

UNIVERSITY OF ALBERTA SCHOOL OF

FALL/WINTER 2007/08

BUSINESS

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ALUMNI MAGAZINE



A Better
Balance

THE PERFECT BLEND

EVENTS 2008

THIS ISSUE

- January 15** Enterprise Square Grand Opening, Downtown Edmonton
- January 19** Undergraduate Awards Ceremony
Timms Centre, Edmonton
- January 24** Creating Effective Charity Appeals
Eric Geddes Breakfast Speaker Edmonton
Professor Robert Fisher, Royal Glenora Club
- February 5** MBA Awards Ceremony
Stollery Executive Development Centre
Edmonton
- February 8** Kipnes Lecture in Finance
TELUS Centre, Edmonton
- Pandas' Hockey Night in the Bears' Den
(Pandas vs Lethbridge Pronghorns)
Edmonton
- February 18 – 22** Rocky Mountain Business Seminar
Jasper Park Lodge, Jasper
- February 26** Canadian Business Leader Award Dinner
Shaw Conference Centre, Edmonton
Recipient: Tony Franceschini
President and CEO, Stantec Inc
- May 2 – 3** Professor Michael Gibbins
Tribute: Royal Alberta Museum
Research Symposium: Stollery Centre, Business
Building Edmonton
- May 6 – 7** Alberta Business Family Institute (ABFI)
Signature Event: Paul Martin Family
Edmonton and Calgary
- June 4** Business Alumni BBQ, Kelowna, BC
- June 5** MBA Spring Convocation
Jubilee Auditorium, Edmonton
- June 10** Undergraduate Spring Convocation
Jubilee Auditorium, Edmonton
- June 18** BAA Annual General Meeting and Members'
Reception
- July 9 (TBC)** 2nd Annual Stampede Breakfast, Calgary
- Sept 15** BAA Annual Golf Tournament
Derrick Golf and Winter Club, Edmonton
- Sept 18 – 21** Centenary Homecoming
- Sept 28 – 30** Women On Board Symposium
Kananaskis, Alberta

Finding a better balance in our lives, both personally and professionally, is a new year's resolution for many of us.

Finding the balance of the triple bottom line – environmental, social, and economic success – is a relatively new measure of genuine wealth – and is one that the School, our students, and our alumni certainly take to heart.

In this issue, I hope you will be inspired by those who have embraced the challenge.

Here you will discover:

- who of your classmates has been instrumental in protecting special places in Alberta and how you too can help;
- what happened when Nollywood, Nigeria's film and television industry, was used to promote the use of mosquito nets;
- where we can buy that perfect blend of fair trade coffee in support of women coffee farmers in Peru;
- when is a good time to take a ride in a fighter jet; and
- why are so many of *Edmonton's Sizzling Twenty under 30* alumni from the Alberta School of Business?

Universities have an increasingly large role in preparing our students to be global citizens in an increasingly complex world. Embracing the triple bottom line may be a good place of focus for all of us.

Happy New Year and Happy 100, U of A!

Monica



Nina Christianson and Kassia Wegner Fardoe; the perfect balance

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MBA Without Borders

OMAR YAQUB



Omar Yaqub '04 MBA, was sent to Nigeria by MBAs Without Borders, a budding Canadian social entrepreneurship organization designed to help with the business and social development of what it calls “upcoming countries.”



His six-month contract required that he work with the Swiss/Dutch company Vestergaard Frandsen, which hoped to bring its recently developed long-lasting mosquito nets to the Nigerian market.

One of the first things Omar did upon arriving at his new office in April '06 was to conduct an informal survey. “I asked one of my colleagues if he had a net,” he recalls. “He didn’t. I thought, if one of the most educated people on nets in this country doesn’t have a net, we’re doing something fundamentally wrong. It was a wake-up call to back up, and it prompted me to rethink our public education campaigns.”

It also prompted him to draw on what he’d learned in his MBA classes, specifically about the need to critically analyze and examine problems from a broader context, apply design thinking,

and be open to listening and criticism. As he points out, advertising, project management, market research, and product development are universal skills that can have context in almost any environment.

The mosquito that spreads malaria stings only at night. Sleeping beneath a net that’s been treated with insecticide is a proven way to keep from being stung. Most nets that have been treated are effective for six months, after which time the insecticide must be reapplied. The problem, Omar says, is that people tend not to reapply it, rendering the nets useless.

Vestergaard Frandsen’s nets have been treated with an insecticide that lasts for up to five years. They sell for roughly \$7 CAD. The nets that are good for up to six months sell for \$3. But while price point was an issue, Omar discovered that

the bigger problem was perception.

Nigerians associated mosquito nets with poverty. They also considered nets to be old school, unstylish, and reminiscent of something forced on them years earlier. Back then, the nets were made of cotton, which was hot, caused people to sweat, and made sleeping miserable. New nets are made of lighter fabrics, which makes them considerably more comfortable.

To convince a new generation of Nigerians that Vestergaard-Frandsen’s nets were nothing like the nets of their childhoods, Omar drew on a marketing tool that has been remarkably successful in North America, but was virtually unheard of in Africa: product placement.

