes perfect sense as its applied research touches every part of the energy field, and helps Enbridge with their own mandate to share information, consult and cooperate with stakeholders to reach mutually beneficial solutions.

The mutual respect between Enbridge and the School is also recognized by the creation of the Enbridge Professor of Energy Policy, held by Professor Joseph Doucet, Director of CABREE, and coordinator of the NRE program. There will also be an Enbridge scholarship available to a first year NRE student.

The growing success of CABREE and the NRE is largely due to a shared vision of students, learning, scholarship and community linkages said Alberta School of Business Dean Mike Percy. In thanking Enbridge, Percy acknowledged Enbridge's ongoing leadership, and noted not only their financial support, but their time, in providing guest speakers and hosting site visits; their advice, on both the Alberta School of Business and CABREE's advisory boards; and their continued vote of confidence.

Bill Preshing

Volunteer Fundraiser Extraordinaire



Dr Bill Preshing, Professor Emeritus, and one of five nominees for 'outstanding volunteer fundraiser' by the Association of Fundraising Professionals Edmonton and Area Chapter in November, is seen

here with our Support Staff Scholarship Recipient Graham Dobos.

"I can think of no better person to nominate for a Heart & Soul Award. Bill's impressive, varied and successful volunteer activities, combined with his unbridled willingness to share his time, knowledge, and skills with the greater Edmonton and Alberta community, serve as a great example to the leaders of tomorrow – our current students who are keen to emulate great leaders and mentors – something Bill is to them and to all of us," says Dean of Business Mike Percy.



THE 8TH ANNUAL EQUALIZER RUN/WALK

took place on Saturday, October 22, 2005, with proceeds going to the Alberta School of Business Support Staff Scholarship Fund. As usual, kudos to Dr. Bill Preshing, Professor Emeritus, for organizing this fun and invigorating tour de campus.

Staff, students, and friends of the University of Alberta participated in the **16TH ANNUAL CHRISTMAS PREDICTOR FUN RUN** on November 26, 2005. The event is an Alberta School of Business and Early Bird undertaking with proceeds going to the Christmas Bureau.

Alumni are welcome to participate in these Fun Runs. Please e-mail "Dr. Bill" for a list of upcoming events: preshing@ualberta.ca



FROM CARS TO CANOLA,

TRADE BETWEEN

JAPAN AND CANADA

GENERATES BILLIONS

OF DOLLARS EVERY YEAR.

AMONG THOSE WHO KNOW THE INS AND OUTS of doing business in the Land of the Rising Sun are U of A grads Jeff Kucharski and Wes Sawatzky. Both developed a lifelong interest in Japan around the time they were students, and both parlayed that fascination into successful careers in private industry and with the federal and Alberta governments. To learn more about their work, read on.



DOING BUSINESS IN **Japan**

When Wes Sawatzky, '86 BCom, signed on to be an information guide at the Alberta Pavilion at Vancouver's Expo '86, he was looking for an international experience and an opportunity to practice his language skills, not change his life.

In fact, he ended up doing both.

One of the first people he met in the Pavilion was his future wife, fellow U of A grad Valerie (née Croll), '86 BA. They've been married 15 years and have three daughters. Many of their closest friends are people they met during their six-month Expo stint.

One of the first VIPs Sawatzky escorted around the Pavilion was the Japanese president of what was then Canada Packers (Japan) Inc., now known as Maple Leaf Foods. That man, Mr. Kazuzo Ebihara, hired Sawatzky less than a year later to come to Japan and work for the company.

Between 1987 and 1991, Sawatzky lived and worked in Tokyo. His job involved importing foods into Japan, mainly from Canada. He dealt with many Alberta suppliers which was an experience that prepared him well for his current position.

Since January 2004, Sawatzky has been Managing Director of the Alberta Japan Office in Tokyo where his duties include promoting the province, providing strategic market

information, and helping facilitate trade and investment between the province and Japan.

"Doing business in Japan is not easy," he says, explaining the need for the office, which falls under the aegis of Alberta Economic Development. "The language is challenging, the business culture can be enigmatic, consumer tastes and preferences are different, and there are completely different regulations and laws. The Alberta Japan Office is here to help navigate these differences and increase the chance of Alberta businesses' success in the market."

Sawatzky had been interested in international business when he began studying at the U of A, but it was his extracurricular activities – in AIESEC, the Canadian Interest Club, the Business Students' Association, the Students' Union, and Student Orientation Services – as well as his academic work that opened his eyes to the possibility of a career in the field.

During his last year at University, he became more serious about studying



Wes Sawatzky

STORIES BY **Debby Waldman**

Japanese. He spent a summer at the Pacific Asian Management Institute at the University of Hawaii in Honolulu where he gained a diploma in Transnational Business Studies and credit toward his U of A degree.

Much of his work since graduation has been in or about Japan. After leaving Maple Leaf, he spent five years in Vancouver as the General Manager of a Japanese 2X4 housing company that imported building materials from this country.

In 1996, he went to work for the Alberta government where he has held successive jobs in Asian Investment Attraction and Japanese Trade Development. Before moving to Tokyo, he was the Managing Director of the Alberta USA Office in Portland, Oregon.

Among the Alberta products currently popular with Japanese consumers are wheat, canola seeds, canola oil, margarine, malt barley, pork, french fries, and honey.

"The Japanese market has a high opinion of Canada as being a place of

cleanliness and natural beauty," Sawatzky says. "Our food products have been traditionally well received in the market as being safe and of high quality."

In October, Sawatzky's office helped organize a visit by the provincial Minister of Agriculture, Food, and Rural Development, the Honourable Doug Horner.

The Minister was in Japan for a variety of economic reasons, not the least of which was to position Alberta as a reliable long-term supplier of beef.

"BSE has been an area of particular

concern, and our office has been fully engaged in this issue since Canadian product was prohibited from the market over two years ago," Sawatzky says.

Sawatzky has worked closely with the Canadian Embassy because the export ban falls under federal

jurisdiction. He is optimistic about the future. "It now appears that Canadian beef should be back in the Japanese market by early in the new year," he says.

The Alberta Office employs four full-time and two part-time staff from

"The Japanese market has a high opinion of Canada as being a place of cleanliness and natural beauty."



**Wes Sawatzky with daughters
Emma (12), Julia (10), and Clara (4)**

Japan including two Japanese commercial officers who handle the priority industry sectors for the province in Japan and carry out business development strategies.

"I am very proud of how my work and the work of my colleagues helps to diversify the Alberta economy," Sawatzky says. "It is a gratifying feeling working with a company to make their first sale to Japan or assist an investor with the information they need before investing. We, of course, can't take the majority of the credit, but the high satisfaction levels of our clients shows that our assistance plays an important role." ●



Jeff Kucharski, '01 MBA, '81 BCom, was Executive Director of Strategic Planning at Alberta Economic Development when a senior diplomat from the Canadian Embassy in Tokyo asked if he'd be interested in working for the Consulate in Nagoya.

KUCHARSKI, WHO HAS BEEN fascinated with international business since his second year in the BCom program at the U of A, already considered Japan a second home: he made his first trip after graduation in 1981 to visit schoolmate Jim Tiessen in Hamamatsu and wound up staying for two years, studying the language and martial arts, and teaching English part time.

Between 1985 and 1987, he did a two-year management training course for The Seiyu, Ltd., a Tokyo retail firm. Between 1989 and 1991, he helped open the Canada Beef Export Federation's first office in Japan. And between 1994 and

1998, he was the Managing Director for the Alberta Japan Office in Tokyo.

But the clincher in his decision to take a secondment from the provincial government to become the Consul and Senior Trade Commissioner for the Consulate from 2003-5 was his wife, Hideko Kawakami, whom he met on his first trip to Japan. The two married in 1985 and have a 17-year-old son Evan. Hideko comes from the Tokai region where Nagoya is located.

"Once I told her about the opportunity to represent Canada in Japan, the decision was pretty much made for me," Kucharski says, adding

IN **Japan**

DOING BUSINESS

that he also welcomed the chance to use his previous experience in the country as well as his language skills.

The Tokai region has a population of about 12 million and a GDP of about US \$600 billion or roughly 60 percent of Canada's total GDP. Kucharski says that the three projects which took up most of his time were highly rewarding.

The first involved Toyota, which has its headquarters in Nagoya and more than a dozen manufacturing and assembly plants in the region. Working closely with the Canadian Embassy in Tokyo, Kucharski's office developed a strategy to attract a new assembly plant to Canada.

Because Kucharski was most familiar with the key Toyota people, his role was to establish close relationships with

senior- and mid-level officials and give them information about the advantages of locating to Canada. Early in 2005, his efforts paid off when Toyota opted to expand its presence in Canada ahead of the US by investing in a \$500 million plant in Woodstock, Ontario.

Kucharski was also instrumental in establishing the Tokai-Japan Canada Society in Nagoya, a grass-roots organization to promote relationships between Canadian and Japanese businesses. Kucharski asked Canadian Ambassador Robert Wright and Toyota Chairman Dr. Shoichiro Toyoda to be Honorary Chairmen. The organization had its inaugural event in November 2004 with both men among the 350 guests. For more information about the Society, see the Web site at www.tjcs.jp.

EXPO 2005 was in Aichi, in the Tokai region, and Kucharski and his staff helped with preparations and ensured that the 50 Canadian EXPO employees had proper housing and access to offices and interpreters.