Nollywood, Nigeria’s film and television industry, is the world’s third largest, behind those in the United States and India. Omar reasoned that if Nigerians saw mosquito nets on TV and



Selling an inexpensive, cost-effective product that reduces the chance of contracting malaria by 90% should be easy. At least, it should be in a country where a child dies of the disease roughly every 30 seconds. That's what Omar Yaqub, '04 MBA, thought before he arrived in Nigeria two years ago.

in the movies, they'd want nets for themselves. But educating his Nigerian colleagues about product placement was a challenge.

"It wasn't a well-understood idea," he says. "Traditional advertising was what people thought I was talking about. They were offering to write me scripts for commercials. I said, 'that's not how product placement works.'"

Eventually Omar got his idea across. By the time he left Nigeria, Vestergaard Frandsen had sold more than four million nets, most through large distributors including the World Bank, the USAID-funded Society of Family Health, and the Red Cross.

Omar was pleased with his progress. So were the folks at Vestergaard Frandsen. "Omar has my greatest respect as a professional as well as a person," says a former colleague, Allan




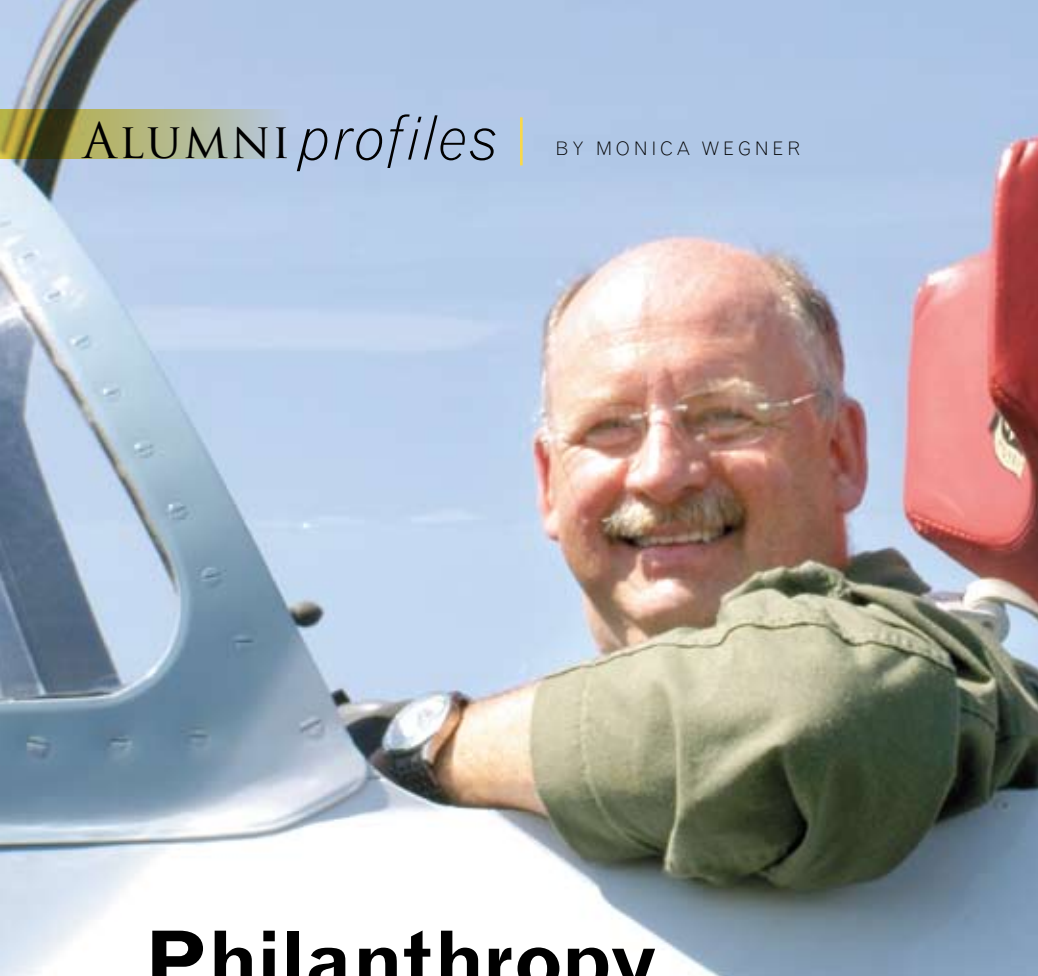
Mortenson, the Vestergaard Frandsen Business Manager, Public Health Vector Control in Lausanne, Switzerland. Mortenson praises Omar's analytical skills, which he put to work after conducting consumer surveys in cooperation with Nigerian research agencies.

"He was a great team worker who often went out of his way to help others," Mortenson explains. "But perhaps his greatest achievement for the company was the way he thrived in Nigeria – a very different and aggressive culture as anyone who has worked there will attest. Omar achieved much respect in record time from co-workers as well as managers. He is remembered as being a very loyal and lovable guy."

Omar is equally enthusiastic about the time he spent in Nigeria. "With an overseas placement, often times, you get the opportunity to work on a much broader set of problems," he says. "It's nice to be fresh out of school and be able to tackle something really, really large on your own."

Since returning to Edmonton, Omar has been doing contract work and serving as Director of Innovation for MBAs without Borders. He is strongly committed to social entrepreneurship and sees it as a great opportunity for other business school grads.

"The MBA isn't a traditional vehicle into global development, but I think it's something that provides value in that arena and more and more people are seeing that," he says. "You get to work on really exciting things. Your work has an impact that you can see. No matter how much Coke you sell, you still won't make the world a better place by your work, but, if you're working in an emerging economy or a microfinance organization, you get a tremendous sense of fulfillment. You see the results. You see that people are happy because of what you've done." 



Philanthropy in Flight: A Most Uplifting Story

ED McDONALD

Engineer – Pilot –

Entrepreneur – Philanthropist.

It's been a most uplifting career path for Ed McDonald, '96 MBA.

Ed's dream was always to fly. Even when he entered engineering out of high school, his eye was on the sky. A degree in mechanical engineering could only augment his future flying career he decided.

Shortly after graduating with his U of A engineering degree in 1983, Ed joined the air force and was soon flying jets out of Moose Jaw, Saskatchewan, for five years full time and in the reserves for another ten.

Ed would go on to join Canadian Airlines in 1988, which would eventually merge with Air Canada in 1999, his present employer. Living in Edmonton, but based out of Toronto, Ed enjoys the perks of his international routes which today take him to Europe and Asia for his monthly commitment of 80 to 85 flying hours.

Ed returned to the U of A to do his MBA after having his interest tweaked by the many business issues he encountered during the lengthy and arduous Air Canada/Canadian airlines merger discussions. "The possibility of Canadian going bankrupt was also a real possibility I thought, and management was also a natural career path for many engineers who want to do more than focus on the more technical side of things."



Juggling a full-time program with a full-time flight path wasn't too bad he says. At the time, he flew many domestic routes and remembers spending many productive layovers in Yellowknife working on assignments.

His favourite assignment was working on a business plan for Professor Lloyd Steier's class on entrepreneurship. He credits Lloyd for giving him the idea to go after another dream – to start his own business – related to what he knew and loved – airplanes – using both his engineering and business degrees – while still being able to offset the risk of a new business with the safety net of his day, or night, job.

And so JetPro was born. The company which today has grown "out of control," designs high-tech instruments for



airports that use the global positioning systems that allows aircraft to find runways in poor weather conditions.

This then lead to another dilemma. Given that what JetPro designed had to be flight checked, an aircraft was obviously needed to do the flight checking. “So the issue was – do you buy a little Cessna or something like that, or do you do something off the wall and buy a fighter jet?”

Ed is now the proud owner of a luminous L-39ZA Albatross – a Czechoslovakian-built light-attack jet aircraft that he bought from “a guy in Calgary who had two and wanted to get rid of one so I bought it off him for \$400,000.” It also makes a rather cool show-and-tell day for his kids (Austen, eleven, and Kaitlyn, eight) one would

imagine while his wife Michele might have described the new acquisition quite differently!

But Ed, together with his family, is even more proud of how this venture has further diversified into helping others through charities. It turned out money isn’t an object for many people who are willing to pay a lot to rip through the sky upside down at over 800 kilometres an hour.

The deal Ed does with the charities is that they cover the cost of fuel and maintenance on the airplane and Ed throws in his time and the aircraft. “I don’t want to make any money at this,” he says, “I just want to cover my costs.” Last year, 20 flights were made, while raising a total of between \$250,000 and \$300,000 to various charities for the privilege of experiencing a g-force of up to three

or four times normal on your body, twisting and turning along the course of the North Saskatchewan River, and experiencing a four-point barrel role.

“There are some very generous people who go to these auctions who want to do something for that cause. If I can give them a ride in a jet fighter and they get a taste of what it’s like to fly one of these and the charity can put a lot of cash in their jeans, then everybody wins.”

If there is one person he would very much like to take for an uplifting ride, it would be his favourite professor Lloyd Steier, himself, a fellow pilot. Risk and entrepreneurship do appear to go hand in hand. As we ended our chat, Ed was very much looking forward to re-connecting with Lloyd. [F](#)



A Better Balance

THE PERFECT BLEND

LEIGH MATHESON

You don't have to look hard to find a pattern in Leigh (Buckley) Matheson's career: Leigh, '95 BCom, spent seven years working at Wrigley Canada Inc. in Calgary and Toronto and five at Dare Foods Ltd. in Edmonton before leaving the corporate world in September to become her own boss, marketing organic, fair trade coffee.

"Identify better with tangible consumer goods," she reasons. "I guess it's the shopper in me."

Owning a business made sense for Leigh. Her children are three and one, and her husband, an engineer and aspiring pilot who graduated from the U of A with a degree in mechanical engineering, keeps hours that aren't always compatible with a spouse having a 9-to-5 job. Leigh's partner, Krista (Heffel) Campbell, has two young children. A widow, she was looking for work she could do from home.

The two bought Peak Plantation Coffees, a distributor for St. City Roasters, a St. Albert coffee roasting company. The company's original owner Pat Hoffman started her business a dozen years ago, long before there were Starbucks and Second Cup franchises on every street corner.

"She'd moved here from Vancouver and she couldn't find a decent cup of coffee," Leigh says. "She went out of her way to get coffee from the best roasters she could find."

Peak Plantation Coffees came with a built-in list of customers that included Organic Roots, Homegrown Foods, and many offices, churches, and individual clients. Leigh and Krista spent six months working with Pat, which allowed them to get to know the business and the clients.

"It was a nice transition time for us," Leigh says. "Pat had great relationships with her clients; she was a real mothering type. Her customers and clients were her babies and she didn't want to just one day be there and the next day not."