Another highlight of Kucharski's stint in Nagoya was the chance to exercise his creativity. An amateur photographer, he won a national photo competition, "Through Diplomats' Eyes," besting diplomats from more than 100 countries with his shot of

Nittaiji Temple in Nagoya

Below: Jeff Kucharski pictured with former astronaut Gene Cernan (the last man on the moon) in front of a Bombardier Global Express executive jet – Nagoya Airport 2004



JEFF KUCHARSKI



"It's a fascinating country and there's so much more I'd like to accomplish there."



From the top: Shoichiro Toyoda, Chairman of Toyota, and Ambassador Wright – the Honourary Chairs of the Tokai Japan Canada Society.



The 2004 Canada Day Party held at the Consul's residence (Jeff Kucharski's) in Nagoya.

Japanese daikon radishes drying in the sun (this image won a national photo competition, "Through Diplomats' Eyes")

In 2004, Aichi Gakuin University celebrated its 100th anniversary. For the occasion, they invited former US President Bill Clinton to speak and afterwards meet a few special guests of which Jeff was one.



TOP THREE PHOTOS: JEFF KUCHARSKI



Japanese daikon radishes drying in the sun (see photo). He was invited to Tokyo to receive an award from Princess Takamado and former Prime Minister Ryutaro Hashimoto.

Back home since June, Kucharski is now Executive Director of the Agriculture and Food Branch for Alberta Economic Development where he leads the branch that helps Alberta companies access world-wide markets for their agri-food products.

“Government is hard to beat in terms of the breadth of complex issues you have to deal with,” he says. “I like problem solving and I like to make a difference and make a contribution at the same time. Also, you have access

to and work with a lot of interesting and dynamic people both within and outside of government – people I would likely never have a chance to meet otherwise.”

With such strong ties to Japan, Kucharski will likely be back in the country again, either living or working or both. He’s glad to be back in Alberta for now but remains in close touch with his many friends and acquaintances there. “It’s a fascinating country and there’s so much more I’d like to accomplish there, but, for now, I’m pleased to have the opportunity to help Alberta companies get their products out on the world market – to Japan and other countries as well.” ●



**Japan is Canada's
second largest trading
partner after the U.S.**

**Canada exported
about \$8.5 billion
dollars to Japan
in 2004.**

**Alberta exported
\$1.2 billion of that, or
about 14% of Canada's
total exports.**



BUSINESS CAREER SERVICES is a University of Alberta alumni family affair.

Five U of A alumni working in the office speak of their role in creating future opportunities for current students.

In their Own Words

INTERVIEWS BY **Wanda Vivequin**



DALE MCNEELY

DEGREE: PEd (major in Elite Performance Coaching 84'), '05 MBA

Began working in Business Career Services: MAY 2003

Role: Co-operative Education Coordinator

What do you enjoy about working on campus?

The whole academic environment can be very invigorating. There is a dedication to improving our community and society through higher education here at the U of A, and having a role in that is very enjoyable. In particular, being able to link the learning in the Business faculty with the day-to-day needs of the business world is very rewarding.

What do you think is special and unique about the Alberta School of Business?

It is very in tune with the local and Alberta economy. There is a real sense of connectedness with the growth of the Alberta economy and government policies as they relate to business growth in the province.

What do you find most satisfying about working in the Business Career Services office?

My fellow co-op coordinators are a real team in our work and vision for the future of the program. In our situation, it is true that the sum is better than the whole of the parts.

What makes you uniquely qualified to give back to U of A co-op students?

I've worked with long-term developmental models and planning in elite sport for many years. This background and knowledge can be applied in any learning situation where the individual must determine a starting point, future goals, and then the corresponding steps that need to be taken in order to achieve success.

Successful athletes and business people are really no different; willing to put in the time on the basics and sticking to their dreams.

What do you believe is the most important role played by the Business Career Services office?

Bringing the "future" to businesses today. The future, of course, is the students currently in the program. Co-op brings these future employees to the workplace today with their cutting-edge training and skill sets. Many employers and companies are enhanced by bringing on co-op students.

"Many of the employers we deal with on a day-to-day basis are co-op and business alumni. It's a great network, and it's getting bigger every year."

What do you enjoy most about your work?

Seeing the students gain from their experiences in co-op. And, it's not necessarily the work skills or contacts that they develop, but their personal growth that allows them to enter the permanent workforce as confident and enthusiastic employees.

What do you like about having alumni working in the Business Career Services office?

Its great atmosphere where unique backgrounds are helping us establish a functional and fun place to work. But it's not just the alumni within the office who are great to work with. Many of the employers we deal with on a day-to-day basis are co-op and business alumni. It's a great network, and it's getting bigger every year.

Facing page: Brent Collingwood (left), Director of Business Career Services, with his team of alumni: Dale McNeely, Enzo Di Curzio, Melanie Tymofichuk, and Craig O'Connor. Missing from photo: Joan Greabeiel



ENZO DI CURZIO

DEGREE: '86 BCom

Began working in Business Career Services: MARCH 2005

Role: Co-operative Education Coordinator

What do you enjoy about working on campus?

The laid back atmosphere and working with students. Campus life definitely has its advantages in terms of quality of life – it keeps you young at heart.

What do you think is special and unique about the Alberta School of Business?

The quality of our program - our school is well respected by our employers and students.

What do you find most satisfying about working in the Business Career Services office?

The success stories from students who have gone through co-op and found their niche in the workplace. Hearing how the co-op experience has changed students' lives - in a good way.

What makes you uniquely qualified to give back to U of A co-op students?

Working in private industry for 12 years, 8 years of co-op related work, and a commerce degree allow me to draw on my own learning experiences in helping students make the right career choices.

What do you believe is the most important role played by the Business Career Services office?

Facilitating the relationship among employers, students, and the Alberta School of Business.

What do you enjoy most about your work?

Students are our ambassadors so we want to make sure they have a great co-op experience. A true indication of our success is when co-op alumni come back to hire co-op students. Over the years, I have had many co-op alumni drop by the office to express their appreciation to me and the exceptional jobs they were able to take part in.

In addition, it makes me very happy to see how students mature and gain confidence during the course of their co-op experience.

How do you think the business community changed in its response and understanding of the role and contribution of the co-op program?

Word spreads very quickly in the business world. If an employer has a positive experience with a co-op student, they will also inform other potential employers. Co-op students can provide a fresh perspective to the workplace. It is also an opportunity for the employer to find out if a student would fit into a full-time role.

What do you like about having alumni working in the Business Career Services office?

We have a very close group here - a great team environment!!

“Students are our ambassadors so we want to make sure they have a great co-op experience. A true indication of our success is when co-op alumni come back to hire co-op students.”



MELANIE TYMOFICHUK

DEGREE: '98 BCom

Began working in Business Career Services: APRIL 2003

Role: Co-operative Education Coordinator

What do you enjoy about working on campus?

The University has a beautiful campus and there are so many interesting things happening around the U of A right now. It is a very unique environment to work in.

What do you find most satisfying about working in the Business Career Services office?

It is very satisfying to watch the students grow and develop during their time in the co-op program.

“Because I was a co-op student, I understand where the students are coming from.”

What makes you uniquely qualified to give back to U of A co-op students?

Because I was a co-op student, I understand where the students are coming from. Having been through many of the same experiences, I think I can offer them value.

What do you believe is the most important role played by the Business Career Services office?

Our role is primarily that of a facilitator. We give students the tools they need to identify and take advantage of the opportunities available to them.

What do you enjoy most about your work?

The people. The students and employers are terrific to work with. I also really enjoy working with my fellow coordinators - we are a good team.

How has the office changed since you began working there?

Some of the faces in our office are different, but I think that the core values of the office are relatively unchanged since I began working here.

What do you like about having alumni working in the Business Career Services office?

Our backgrounds are diverse, but the fact that we all graduated from the Alberta School of Business gives us a similar perspective.



CRAIG O'CONNOR

DEGREE: '91 BA (Hons), '02 MBA

Began working in Business Career Services: MARCH 2005

Role: Director of Placement and Recruitment, MBA Programs

What do you enjoy about working on campus?

The energy that the students bring, the beauty of the campus in summer and fall, the eclectic mix of people, and Ho Ho's Chinese food.

What do you think is special and unique about the Alberta School of Business?

Specifically related to the MBA program, the small-class sizes provide a real opportunity for students to network and get to know each other. An MBA student isn't simply an ID number here like some other larger MBA schools.

What do you find most satisfying about working in the Business Career Services office?

Equipping a student to the best of my ability with the skills that will help them land a meaningful job. Ensuring that international students are provided with work opportunities so that they can learn about the North American work culture as well as develop and fine tune their English skills.

"I can quickly see how I am adding value and making a contribution to the School."

What makes you uniquely qualified to give back to U of A MBA students?

Being an MBA grad from the U of A, I know what the students are going through, which means I can relate to them easier. Furthermore, being an alumnus, I have a vested interest to ensure that students are proud ambassadors of the U of A MBA program.

What do you believe is the most important role played by the Business Career Services office?

Helping to equip students with the tools they need to succeed in the workplace.

What do you enjoy most about your work?

I can quickly see how I am adding value and making a contribution to the School. The feedback cycle is shorter here than in other organizations that I have worked in. I have worked for several large organizations where you could not really make the connection regarding how you individually contributed to the success of the organization. That's not the case here. When a student comes into your office with a grin ear to ear thanking you for helping them ace an interview or landing a job, that's what keeps me coming back.

How has the office changed since you began working there?

The re-branding to Business Career Services is a big improvement.

What are some of the initiatives you are working on right now?