The phasing in began late in 2006. Leigh and Krista have been on their own



1926 Royal Coffee Roaster

since last spring, and they've worked hard to grow the business. "Pat was running it part time with just one person," Leigh says. "With the two of us, we have already been able to increase our load. In three to five years, which will coincide with our children being in school full time, we want to have people think of us when they want good quality coffee."

Given the ubiquity of specialty coffee, that might not seem like a sound proposition. But Leigh has a great deal of confidence that her product is a different, better coffee that will win over consumers as soon as they try it.

"You can have an organic, fairly traded coffee bean but not necessarily a better quality product," she says. "However, if you start with a better bean, grown under optimum circumstances, you can only end up with a better cup of coffee."

When prices are based

on the supplier's production costs instead of being tied to the world market, the product is called "relationship coffee." St. City Roasters buys relationship coffee. When and where possible, it buys directly from growers. It also buys from organizations that have certified that the coffee is being grown in a socially responsible manner with care for the environment and the community.

One of those certifying organizations is the Washington-based Café Feminino Foundation. Café Feminino certifies coffee growers in a number of countries including Peru that support women coffee farmers who might otherwise not be able to earn a living.

"It could be someone like my business partner Krista who lost their spouse but weren't fortunate enough to live in Canada where a woman is still valued even without a husband," Leigh



The Alberta School of Business is proud to offer its very own "Dean's Blend" of Leigh's relationship coffee. A complimentary bag is available to the first ten readers who request one through alumni.business@ualberta.ca

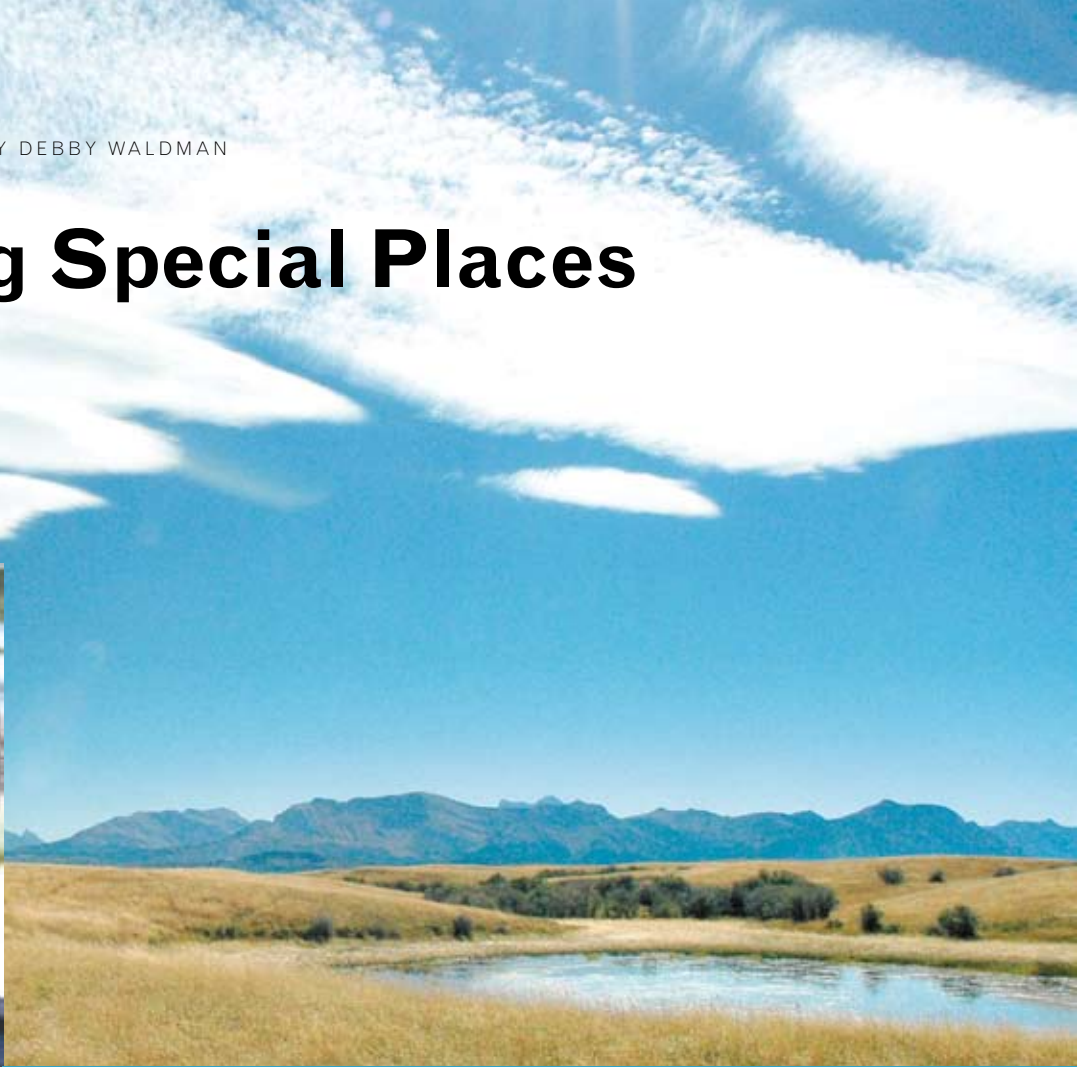
says. "Often, when I'm sitting down with the roaster, I find when they're extolling the virtues of their coffee, they almost forget to talk about how good the coffee really is. They have amazing coffee, but they're just as concerned with the social implications."