Promoting the MBA program to other markets outside of Edmonton like Calgary and Toronto. A big part of my job is knocking on employers' doors to promote our students. I visited with several companies this year in Toronto and Calgary and some had never been visited by an MBA School – even schools that are in their own backyard. I have 15 years of sales experience and that's how I approach my current position. You can't be scared or intimidated to call on any organization. The worst they can say is 'No'.

How do you think the business community changed in its response and understanding of the role and contribution of the Business Career Services office?

The companies that 'get it' understand that our office provides a crucial service to their organization. Many organizations have a greying workforce and need to replace the intellectual capital that is going to be walking out the door in the next few years. We can help these organizations out. Employers can post jobs with our office free of charge. Why wouldn't you want to take advantage of this service? We can help organizations focus and target their recruiting efforts. Hiring co-op students and summer interns is an inexpensive way for companies to get a glimpse at possible future talent. If the student performs well, why would you not want to offer them a full-time position when they graduate? They are already familiar with the job, your team members, and the corporate culture. They can really hit the ground running. This also saves companies money on recruiting/search costs.

What do you like about having alumni working in the Business Career Services office?

Having this many business alumni in the office is great. We all have a vested interest to ensure that we are providing the best service possible to both students and employers. After all, we were all served by this office at one point in our studies!



JOAN GREABEIEL

DEGREE: Bachelor of Fine Arts (Music Performance), '89 MBA

Began working in Business Career Services: SEPTEMBER 2005

Role: Director, MBA Career Services

What do you enjoy about working on campus?

The stimulating environment, the students' energy and optimism, and the location near the river valley with great running trails.

What do you think is special and unique about the Alberta School of Business?

Its history, the MBA specializations, and the many connections to the Alberta economy.

What do you find most satisfying about working in the Business Career Services office?

Assisting students chart their career path.

What makes you uniquely qualified to give back to U of A MBA students?

Being an MBA alumna, I have an appreciation for what the degree requires. Having lived in Alberta most of my

life I'm familiar with the business community. Having lived abroad for nine years, and in Calgary and central Canada for short periods of time, I have an understanding of living and working in different parts of Canada and abroad.

What do you believe is the most important role played by the Business Career Services office?

Providing each student the particular assistance they require.

What do you enjoy most about your work?

The people I work with and the variety of the job.

How has the office changed since you began working there?

We doubled our resources (now there are two people - Craig and I - focused on MBA students).

What are some of the initiatives you are working on right now?

Getting to know as many of the students as possible. We're planning a trip to Calgary and will meet with a number of prospective employers. We also hope to host a function for them and Calgary MBA Alumni.

What do you like about having alumni working in the Business Career Services office?

We understand the MBA program, the uniqueness of the Alberta School of Business, and the differential advantage both provide our students.

"Being an MBA alumna, I have an appreciation for what the degree requires. I have an understanding of living and working in different parts of Canada and abroad."

For more info go to www.bus.ualberta.ca/career-services/

Business Alumni Association

Formed in 1988, the University of Alberta Business Alumni Association represents 18,000 BCom, MBA and PhD graduates of the Alberta School of Business with branches across Canada and around the world.

BRANCH CONTACT LIST

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FORT McMURRAY:
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HONG KONG: Catherine Kwan, '98 BCom
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VICTORIA: Brenda Yanchuk, '89 MBA
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KEEP IN TOUCH

Please take a moment to update your current contact information and send a class note for a future issue of *u of a Business*. Go to page 34 or

www.bus.ualberta.ca/alumni

Reunion 2005

On October 1, close to one hundred Business alumni returned to campus to re-connect with old friends and former classmates. Our guests were toured through the Business Building by our student ambassadors before enjoying brunch with Dean Mike Percy.



Evelyn Miller, '50 BCom (second from left) came to Edmonton from her home in Vancouver to celebrate the 55th anniversary of her graduation. With Evelyn are (from left) Harry Nolan, Dean Mike Percy, and student ambassadors Justine Barber and Graham Gooch.

MEMBERS OF THE CLASS OF '55 celebrated their 50th anniversary at a dinner held at the Château Lacombe Crowne Plaza in Edmonton.



Class of '55 (from left) Alan Collins, David Hilton, Jack Whitworth, Larry Donnelly, Dean Mike Percy, Ken Scott, Dan Bogda, and David Cowan.

The 1984, 1985 and 1986 MBA Classes joined forces on a 20-year-anniversary dinner at the Royal Glenora Club in Edmonton.



'85 MBA Class organizers, Ross Bradford and Tricia Cisakowski.



From left to right: Piyush Mittal, Gary Biasini, Terri Biasini, Suzanne Little and John Little, enjoy their MBA class reunion.

A SPECIAL THANK YOU TO OUR 2005 REUNION ORGANIZERS

Ken Scott, Edmonton, '55 BCom; George Orescan, Edmonton, '75 BCom; Brenda Blakey, Edmonton, '75 MBA; Evelyn Zittlau, Edmonton, '80 BCom; Stewart Devine, London England and Piyush (Peter) Mittal, Edmonton, '84 MBA; Ross Bradford, Edmonton and Tricia Cisakowski, Edmonton, '85 MBA; and Margaret Bahcheli (James), Calgary, and Declan Mulcahy, Edmonton, '86 MBA.

Business Alumni Receive Special Recognition

Three Business alumni were celebrated at the 2005 Alumni Recognition Awards held during Reunion Weekend this fall. The awards acknowledge the significant contributions made by University of Alberta alumni in their local communities and beyond.



Scott Pfeifer, '04 MBA – ALUMNI AWARD OF EXCELLENCE

Scott is making curling history with Alberta rink teammates Randy Ferbey, Dave Nedohin, and Marcel Rocque as the only complete team to win four Briers. The “Fab Four” of curling are the reigning Canadian and World Men’s Curling Champions, winning both the 2005 Brier and the Ford World Curling Championships. The team has also secured a berth in the 2005 Olympic Curling Trials. Also strong community leaders, they are highly regarded for their work with young curlers whom they teach and guide to respect the sport. Off the ice, Pfeifer, the 1994 World Junior Champion, works for Alberta Energy.



Yusuf A. Karbani, '73 MBA – ALUMNI AWARD OF HONOUR

Yusuf is a partner and co-founder of one of Edmonton’s most respected CA firms, Gardiner Karbani Audy and Partners LLP. A leader in the community, he volunteers his accounting expertise to a variety of local organizations. Serving as the current Chair of the Audit Committee for the Edmonton Community Foundation, he oversees \$160 million in charitable endowments. Most recently, he helped plan, develop, and implement a cemetery for the Markaz-ul-Islam Society and also raised funds for the construction of a new mosque in the Millwoods area of Edmonton. Karbani is a member of many professional organizations including the Institute of Chartered Accountants of Alberta where he formerly served as a seminar instructor.



Catherine M. Roozen, '77 BCom – ALUMNI AWARD OF HONOUR

A native Edmontonian, Catherine is a businesswoman respected for her philanthropic work. She is a Director and Corporate Secretary of Cathton Holdings Limited and a director of the Allard Foundation, a family legacy that has quietly been making a difference throughout Alberta for more than 20 years. A strong supporter of the University of Alberta, she served as one of the three Co-chairs of the University’s last, and very successful, fundraising campaign and recently completed her second term as a member of the University of Alberta Board of Governors. Deeply committed to helping the community, Roozen currently serves on the Strategy Council of the Mazankowski Alberta Heart Institute and is a former Director of STARS.

UPCOMING EVENTS

JANUARY 28TH Golden Bears Hockey in the Bears’ Den
U of A Clare Drake Arena, Edmonton
e-mail alumni.business@ualberta.ca for info

APRIL 6TH Southern Ontario Alumni Reception
Royal York Hotel, Toronto
Please send us your current e-mail address to keep invitation mailing costs down

Mark the Date

Reunion Weekend 2006
September 28 - October 1

If you’re a business alumnus/a who graduated in a year ending in a 1 or 6, we need your help. Consider becoming a Reunion Organizer for your class. It’s a fun way to catch up with old friends and classmates. Interested? Call Jami at (780) 492-1192, toll free 1-877-362-3222 or e-mail alumni.business@ualberta.ca.



Dinner Chair Dustin Bateyko ('01 BCom) with Dr. Jacqueline Shan.

17TH Annual Business Alumni Dinner

On November 3, more than 200 Business alumni and their guests attended the 17th Annual Business Alumni Dinner where they heard CV Technologies' CEO Dr. Jacqueline Shan share the business success story behind her company's lead product, COLD-fX®. The award winning company reached record sales of \$33 million in fiscal 2005.



Student Ambassadors welcome guests to the 17th Annual BAA Dinner.



Assistant Dean Tom Scott, Drew Thomson ('78 BCom), and Brent Collingwood, Director of Business Career Services.



Darryl Lesiuk ('91 BCom), Warren Michaels, Paul Rechner ('93 BCom, '00 MBA) and Alexei Jernov ('02 MBA).

Business Alumni Hit the Links



Vancouver On June 15 Vancouver Business alumni and their guests enjoyed a session on Golf as a Busine\$\$ Tool. The event was held at the Eaglequest Golf Course in Coquitlam, one of the Eaglequest Golf Centres co-founded and operated by President (and U of A Business alumnus) Don Holmstrom, ('83 BCom).

The evening session, designed for both experienced golfers and non-golfers alike, included a seminar on how to use golf as a strategic business tool, a two-hour golf clinic and swing analysis led by golf pro Rob Houlding and was followed by a networking reception.

Edmonton The annual BAA golf tournament was held on September 12 at the Derrick Golf and Winter Club in Edmonton. Thanks go to '00 MBA alumna Jaime Steffensen for making arrangements to host the tournament at her club. Despite a blustery, cool day, 80 golfers enjoyed the round of golf and the BBQ that followed. Bart Goth, Mike Palmer, Jeff Colbert and Tom Viinikka took top honours at the 2005 event.

The tournament raised more than \$8,500 to support the annual Business Alumni Association scholarships and student programs. Special thanks go to our tournament sponsor Western Management Consultants, and to all our corporate hole sponsors:



2005-06 Business Alumni Association Scholarship recipients Quinn Young and Allison Minkus with BAA President Rob Parks, '99 MBA.

AON Reed Stenhouse Financial Benefits Group; ATB Financial Edmonton Main, City Centre; Chris Grey at RBC Dominion Securities Inc.; Custom House Global Foreign Exchange; Deloitte; Edmonton CFA Society; Franklin Templeton Investments; Hexion Specialty Chemicals Canada, Inc.; Makloc Buildings Inc. & Cycle Works Motorsports; Melcor Developments Ltd.; and R. Allan Farmer Professional Corporation. ■

Tomorrow's Business Leaders

BY CLARK BARR

President, Business Students' Association, 2005-2006



Café de BSA



Cohort Olympics: Business Quad



Q'BET participants (from left): Jenn Rode, Chris Yatscoff, Jasmine Konsorada



BSA Charity Mini-Golf Classic in the Business Building

THE BSA HAD BARELY KICKED OFF THE START TO THE NEW SCHOOL YEAR and already an intense competition had begun for the coveted CGA Cohort Cup. Only in its third year of existence, the CGA Cohort Cup pits second-year students who belong to seven separate groups against one another in a year-long battle, modelled after the House system in Harry Potter.

THE CORNERSTONES OF BUSINESS FROSHWEEK was very successful with excellent attendance and participation. Each day featured a different focus including Academic, Student Life, Partners & Peers, Community, and Social. At one point, the School's second floor was transformed into a romantic French café in an effort to put a new spin on the age-old pancake breakfast.

It is with great pride that we can boast that our students are some of the most generous on campus. In their quest for Cohort points, business students were successful in raising over 3,200 items for the Campus Food Bank and easily surpassing our goal of 1,000 items. Contributions from students also helped to raise significant funds for the Youth Emergency Shelter Society and the United Way. Time and time again, business students have shown their commitment to the future of their community.

While all of this has been going on, students have been busy preparing for the 1st Annual Jeux De Commerce (JDC) West competition. These games will bring together business students from across Western Canada to compete in seven case competitions, a debate, and, of course, what could a competition be without a hockey showdown! The teams have been practicing hard and are well on their way to success in Vancouver next January.

To coincide with the beginning of mid-term stress, 150 square metres

of sod was rolled out on the third and fourth floor of the Business Building for the BSA Charity Mini-Golf Classic. The course design included water hazards, sand traps, and a few holes to satisfy the businessperson in all of us. Despite the odd hole-in-one disrupting a class, the event proved to be a blast for everyone involved. Accountants surely enjoyed trying to shoot their ball through the GAAP and, besides, who doesn't love mini-golf?

In early November, three business students (see photo) attended the Queens Conference on the Business Environment Today (Q'BET) in Kingston, Ontario. Conference speakers and seminars focused on the outside-the-box thinking required to find greater opportunities in the saturated markets of today. According to one delegate, "The conference really helped me to understand the risks that executives and business employees face as a result of the ever-changing marketplace. Additionally, it was a good way to meet people whom you may meet in future business settings." Q'BET is just one conference that our students attend throughout the year. These student leaders serve as the messengers of our School, our city and our province.

Here's to a great continuation of our year and a big thank you to all alumni who have helped our students in reaching our goals! Cheers!

profile

An Investment in the Leaders of Tomorrow

BY MONICA WEGNER

RICHARD SIEMENS



Jayme McColl received a national Futures Fund Scholarship in Toronto in November.

www.ceoaward-canada.org

JAYME MCCOLL, A TRULY EXCEPTIONAL AND INSPIRING SECOND YEAR Bachelor of Commerce student, has been awarded a national 2005 Futures Fund Scholarship, funded by Canada's Outstanding CEO of the Year.

Each year, Canada's Outstanding CEO of the Year award program provides grants of \$5,000 to ten exceptional students from across Canada to further their education ambitions. Scholarship recipients are chosen from applicants from 10 selected business schools across the country, based on their academic achievements, leadership qualities, and extracurricular activities.

Jayme's leadership qualities were evident early and, given her initiative, have only accelerated with the many opportunities available at the Alberta School of Business.

Jayme completed her pre-professional year at a college and transferred to the University of Alberta "because I wanted to challenge myself academically and get involved with the various student organizations."

The entrepreneurial spirit is very much alive at the Alberta School of Business with over 20 student clubs to choose from. Jayme actively participated in many, as a member, fund-raiser, organizer, marketer, coordinator, director, or leader. She particularly enjoyed the opportunity to attend the longest and largest student-run conference in Canada,

the Rocky Mountain Business Seminar's 40th anniversary. Jayme is also a strong advocate of the cohort program, where first year business students are divided into groups of 70 and remain together for all six required first-year business

courses and related extra-curricular activities. The overall first year highlight was very much about the people, and the resulting friendships, life skills, and relationships.

A multiple scholarship recipient, member of the Dean's Honour Role, and teaching assistant, Jayme looks forward to what the

upcoming year has to offer: participating in case competitions, pursuing the specialized Bachelor of Commerce Cooperative Education Program, and perhaps learning a second language to better take advantage of an international student exchange. Her longer term goal is to obtain her chartered accountant designation, and to provide greater innovations to the accounting field by improving existing accounting software.

"I have always strived to maintain academic excellence while being involved in the community, and will continue to do so in order to live life to the fullest." **B**

"I have always strived to maintain academic excellence while being involved in the community, and will continue to do so in order to live life to the fullest."

profile

Up for the Challenge

BY WANDA VIVEQUIN

GIVE 21-YEAR-OLD CO-OP STUDENT HEATHER RONDEAU a challenge and she will rise to the occasion and excel.

“The more I have to do, the happier I am,” says Rondeau just days before completing her first Co-op placement at Edmonton’s WIN House.

Rondeau agrees it’s a dangerous admission to make but says the responsibility given to her while working at WIN House has provided her with amazing opportunities to develop her marketing skills.

In just her first week on the job, she was asked to help assist with the organization of a “shopaholics” fundraiser at Southgate Shopping Mall. Not much later, Rondeau took on the formidable task of organizing the WIN House Annual Golf Tournament fundraiser in spite of never having held a golf club in her life.

WIN House Executive Director Sandra Danco says she is constantly amazed at the quality of work produced by Business Co-op students like Rondeau.

“Heather did an outstanding job; she just parachuted in and took on the projects and handled them so well,” says Danco.

Rondeau, who comes from the small farming community of Millet, came to the U of A via Grant MacEwan College.

“The reason I chose the Co-op program was because I was not sure what I wanted to do and thought it was a good way to try a few things,” she says.

“The Edmonton community is fantastic when it comes to supporting not-for-profit social initiatives.”

Majoring in marketing, Rondeau had an opportunity with the WIN House placement to work in an area that provides its own unique challenges.

“With the golf tournament, we were aiming to raise our target

market of participants and, with no budget for administration, we had to come up with innovative ways to promote and publicize the event,” says Rondeau.

By working with Capital City Savings, Rondeau was able to use the expertise of their marketing department and use their outlets to spread news of the fundraiser.

“The Edmonton community is fantastic when it comes to supporting not-for-profit social initiatives and that makes it easier.” “Sometimes a big budget is not the answer when it comes to marketing an event,” says Rondeau.



Heather Rondeau and the ‘Empty Bowls’ project at WIN House, Edmonton

The Co-op placement also gave her practical skills that will help with her future studies. “It’s one thing to procrastinate over an essay, but, with a project like the golf tournament, there are real deadlines and people relying on your work to make it a success,” she says.

For her final project at WIN House, Rondeau was asked to put together a brand new fundraiser based on an American project called Empty Bowls. Danco gave Rondeau the outline of the project and let her organize it from start to finish.

Scheduled for late September, it was up to Rondeau to find sponsors, prizes for a silent auction, publicity, and, last but not least, the bowls that would be filled with chili as part of the event.

“It’s been a great opportunity and to see the impact of the work on those who benefit from WIN House has been amazing,” says Rondeau.

Her next placement she hopes will be in a government or corporate position to balance out her experiences.

“Just keep me busy and I’ll be happy,” she laughs. **B**

Innovate. Accelerate. Transform.

BY MARC LACHANCE
President, MBAA, 2005-2006

The University of Alberta MBA program is looking to build upon our success from last year: strengthening our reputation, our external relationships, and our internal community.