"But the bottom line is that the coffee is fantastic," she adds. "We find people just need to try it and they love it. Roasting coffee is an art and people definitely have preferences. We have lots of instances where café owners will say their customers like a certain kind of coffee, but, if I can sample our coffee next to theirs, we love that because ours always comes out on top."

Leigh is optimistic about the business; so much so that she and Krista are already considering bringing a new partner on board. "I think the timing was right for us and St. City," she says. "They're growing rapidly and want to focus on what they do best. They want to be better coffee roasters and that allows us a great opportunity to become a great distributor for them. They know where their strengths are and we know where our niche is and it's a great working relationship." **R**

Preserving Special Places

LARRY SIMPSON



Growing up near Pincher Creek, Larry Simpson, '80 BCom, spent a lot of time hiking, fishing, and hunting. But after graduating from university and taking a job with Amoco Canada Petroleum, his time outdoors was limited.

A land man, Larry's job was to negotiate oil and gas agreements with other companies. "It was like 3D chess," he recalls fondly. His dream was to learn enough about the oil and gas business to build his own company.

But Larry missed enjoying the outdoors more than he realized. Living in Calgary with his wife and raising two daughters, he began to feel a need to reconnect with what had meant so much to him as a youngster. After ten years in the industry, he began spending fall weekends at what is now Glenbow Park, hiking, hunting, and observing nature. One day, he was out early when the

sun was just coming up and he had an epiphany.

"Geese were flying up the river, deer were coming back from the river after having watered, and coyotes were yipping in the sun," he recalls. "I had this really powerful feeling – I enjoy this so much. I have to find a way to get this back."

In that instant, Larry went from trying "to see how rich I could make myself" to committing himself to trying to conserve natural landscapes from ever-increasing fragmentation. Instead of building an oil company, he wanted his legacy to be one that involved preserving nature for his and future generations.

Larry shared his vision with those closest to him. Not long after, a friend saw an ad for the Nature Conservancy of Canada (NCC), a land trust organization that has saved nearly two million acres in Canada from being developed. NCC wanted to gain a foothold in western Canada. In May 1990, Larry became the sole employee west of Toronto. Today, he's part of a team of 44 people working for conservation with NCC in western Canada and serves as the Alberta Director of Strategic Philanthropy and Conservation.

NCC secures lands with significant conservation value. Often, the land is

privately owned. NCC either purchases land or rights to the land or receives conservation easements. In western Canada, Larry explains, “most of our time is spent conserving ecologically significant working landscapes from wetland drainage, cultivation and recreational development.”

Larry’s first project was helping NCC to create the Ann and Sandy Cross Conservation Area south of Calgary. Sandy was the grandson of AE Cross, founder of the Calgary Stampede. He and his wife donated land to the Province of Alberta and NCC. Larry’s job was to fundraise and work with local volunteers to build an endowment to manage and

“...a society that's all buildings, businesses, concrete, and cars isn't necessarily the kind of place where people's spirits thrive – that natural beauty is a crucial element of any society, and it must be preserved.”

support outdoor and environmental education programs for area schoolchildren. Approximately 10,000 school children visit the site every year.

Larry’s biggest project, preserving land around Waterton Lakes National Park, began in 1997 and is ongoing. Ranchers and other landowners in the foothills of the Rockies are under increasing pressure to sell their prime land to recreational buyers who can pay top dollar and, in most cases, erect holiday housing or subdivide the property.

In 1997, Larry began working with The W Garfield Weston Foundation and, in 1999, Edmonton’s John and Barbara Poole family. Through the generosity of the two families, NCC began purchasing conservation easements and land around the park from ranchers. That project now has secured more than 30,000 acres. It’s the largest private conservation initiative in Canadian history, buffering one of the most biodiverse parks in the country.