THE MIDWAY POINT of a student's MBA experience is marked by the opportunity to apply the skills and knowledge we have acquired in a summer internship. From May to August 2005, 43 MBA students were employed through this program while gaining experience in International Business, Technology Commercialization, Natural Resources and Energy, Sports and Leisure, Finance, Consulting, Public Management, and other general business administration positions. Some of the organizations that provided these valuable learning opportunities included Parks Canada, TEC Edmonton, Finning, Pengrowth, Raymond James, UBS Warburg, the Nanotechnology Institute, the Government of Alberta, the Edmonton Oilers, and Nortel. Feedback from both employers and students who participated in the program was overwhelmingly positive. Building on the success we have had, the School has increased the MBA's Career Services team in recent months by hiring on Craig O'Connor and Joan Greabeiel

(Editor's note – please see the feature article on page 18). September brought in a new academic year and with it a new class of MBA students. There were 35 full-time and 30 part-time students who took part in this year's orientation program, which included team-building and self-awareness activities, information sessions, course primers, and the ever popular social events that spread across a full week-long agenda. The week ended with our annual overnight retreat at Blue Lake. There were 26 first-year students who made the long bus trip into the mountains to build the foundations for the community that they were about to become a part of and they all returned with a smile on their face. This year's orientation was a tremendous success thanks to the efforts of MBAA Vice President Internal Kelly Gibbon and his team of volunteers. The contributions made by the second-year students and alumni who helped introduce the Class of 2007 to the program is an expression of the sense of community that is held among our student body, which is one



Annual Blue Lake Retreat for new MBA students – celebrating a win!

of the comparative advantages that our MBA program holds.

Although the course load has since taken priority status for most of our student body, events designed to enhance the student experience continue to deter creases in our text books. The MBA Forums have highlighted our first semester with incredible speakers: Angus Watt of National Bank Financial; Ken McDonald, President of the Collaborative Learning Network; Simon Vincent, Vice President of TELUS Communications; Robert Moore, PhD, CalVenture Tech LLC; and John Stanton, CEO of The Running Room. Other speakers included Jim Carter, President and COO, Syncrude Canada (Net Impact/MBA Forum); Robert Moore, PhD., CalVenture Tech LLC, California; Roger Phillips, corporate director and BAC member; Robin Rowland, Chairman of Global Links Initiative; and Arnaldo Minuti, Consul of Italy (international business talk). Increasing our relationship with the external business community, the School kicked off this year's mentorship program on September 15. These chances to network and learn from the experiences of our



Intramural Basketball Game



MBA Games Team

alumni mentors are invaluable to our students and the time commitment made by the business community for these events is greatly appreciated (Editor's note: please see stories on two of our alumni mentors on pages 2 and 5).

Planning for this year's MBA Games (to be held in Windsor, Ontario) is in full swing. We will be sending 40 students (the maximum allowed) to this event in hopes of capturing the Queen's Cup. This has placed additional funding pressures on the MBA Games committee, but Co-chairs Christoph Wilser and Allison Henning have met this challenge with ongoing support from our long-standing core supporters as well as with new sponsors along with exciting fundraising events. The MBA Games Casino Night was a tremendous success and the MBA Games Auction was held at TELUS Field (in conjunction with our Grey Cup Party) on November 27. Although this means setting high goals for this year's

team, we look forward to hosting the MBA Games in 2007.

Net Impact, a student group focused on promoting corporate social responsibility, has also been extremely active to date. Led by President Brent Porter, Net Impact has already hosted their Annual Golf Tournament and sent 15 students to the 13th Annual International Net Impact Conference at Stanford University. These students also got the chance to meet alumni living in the San Francisco area over lunch (see photo below). Net Impact is also responsible for one of four external case competitions that the Alberta School of Business MBA Program participants attend, which will take place in early 2006 at Boulder, Colorado.

The MBA Association has managed to remain quite busy this year. From a text book exchange to our Annual Thanksgiving Celebration, the MBAA continues in its attempt to enhance and maximize the student experience.



Intramural Soccer Team

Participation in Intramural Sports has again increased with 53 students releasing stress and having fun on nine teams representing the MBA program in seven sports. The MBA continues to have one of the highest participation rates in intramurals of any faculty on campus. Planning for case competitions is well underway as our student body now has the daunting task of maintaining the international reputation that we have earned through our success over the past few years. The Gay and Ralph Young Case Competition, hosted by the MBAA, took place on Saturday, November 19 at the Alberta School of Business. The 2005/06 MBAA Executive Team has done a tremendous amount of work to maintain and build upon the standards that were set by our predecessors; this is something that we hope is evident in the quality of service we provide to our student body.



Annual Blue Lake Retreat in the mountains



NET IMPACT students in San Francisco with alumni

profile

A Happy, Confident and Prosperous Place

BY MONICA WEGNER

AFTER EXTENSIVE travel, research and deliberation, the decision was made 18 months ago to come to Canada.

With an undergraduate degree in Medieval History, a Master of Philosophy in Archeology from Cambridge University, and over five years work experience with BP, the world's second largest company as measured by market value and profits, and "more retail outlets worldwide than McDonalds," Matthew Salter, a native of Bristol, England, felt confident about his decision.

He then discovered what he perceived to be a significant philosophical difference between Britain and Canada. In Britain, the education you receive is often not directly related to the job pursued. Many of Britain's larger companies such as BP hire top students from a variety of backgrounds to enter extensive training programs. In Matthew's case, he joined BP's global graduate program and spent one-year internships in a variety of areas including the sales and marketing of castral motor oil, upstream production where he "winged it" as a financial analyst, information technologies, a "bloody shock to the system," and operations where he was "pitched into gas quotes and renewables."

What interested him most, however, was human resources (HR), that he felt had a "poor reputation at BP and where the HR team was forced to work in isolation.

The corporate culture at BP is very much performance driven, with innovation being a company focus, rather than an individual one. The field of HR is not just about the people, but rather how to add value to the bottom line." Despite a promising career ahead, Matthew felt the time was right to move on.

After exploring his career options in Canada, however, he sensed that there was an unease with his educational background and career goals. Given that a business education was the preferred choice for many employers, he decided an MBA was what was needed.

After spending the next two months researching Canadian business schools, Matthew visited six of them. In addition to strong programming, his number one criterion was a cooperative environment and a sense of camaraderie; a smaller class size was part of this he says. His site visit to the Alberta



Matthew Salter embraces the Alberta MBA.

School of Business saw him attending a class, meeting students for lunch, exploring the campus, and joining a group of students at the "Power Plant" for beverages, along with an eastern Canadian journalist who also happened to be visiting campuses across Canada. She appeared surprised he was actually considering Alberta given how "cold and regional" it is. The hot Alberta corridor, internationally coveted, was what he saw. Little did she realize how her perspective made him that much more confident with his decision.

Ultimately, it came down to the people he met and spoke with. He speaks highly of the reception he received from the MBA office. Early on in the process, he actually got to speak to a person, and "Kelly was just the best", referring to Kelly Montgomery, Admissions Assistant for the MBA office.

Follow-up from the office and from the students he later met was terrific. His overall impression after his visit was that the environment was balanced, and the people he met were genuine. "My type of people. I knew I wanted to be part of this happy, confident and prosperous place."

In addition to strong programming, Matthew's number one criterion was a cooperative environment and a sense of camaraderie.

classnotes

'40s

'42 JOHN DENHOLM, BCom, of Calgary, Alberta writes: "After 60 years since receiving the CA designation, I received the 60-year pin, with sapphire, at the recent Alberta CA Institute's Milestones Luncheon in Calgary on October 21, 2005. I articulated with the firm of Henderson Tears and Waines in Calgary. There were fifteen members of the Commerce class of 1942 who took the final year accounting courses at the University of Alberta under the tutelage of Professor Francis Winspear. Seven out of the fifteen students subsequently served articles and passed the Uniform Final Examinations of the CAs – Ross Alger, Walter Fay Anderson, Graham Austin, James French, Norman McLean and John Rae and myself. Six of those articulated with the Henderson firm, one, Graham Austin, with Peat Marwick Mitchell. I was fortunate to win a Gold Medal for highest standing in Canada in the uniform exams in December 1944, and a similar medal for highest in Alberta. Of the above successful class members, only Fay Anderson and myself survive now. Anderson is due to have 60 years as a CA in 2007 – my recollection is that he also won a medal when he wrote the exam. Two female members of the 1942 class married Chartered Accountants – Betty Towerton to Houghton Thomson, and Shirley Campbell to Fay Anderson."

'70s

'72 RON MANNIX, BCom, of Calgary, Alberta, received the Alberta Order of Excellence Award for his contributions to business and community. Ron is the Chairman of Coril Holdings. As he received his Honourary Doctorate of Law from the University of Alberta in June 2005, he shared the following vision: "In the global world of the 21st century, we are

all into a lifetime of learning and it doesn't stop with your degree here today."

'72 BRUCE McCOLLUM, BCom, of Edmonton, Alberta, accepted the position of General Manager with Baramy Investments Ltd.

'73 HAROLD BANISTER, BCom, and **'87 LINDA BANISTER, MPM, '83 BCom**, of Edmonton, Alberta, met their scholarship recipient in October at the Faculty Club for lunch.

Harold also received the Alberta Centennial Medal on November 8, 2005. Congratulations!

'75 RALPH YOUNG, MBA, of Edmonton, Alberta, who serves on the School's Business Advisory Council, received the Alberta Centennial Medal on November 8, 2005. Congratulations!

'78 LONNIE HOMENUK, BCom, of Tampa, Florida, writes: "Just a quick note to let you all know that after five years at Chesapeake At-

lantic Holdings, I have accepted the position of Senior Vice President with the Duncan Companies effective July 18, 2005. The Duncan Companies provide a complete spectrum of services from market analysis, site selection, and development management consulting to general leasing, brokerage and property management and consulting services." Lonnie's e-mail is lhomenuk@duncancompanies.com.