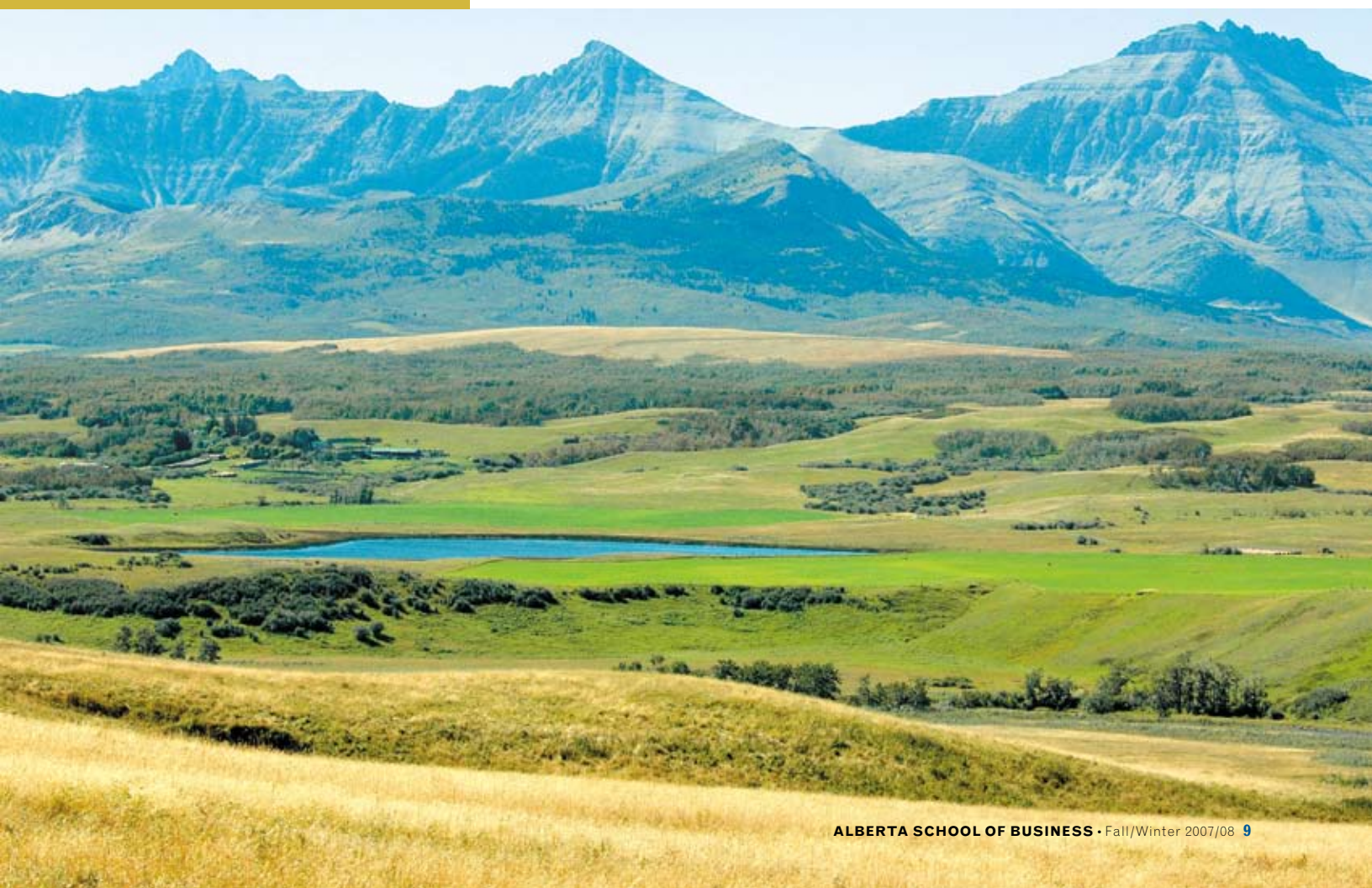
Working with NCC, Larry says,

he’s had the opportunity to meet many visionary and generous people who understand that if we do not sustain healthy, functioning, natural systems, we ultimately put our children at risk.

“One of the people who clearly understood this was John Poole,” Larry says. “Not only was he thoughtful, self-deprecating and generous, he was also one of the most decent human beings I have ever met.”

Larry stresses, however, that you needn’t be a millionaire to support NCC. “Whatever people are comfortable doing is what we’re happy with,” he says. The organization has a program called Leaders in Conservation for donors who make gifts of more than \$1,000, “but the \$50 to \$100 donations are just as important. If the people aren’t there to make those contributions, then we’re not here as an organization.”

NCC depends on cooperation among government, business, and individuals. Larry commends the Federal government



for its recent \$225 million commitment to conservation. Now he's working to convince the Alberta government of the importance of saving the ecologically intact and vulnerable private lands in the settled areas of Alberta.

Along the eastern slopes of the Rocky Mountains, NCC is pursuing an initiative called The Last Five Miles – a sliver of land that is relatively unspoiled and undeveloped extending five miles east from the forest reserve boundary from the Bow River south to the Montana border.

Larry understands that some people think nothing should stand in the way of progress, that development attracts people, and people are what make a region grow and thrive. But he makes a viable point that a society that's all buildings, businesses, concrete, and cars isn't necessarily the kind of place where people's spirits thrive; that natural beauty is a crucial element of any society and it must be preserved.

"We need careful planning and investment to conserve the ecological integrity of crown and private land," he says. "Almost every lake that exists within a three-hour drive of every urban area in Canada has been modified for recreational development. When is the last time you saw a lake that didn't have cottages around it?"

Larry has no interest in denying people their weekend getaways; he just wants them to think about the broader picture, particularly here in Alberta. "When most of our conventional oil and gas is gone, depleted before the middle of this century, what will be the next engine of our economy?" he asks.

That's not a rhetorical question; Larry doesn't have a ready answer. What he does know is this: that the hard-working, innovative people of Alberta will only remain in the province if the quality of life is high. And along with health care, education, and infrastructure, natural beauty is an important component of a high quality of life.

"If we don't pay attention to that part of the equation, we risk compromising future generations and the economy in post-conventional oil-and-gas Alberta," he says. "In the 1800s, from here to Winnipeg, you had bears, bison, elk, and wolves. Progress has its price and, as a consequence, we've pushed the wilderness into the foothills of the Rockies. Albertans have in their custody the last half of that one percent of undeveloped



"One of the people who clearly understood sustainability was John Poole. Not only was he thoughtful, self-deprecating and generous, he was also one of the most decent human beings I have ever met."

land. Now we're trying to preserve this landscape."