'80s

'80 TEDMAN WILLIAMS, BCom, of Calgary, Alberta, was appointed Director of the Board of Barnabus Enterprises. He is a Consulting Chief Financial Officer of BOTB Corporation, a private Canadian holding company that is located in Calgary and provides information technology services to public companies. Previously, Mr. Williams was a Consulting Chief Financial Officer of Rare Method Capital, a Canadian

corporation that is also located in Calgary and publicly traded on the TSX exchange. Prior to these appointments, Mr. Williams was the Chief Financial Officer of Impact Blue, Inc., an interactive Web advertising agency. In 1983, Mr. Williams received a Chartered Accountant designation in Alberta. Barnabus Energy, Inc. (BBSE) is committed to the exploration and development of oil and natural gas reserves throughout western North America.

'84 MIKE HOPKINS, MBA, of Santa Barbara, California, accepted the position of CEO with Terra Image USA.

'85 MICHÈLE STANNERS, MBA, of Edmonton, Alberta, was appointed as General Director of the Board of Directors of Alberta Ballet effective November 14, 2005. Michèle joins Alberta Ballet from The Canadian Unity Council, where she was the Western Regional Director. She is known and respected as a strategist and

in memoriam

The Alberta School of Business regrets the passing of these alumni and friends:

Haughton Thomson, '37 BCom, of Edmonton, Alberta

Dilys Van Blaricom, '40 BCom, of Keremeos, British Columbia

Murray Kendrick, '42 BCom, of Edmonton, Alberta

Charley Glebe, '44 BCom, of Innisfail, Alberta

George Hay, '48 BCom, of Calgary, Alberta

J A Boyd Oberhoffner, '48 BCom, of Edmonton, Alberta

Donald Hall, '49 BCom, of Winnipeg, Manitoba

Arnold Saffel, '49 BCom, of Tadworth, United Kingdom

Walter Lupul, '50 BCom, of Kelowna, British Columbia

Melvin Poole, '72 MBA, of Edmonton, Alberta

Eugene Tomasky, '72 BCom, of Richmond, British Columbia

Terry Melling, '76 BCom, of Calgary, Alberta

Raymond Meronyk, '78 BCom, of Kenora, Ontario

Laura Ferguson, '82 BCom, of Edmonton, Alberta

Jean Cumming, '82 BCom, of Red Deer, Alberta

Darlene Dallaire, '84 BCom, of Edmonton, Alberta

Terri Wiens, '95 BCom, of Sherwood Park, Alberta

Jay Cummings, '97 BCom, of Wetaskiwin, Alberta

Ken Lemke, Professor Emeritus, of Qualicum Beach, British Columbia

> keepintouch <

Graduate's Name _____ Year of Graduation and Degree(s) _____

Address Preference: Home Business Are either of these new addresses? Yes No

Business Address _____ Organization _____ Title _____

City, Province/State _____ Country _____ Postal Code/Zip Code _____

Business Telephone _____ Business Fax _____

Home Address _____ Organization _____ Title _____

City, Province/State _____ Country _____ Postal Code/Zip Code _____

Home Telephone _____ Home Fax _____

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Class Note (for a future issue of this magazine or to post on the alumni Website):

News or Comments _____

E-mail, fax or snail-mail this form to:

E-mail: alumni.business@ualberta.ca
Website: www.bus.ualberta.ca/alumni
Fax: (780) 492-8748
Telephone: (780) 492-4083
Toll-free in Canada & USA: 1-877-362-3222
 External Relations, Alberta School of Business
 University of Alberta
 4-40 Business Building
 Edmonton, AB, T6G 2R6 Canada

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- Undergraduate and Graduate Programs
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- Alumni Chapters in my area
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- Making a gift to the School in my will
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- Other (please specify): _____

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architect of national and regional not-for-profit programs. Through years of dedication to volunteer work, she has developed a broad and diverse network of key influencers in Canada spanning political, ethnic, linguistic, and professional orientations. She currently sits on the University of Alberta's government relations sub-committee, the Honens International Piano Competition and Mount Royal College Foundation boards, and is a Calgary Flames Ambassador and a Canadian Unity Council governor. She was honoured in 1993 with Rotary International's Integrity Award and, in 2003, she was named one of Alberta's 50 Most Influential People by Alberta Venture magazine. As General Director, Michèle will be responsible for strategic planning, marketing, communications, philanthropy, corporate development, and managing the Ballet's administrative team.

'86 RONALD CALPAS, BCom, of Tilley, Alberta, writes: "After graduation, I worked as an equipment operator for Dovichak Farms (diversified irrigation operation, grains, forage, oilseeds and specializing in leaf-cutter alfalfa seed production). I also operated and serviced all equipment including irrigation systems. In 1995, I purchased my own farm and full line of equipment in partnership with my brother Loren as Calpas Farms. We are operating successfully to date."

'86 BRIAN MILNE, BCom, of Calgary, Alberta, was appointed VP Finance with ATCO Power.

'88 JEFF MEHR, BCom, of Edmonton, Alberta, was appointed VP Operations of Shaw Communications Inc.

'88 CINDY SKRUKWA, BCom, of Calgary, Alberta, writes: "Evan and I are thoroughly enjoying the summer now that it has finally stopped raining in Calgary. Luckily for us, my time

at home is being extended as I will no longer be with TELUS. In the fall, I will resume consulting within my own firm - Strategy House Inc."

'89 JOAN GREABEIEL, MBA, of Edmonton, Alberta, accepted the position of Director, MBA Career Services at the Alberta School of Business, on September 1, 2005. She is responsible for the office's strategic initiatives and establishing and maintaining long-term relationships with current and prospective employers. Joan is also a U of A Bachelor of Music graduate, and recently completed a contract with the very successful Edmonton 2005 World Masters Games as Director of Marketing, Sponsorship and Cultural Festivities. See more on page 22.

'90s

'90 MIKE HOUSE, BCom, of Edmonton, Alberta, accepted the position of Director



of Development, Alberta School of Business. Mike comes to the University of Alberta from Ketchum Canada where he was a senior consultant with a number of Alberta-based charities including Discovery House in Calgary (second stage women's shelter); Lakeland College in Lloydminster; Canadian Cancer Society; and STARS Air Ambulance. Mike is thrilled to be joining the External Relations team in the Alberta School of Business. Mike and his wife Kathy have a one-year-old daughter Caroline.

'90 CRAIG STANFORD, MBA, of Calgary, Alberta, took a position with Cypress Capital Management Ltd. as Managing Director. Craig writes: "I have been very busy getting the new Calgary offices of Cypress Capital Management built in the Home Oil Tower and realized that I missed a few people with my original update e-mail." I can be reached at craig.stanford@cypresscap.com.

'91 KEN LAMONT, BCom, of Calgary, Alberta, was appointed as Controller and Treasurer of Alberta Crescent Point Energy Trust. Ken is a Chartered Accountant with over 14 years of accounting and finance experience in the energy sector.

'92 TOM VILLETARD, BCom, of Edmonton, Alberta was appointed Manager with Veres Picton and Co LLP.

'93 COURT CARRUTHERS, BCom, of Toronto, Ontario, has volunteered to assist with alumni activities in

Eric Geddes Breakfast Lecture Series

Established in honour of the late Eric Geddes ('47 BCom) in recognition of his long-standing volunteer contributions and commitment to his School, University, and the community.

Calgary Chamber of Commerce
100 Sixth Avenue SW
Calgary
Mike Percy – February 15
Douglas Olsen – April

Royal Glenora
11160 River Valley Road
Edmonton
Rasmus Fatum – February
Mike Lounsbury – March 23
Roger Palmer – April

7:00 am Coffee and Registration
7:15 am Buffet Breakfast and Lecture
8:30 am Event Conclusion

For more information or to register, please e-mail external.business@ualberta.ca or call 780.492.4083 or toll free 1.877.362.3222.

Cory Beattie

BY DEBBY WALDMAN

Not long after starting a new job as Controller at Reid Built Homes, Cory Beattie, '96 BCom, faced the biggest challenge of his life, one that had nothing to do with work.

In May 2001, he was diagnosed with thyroid cancer and had to undergo surgery, external radiation, and two treatments with radioactive iodine.

The radioactive iodine treatments were the worst, Beattie says. He had to be quarantined for up to three days each time in a leaded hospital room. Everything from the telephone to the bathroom fixtures was wrapped in cellophane. His meals were left on a tray outside his door. He could communicate with visitors only through a window.

Beattie's wife Jackie, '97 BCom, was eight months pregnant with the couple's second child Erica. Their son Cole was two. For a week

after the treatments, Beattie couldn't go near them.

"It's not something that I would ever want anybody to ever have to go through," he says. "It was worse than the external radiation."

His family and friends provided tremendous support as did the staff at Reid Built and at the Cross Cancer Institute. Beattie hasn't had a treatment in nearly two years; he has six-month checkups and expects doctors to pronounce him cancer free in two years.

Looking to expand upon the CMA designation he obtained in '98, Beattie is working toward his



industry certification as a Master Builder.

"It's a great way to become more well rounded in an industry I enjoy," he says, adding that he'd like to stay with Reid Built, perhaps eventually moving up to General Manager.

"It's fun helping people build their homes and their communities," he says. "It's more than just number crunching."

The Beatties now have three children. Jackie gave birth to baby Nicholas on November 1.

classnotes

Southern Ontario (next event is April 6) and would like to hear from you. His e-mail is carruthers@agica.ca. He has also just completed his CMA designation and his EMBA with Queen's and is hoping to have more time with his wife and new home and for his golf game.

'93 JASON MARINO, BCom, of Edmonton, Alberta, became an Associate with Bennett Jones.