Every week, NCC fields calls from ranchers asking, "Will you buy our land so we don't have to sell to a developer or will you purchase a conservation easement and help us sustain our ranch operation?" Larry would like to be able to say yes to all of them, but the fact is, recreational buyers have more resources

than NCC. So the organization saves what it can with the help of generous donors and does its best to educate the public about the importance of its mission.

"The Government of Alberta has a window of opportunity to play an important role," Larry says. "While there is private investment in NCC's work, to date, private investment alone has not been sufficient to address the rate of natural landscape modification. While health care, education, and infrastructure capture most of the Provincial budget, there is growing recognition that there must also be provincial investment in landscape conservation if Alberta is going to conserve the ecological integrity of the Province's settled area."

"That window of opportunity is closing every year. Giving up is not an option. The only option is to understand that this is a long-term sustained effort, and all you can do is your best and encourage others around you to do whatever they can to leave the world a better place."

It's a long way Larry has travelled from negotiating oil and gas deals with energy companies to convincing landowners and governments to preserve land. It's meant a much different life than he imagined for himself years ago, just out of high school, when he worked construction jobs and noted the obviously wealthy and successful businessmen who came to the sites, the guys who owned the property and didn't have to get their hands dirty cribbing basements.

But he has no regrets. "I can't imagine a life more rich than contributing, in my case, to a legacy of ecological integrity," he says. "Working for the Nature Conservancy is an opportunity to do something positive and constructive, and there aren't many things you can do with your life to help to leave this kind of legacy. It certainly doesn't pay what you can make in the oil and gas sector. That's a tradeoff our family has made. But I would never want to do it any differently." 

ROGER SMITH:

Business and the Environment

EXCERPTS FROM AN ARTICLE
BY FIL FRASER

If the great question of the day is how to reconcile business and environmental concerns, Professor Emeritus Roger Smith may come close to embodying some practical answers.



He (Roger) is in lean-forward mode throughout a wide ranging, hour-long conversation. His intensity cuts through the background noise that fills the crowded restaurant.

The full article and interview are available online from *Alberta Venture* magazine at www.albertaventure.com.



“Put the appropriate regulations in place and business innovations will solve all our eco concerns.”

The former School of Business Dean, U of A Vice-President Research, World Bank consultant, and author of five books on tax and economic policy, has a solid commitment to the perspective of business on economic issues. But he also has an environmental view, serving on the board of the Alberta Branch of the Nature Conservancy of Canada and the Alberta Conservation Association.

Born in Montana, after earning masters and doctoral degrees in economics at the University of California, Berkeley and a stint as a Woodrow Wilson Fellow at Harvard, he came happily in 1969, to the U of A because it was the best publically funded university within range of the Rocky Mountains.

I'm not sure how close to perfection Smith's approach to finding middle ground between views, often seen as irreconcilable, might be. But it's clear he puts his faith in pragmatic compromise and practical bridge building.


His views on the environment are as clear as the water in a Rocky Mountain lake – we can't afford to fool around. “Certainly there need to be caps on emissions,” he states bluntly. “Intensity targets are not adequate to meet current needs. We need hard regulations to get things under control.”

Among them, he advocates using tax policy to slow down and manage growth.

And he makes no bones about the need for long-term planning. “The criticism that our province has not had a plan is 100% valid.” Part of the plan, he insists, should be saving up to 50% of resource revenues for future generations. Recent governments, he asserts, have used those revenues to keep our taxes “lower than they need to be for us to be competitive.” He doesn't think it should be a matter of pride that Alberta is the only province without a sales tax.

He sees the environment as a great and wonderful challenge for business, and is certainly that the business sector will find the solutions, with the help of appropriate regulations. “Environmental technology will be a growth industry,” he says, with business as a primary driver of solutions to these problems.”

The answers will be found through research, effective leadership, a focus on the arts as well as the economy, and a greater awareness of global competition. He clearly sees education, from early childhood to higher education, as a critical part of the long-term solution and has personally established bursaries for students.

But what if Premier Stelmach calls you for advice? I'd ask him to think about the quality of life, to think about what he wants for Albertans in the future. I'd tell him to think 10 to 20 years out. And I'd tell him to think big.” 

BUSINESS ALUMNI ASSOCIATION

Formed in 1988, the University of Alberta Business Alumni Association represents almost 20,000 BCom, MBA, and PhD graduates of the Alberta School of Business with branches across Canada and around the world.

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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 *Business Alumni Magazine*.

Go to page 36 or visit

[www.business.ualberta.ca/
alumni](http://www.business.ualberta.ca/alumni)

Convocation Reception 2007

The Class of 2007 celebrated at a champagne reception following their June convocation. **Harvey Lawton, '73 BCom**, then President of the Business Alumni Association, welcomed the new graduates into the School of Business alumni family. The students also heard from guest speaker Hunter Harrison, President and CEO of CN, who received an honorary degree from the U of A at the same ceremony.



Three generations celebrate graduation



BSA President Jasmine Konsorada (r) and friends



Jessica Leung, Caleb Yong and Jenn Rode



Be part of a very special celebration – 100 years! – at Homecoming 2008

The year 2008 marks the 100th anniversary of the University of Alberta. We're celebrating year round and everyone's invited! Don't miss the festivities; they'll only happen once in a century! You can look forward to parties, concerts, live theatre events, exhibits and more.