'94 JANE HALFORD, BCom, of Edmonton, Alberta, was appointed to the position of CEO & Executive Director, with the Institute of Chartered Accountants of Alberta (ICAA). Jane assumes her new role following two years with the



ICAA as director of practice review. In making the announcement, ICAA President Ross Harris FCA stated: "Jane Halford possesses a great passion and enthusiasm for our profession and is well-known for her consensus building abilities. She has demonstrated strong leadership and professional skills in all of her previous roles, and we look forward to further great accomplishments, particularly as we go forward with implementation of all aspects of the new national strategic plan." After graduation, Jane began her career with Grant Thornton Chartered Accountants LLP. She received her CA designation in 1997 and went on to become a senior

manager with the firm where she was responsible for delivering client advisory services and supervising and reviewing audits and special engagements.

In 2003, Jane received the ICAA's prestigious Early Achievement Award, for outstanding professional and community contribution. Jane chairs the Leadership Edmonton steering committee as well as the board of the George Spady Centre, and is a leader for Girl Guides of Canada. Jane succeeds Steve Glover, MBA FCA, who served as ICAA Executive Director from 1984-2005.

'95 LISA CHALMERS, BCom, of Edmonton, Alberta, took a position as a Chartered Accountant with Mowbrey Gil LLP.

'95 BRAD GILEWICH, BCom, of Edmonton, Alberta, was appointed Partner with PricewaterhouseCoopers.

'98 RUTH COLLINS-NAKAI, MBA, of Edmonton, Alberta was appointed President of the Canadian Medical Association.

'99 JEREMY TAITINGER, BCom, of Edmonton, Alberta, became an Associate with Reynolds Mirth Richards & Farmer.

'00

'00 QUENTIN GARDINER, BCom, of Edmonton, Alberta, was appointed Manager Audit and Assurance Services with Mowbrey Gil.

Jennifer Kao, '81 BCom, CA

BY CHRIS PILGER

After spending so much time in the classroom, working hard to obtain their degrees and designations, most students are happy to escape the confines of school. That is not the case for Jennifer Kao.

After Jennifer received her CA designation, she was inspired to heed the call of education and make a career in academia. "Two of my siblings were working as university professors at the time, which inspired me to explore that career path while I was still young. I wanted to see if it would work for me as well." She began her career as an Accounting Professor at the U of Waterloo, and in 1998 accepted a position at the U of Alberta.

Having her CA designation has benefited Jennifer, and her students, in many ways. With accounting having such a technical nature, she feels that a good professor must bring to class, and share with their students, something more to enliven the lectures. Jennifer's CA education and practical experience have allowed her to put textbook materials into a real perspective for the students.

And, even after all these years, she still finds her academic career rewarding. "I enjoy the interaction with young people—they have kept me energized all these years. Seeing students mature and become gainfully employed brings me immeasurable rewards."



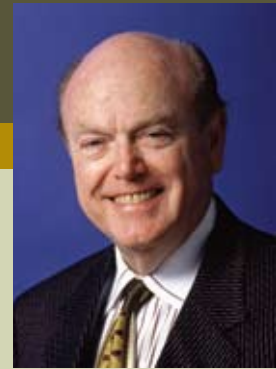
BLUEFISH STUDIOS

At the beginning of each term, Jennifer starts her classes with a story about the path she has travelled. She knows that some of the students in the room may one day end up where she is. "In 10 to 20 years time, they themselves may be standing in front of a whole class of the next generation of aspiring accountants." No doubt when they do they'll remember the lessons they've learned from Jennifer.

2006 Canadian Business Leader Award

25th Anniversary

The 2006 Canadian Business Leader Award recipient is **Jim Pattison**, Chairman, President, CEO and sole proprietor of The Jim Pattison Group, Canada's 3rd largest privately held company. Please join us for the 25th Awards Ceremony on Thursday, March 30, 2006 at the Shaw Conference Centre in Edmonton. For tickets and information, please call (780) 492-2348 or visit www.bus.ualberta.ca.



Michelle Magnan - Curiosity Counts

BY WANDA VIVEQUIN

A journalist interviewing a journalist about her work was sure to produce some interesting moments.

"That quote is going to sound terrible; hang on, let me try it differently," laughs Michelle Magnan ('02 BCom) from Toronto where she works as a reporter and researcher for *Canadian Business* magazine.

It has been something of an exercise in scheduling trying to pin down the enthusiastic Magnan for an interview. Finally, late one evening, we manage to find time as Magnan ponders over some questions sent before our interview.

Does she find it awkward as a journalist to be interviewed about her work?

"Yes, it feels a little strange because I am always thinking about how what I am saying is going to look written down," says Magnan.

As a business graduate working for one of Canada's premier business magazines, Magnan feels some extra pressure to perform well as a writer.

"With a business degree, I feel like I should really know and understand what is going on and have even resorted to pulling out some



old text books just to make sure of things," she says.

But, don't be fooled into thinking she is some sort of nerdy square by her glowing résumé, impressive

academic record, long list of scholarships, and growing list of published articles! Magnan has an admission to make.

"A lot of people might roll their eyes, but I am a complete pop culture junkie," she says without hesitation. Besides reading the *Walrus* and *Vanity Fair*, you are also very likely to find Magnan pouring over the "fluff" found in *US Weekly* and *In Touch*. "I think these magazines are like comic books for adults," she laughs.

Back at her day job however, Magnan gets fired up about issues that pique her interest and allows her passion for human interest stories to shine through. At *Canadian Business* magazine, those who show initiative are rewarded with a green light to write stories, which for Magnan has meant writing on wide-ranging topics that stretch from bull semen to boutique breweries.

"I think journalists play an important role in the business world," she says.

"Since the ENRON and World Com scandals broke, people are more aware of how things can go wrong in the business world," she adds.

It is ironic then that Magnan's first job offer after university came from ENRON Canada just as the scandal broke.

Assured that the fallout would not affect its Canadian arm, Magnan signed on although UBS Warburg Energy took over before her official start date so she never officially worked for the beleaguered ENRON.

"I loved the logic of numbers, but, the work killed my soul," says Magnan of her time with the energy company.

A chance meeting while working with a non-profit organization called Youth One led her to move her career in a completely different direction.

"I had never even thought of journalism until I had a conversation with a guy working in our building."

It did not take long for Magnan to decide this was the right career choice, and, without telling anyone, applied to Ryerson University to do a Bachelor of Journalism. Three years later and working at *Canadian Business* magazine as well as freelancing, Magnan is always on the lookout for interesting stories to pitch.

With an inquisitive mind and an impressive folio of published stories under her belt, Magnan is sure to go far in the fourth estate.

Varsity Consulting Group

BY DEBBY WALDMAN

LIKE ITS MORE ESTABLISHED COMPETITORS, the Varsity Consulting Group provides a variety of services including financial modelling, marketing research, human resources, operational improvement, business advisory services, strategic management, and programs for not-for-profit organizations.



Students Pan Zhang and Scott Riddell outside the Varsity Consulting Office in HUB Mall, U of A Campus.

RICHARD SIEMENS

BUT YOU'RE JUST AS LIKELY TO FIND VCG's staffers in a classroom as in a boardroom. That's because the employees are second-year and part-time MBA students.

"By doing these kinds of projects, we're able to apply our academic knowledge to our business experience, and that's the best way to learn," says second-year MBA and co-executive member Pan Zhang who runs the 14-year-old firm along with fellow students Scott Riddell and Kamren Farr.

Depending on the availability of staffers, VCG can take up to a dozen projects a year. Clients come from both the public and private sector though most are small- to medium-sized businesses that can afford VCG's \$50-an-hour fee.

"We're able to apply our academic knowledge to our business experience, and that's the best way to learn."

Rock-bottom rates, however, do not mean rock-bottom work. "We have a passion for this business," Zhang says of herself and her colleagues. "We have a group of very committed consultants. The reason we came to the MBA program was to learn skills, and this consulting work is what we wanted to use those skills for."

If the VCG staffers need a hand, they have plenty of expertise nearby. "We have top-notch researchers and our faculty members are very supportive of us," Zhang says. "Our clients come to us and get lots of value added."

VCG is located at the Alberta School of Business office in HUB Mall. To reach the office, call 492-2994. Zhang can also be reached at 990-5824.

At the Alberta School of Business we know what leadership looks like. So we're pleased to recognize one of our own, Steve Glover, '87 MBA, for his 26 years of service to the accounting profession and his many accomplishments as Executive Director of the Institute of Chartered Accountants of Alberta.

We're fortunate to identify Steve as a friend of the School. He continues to provide counsel and advice to our faculty, has a keen interest in the success of our students, and led Alberta's accounting firms to financially support key programs at the School through two campaigns.

We will watch with interest as Steve moves on to new challenges and opportunities.

Michael B. Percy, Stanley A. Milner Professor and Dean

'01

'01 **PARIS FRONIMOS, MBA**, of Edmonton, Alberta, has joined the Alberta School of Business as a full-time Research Associate with the Centre for Applied Business Research in Energy and the Environment (CABREE). Paris has come to CABREE from Alberta Environment. He will be focusing his research on electricity policy issues.

'01 **RYAN ARMSTRONG, MBA**, writes: "I got married to Charmaine Bosh on October 7 in (as you can see by the picture) beautiful Caesar's Palace in Las Vegas." Congratulations, Charmaine and Ryan!



'02

'02 **SHAWN McMILLAN, BCom**, of Edmonton, Alberta, was appointed as Controller and Corporate Secretary of CEAPRO Inc. "This is an exciting time for CEAPRO as our business continues to expand and we are pleased to have Shawn play an expanded role on our team," said Dr. Mark Redmond, CEAPRO's President and CEO. Articling with both Collins Barrow Chartered

Accountants and Deloitte and Touche LLP, he obtained his Chartered Accountant designation in 2005. Shawn joined Ceapro as Controller in April 2005. CEAPRO Inc., an innovation-driven biotechnology company, develops and commercializes organic products for medical, cosmetic, and animal health industries using proprietary technology and natural, renewable resources.

'03

'03 **ALISHA HURLEY, MBA**, of Sherwood Park, Alberta became an Associate with Bennett Jones LLP.

'04

'04 **ROBERT BOTHWELL, MBA**, of Edmonton, Alberta became an Associate with Bennett Jones LLP.



'04 **SYLVAIN NYS, MBA**, of Saint Fuscien, France, writes: "I worked for Ernst and Young in France for about a year and now I've been working for fifteen months for Carlson Wagonlit Travel, which is a subsidiary company from Accor (a French company) and Carlson Companies (CCI, a US company). I'm working there as an international Corporate Auditor."

Sylvaine can be contacted by e-mail at snys@carlsonwagonlit.fr.

'04 **GABI SZERZE, BCom**, of Toronto, Ontario, writes: "I moved to Toronto last September to start Law School at the University of Toronto. I had a successful first year and split the summer between travelling in Europe and working at the Constitutional Court of Hungary as well as a private Hungarian corporate law firm. I look forward to obtaining a position in a Toronto law firm next summer." Gabi can be reached by e-mail at gabi.szerze@utoronto.ca.

'05

'05 **CHAD ELLIOTT, MBA**, of Ottawa, Ontario, writes: "The wedding went very well. I only cried a few times. I rented a van and took my groomsmen (five guys) on a week-long baseball trip to New York, Boston, and Toronto the week before the wedding. It was awesome. I golfed the morning of the wedding and partied the night away. The day just flew by. We then rented a houseboat and toured around the 1000 Islands for a week. Good times... and things are just starting to settle down." Chad can be reached by e-mail at boy44@hotmail.com.

'05 **MIKE FOREST, BCom**, of Sherwood Park, Alberta, celebrates his Buttonwillow Pacific F2000 championship win with sister Nicole and mom Jan Baron.



'05 **LAUNA LINAKER, MBA**, of Edmonton, Alberta, writes: "Well, I managed to win three Gold (80M Hurdels, Pentathlon and 4x100 Relay) and one Silver medal (Long Jump) at the World Masters Games.

It was incredible; from competitors to volunteers, the energy was high and the events were smooth and well run. I also competed in the 100M and 200M event for women 40 - 44 and qualified for the finals and finished fifth and sixth overall."



'05 **YUAN (GLORIA) TIAN, PHD**, of Edmonton, Alberta, successfully defended her thesis "Three Essays on Corporate Control in Canada" on October 19, 2005. Congratulations! Gloria can be reached at ytian@ualberta.ca.

'05 **SAIF ULLAH, PHD**, of Edmonton, Alberta, received the best Student Paper Award at the Northern Finance Association Conference in Vancouver. The title of Saif's paper is "Does the Market Believe There is Smoke Without fire?" Saif's co-supervisors are Professors Nadia Massoud and Barry Scholnick.

CORRECTION NOTICE

Please note that Brent Agerbak's name was spelled incorrectly in the spring/summer issue of the School's alumni magazine. Please accept our sincere apology for the error.

Thanks go to Jacqueline Kocic for collecting and organizing the majority of the items in the Class Notes section. Thank you!

When it comes to financing new ventures, don't think of "family" as a last resort.

FAMILY MEMBERS ARE A VERY IMPORTANT source of financing for new ventures, particularly when such ventures have an unproven team and an untested idea.

Indeed, at the early stages of firm formation, family is often a convenient and effective source of financing. These transactions can also provide the foundation for substantial businesses. Sam Walton, for example, relied on various family members for cash in the early stages of Wal-Mart's founding. Even though the number of financial transactions at the family level likely exceed all other sources of venture capital, there is little information about how these deals should be managed. Research projects at the Alberta School of Business have addressed this deficiency.

Family-financed deals cover a broad spectrum. At one end is the cheque written where the transaction is characterized by an absence of documents and an unspoken understanding that repayment will occur whenever the borrower can manage it. At the other end is the family whose sophisticated deal structuring resembles formal venture capitalism. The latter scenario seeks a targeted return on investment while the former is motivated by altruistic love, trust, and the desire to help out a member of the family.

Often, a lack of clarity and a misalignment of goals in structuring deals between family members can lead to misunderstandings. What happens if the loan can't be re-paid on time – or at all? Will forgiven loans spark jealousy among siblings? Who will keep track of how the money is managed and used? With so many overlapping considerations, it is easy to imagine how both businesses and families can be strained or destroyed without proper attention to structuring financial deals.

Given the risk, why would entrepreneurs turn to family for financial assistance? There are several reasons. Outside money is simply not available or comes with too many strings attached. Less formal family arrangements and greater levels of trust between parties allow the entrepreneur to exercise tighter control over the venture. Dealing with family members usually involves lower transaction costs than arrangements through financial institutions or venture capitalists. Some entrepreneurs simply desire to retain profits within the family. An involved family also provides valuable resources such as emotional support, mentorship, social connections or even childcare, and the use of vehicles.



RICHARD SIEMENS

On the down side, informal family arrangements can result in private-life conflicts affecting business relationships, free-riding by family members, or resentment if the venture fails. Ironically, even success can generate conflict.

As a lender or a borrower, one must manage the delicate balance between familial altruism and business rationality. A good start is for all parties to the deal to ask these questions.

1. Does everyone agree on the primary motivation for doing the deal? Is it familial altruism or profit?
2. By what mechanism is the deal evaluated? Did the deal undergo due diligence?
3. Is there agreement as to reporting periods and milestones?
4. If the venture is a failure, who gets what? When do they get it?
5. If the venture is a success, who gets what? When do they get it?

If you're involved in a new venture, don't pin all your hopes on outside investors. Angels, by definition, are elusive. Family is a significant resource for new venture creation and growth. Above all, make sure everyone understands the parameters of the deal.

Lloyd Steier holds a research chair and is a Professor in the Department of Strategic Management and Organization at the Alberta School of Business. He is also the Academic Director of the Centre for Entrepreneurship and Family Enterprise and the Alberta Business Family Institute. For info go to www.bus.ualberta.ca/cefe/ and www.abfi.ca.

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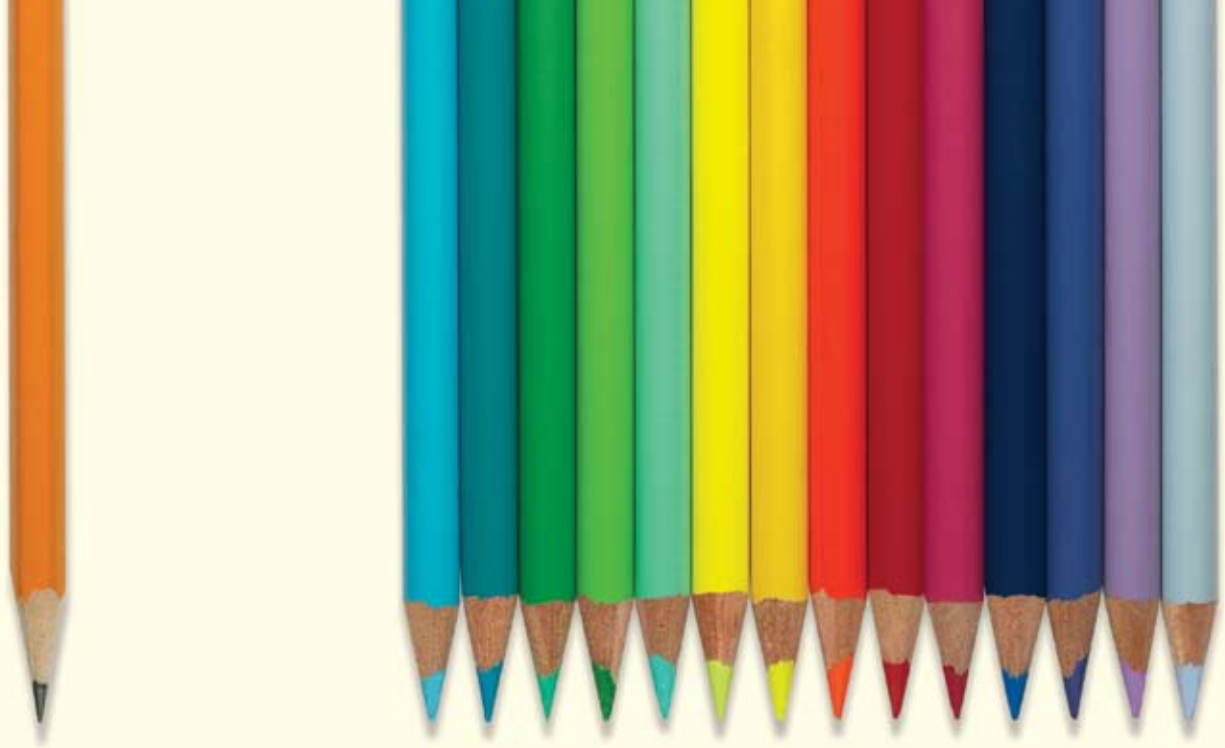
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