Homecoming 2008 • September 18 – 21

All U of A alumni are invited back for the biggest reunion in a hundred years! With a special alumni awards ceremony, a tailgate party and chance to cheer the Bears on at a football game, Tuck Shop cinnamon buns, brunches and open houses, lectures, tours, and a spectacular gala dinner complete with fireworks,

Homecoming 2008 promises to be a reunion you'll never forget!

More details about activities planned during the centenary will be featured in the winter issue of *New Trail*, the first of four special centenary issues.

Celebrate with your Group

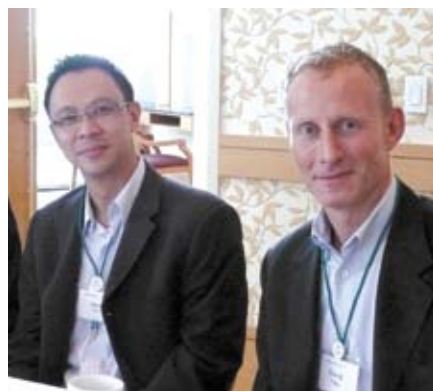
Get your U of A class, club, team, or coffee gang to take part in Homecoming 2008. If you'd like to help get your group together, contact Jami at the School of Business at 492-1192 (1-877-3222) or jami.drake@ualberta.ca or Colleen at 492-0866 (1-800-661-2593 toll-free) or colleen.elliott@ualberta.ca in the Office of Alumni Affairs and they'll let you know how they can help.

Vancouver Alumni Event

Dean Mike Percy was the featured speaker at a lunch for School of Business alumni and their guests in Vancouver on October 12. Dean Percy talked about the effects of Alberta's current boom on the provincial economy, both positive and negative, and the impact it's having on neighbouring provinces.



Bill Payne, Steve Bow



Alvin Chow, David Tims



NAPA Wine Tasting

Business graduates joined with other U of A alumni from the San Francisco bay area on November 17th to attend the second alumni wine tasting held at the Cliff Lede Vineyard in the Napa Valley. Cliff has owned and operated the vineyard since 2002 and produces award-winning still and sparkling wines. If you're in the area, don't miss it! The vineyard is located at 1473 Yountville Cross Road in Yountville, California.



Business grads Ali Rizvi, Dean Mike Percy, Melynnie Rizvi, Susan Boyce, Cliff Lede and Harv Lawton

Reunion Weekend 2007

Reunion 2007 festivities kicked off with the Alumni Recognition Awards at the Winspear Centre.

'87 MBA alumnus, **Andrew J.**

Hladyshevsky, was the recipient of an Alumni Honour Award. A recognized legal specialist, author, and instructor in commercial and corporate law, Andrew is renowned for his dedication to the community and to social and cultural works. He is president of the Northern Alberta Alliance on Race Relations, dedicated to the elimination of racism, and a member of the advisory council of the proposed Canadian Museum of Human Rights. The president of the Shevchenko Foundation, he is a founding director and former vice-president of the Canadian Race Relations Foundation and a former chair of the Edmonton Symphony Orchestra and Edmonton Concert Foundation. He is also an active fundraiser for the Edmonton Christmas Bureau. Congratulations Andrew!



On Saturday, September 29, alumni representing seven decades attended the open house and brunch at the School of Business and met with former classmates and some of the School's student ambassadors.



Commerce Class of '42 reunion organizer – John Denholm with Monica Wegner



Class of '57 reunion organizers Jack McMahon (l) and Harry Laslop (r), with their wives Eleanor and Ruth.

The Commerce Class of '57 was hosted by Dean Mike Percy at a special dinner held in their honour at the Macdonald Hotel to mark their golden anniversary. The Class enjoyed swapping stories of both their personal and professional pursuits over the past 50 years. Of particular interest to many was visiting and touring the Business Building and meeting with our current students. Much has changed in 50 years!



Members of the Commerce Class of '72 (above) and '67 (right)





Members of the Class of '87



Members of the Class of '52 – Gordon Campbell, Gordon Wright and Merritt Chisholm

Special thanks to our 2007 Reunion Organizers

John Denholm, 1942 Commerce; Gordon Wright, 1952 Commerce; Jack McMahon and Harry Laslop, 1957 Commerce; Don Weidman, 1962 Commerce; Al Anderson, 1967 Commerce; Frank Gibson, 1972 Commerce; George Knowles, 1972 MBA; Linda Hoffman, 1987 MBA; Tim Wong, 2002 Commerce

2007 Business Alumni Association Golf

The ninth Annual BAA Golf Tournament was held on August 13 this year at the Derrick Golf and Winter Club. Once again, the tournament attracted more than 80 alumni and their guests for a great day on the course. Close to \$12,000 was raised this



year to help support the Business Alumni Association scholarships, which are awarded annually to both undergraduate and graduate students studying at the School of Business.

Our special thanks once again to Chris Grey at RBC Dominion Securities through the RBC Foundation, our tournament title sponsor, and to our hole sponsors: Avillia Developments, Franklin Templeton Investments, Triple Random Inc., and Western Management Consultants.

Thanks as well to our golf tournament organizing committee led by Russ Farmer and Bart Goth.

Mark your calendars now for next year's event – booked for the Derrick on Monday, September 15th.



The Winning Team!

19th Annual Business Alumni Dinner

The 19th Annual Business Alumni dinner was held this year on October 10 at the Westin Hotel in Edmonton. More than 230 students, alumni and their guests attended the event which featured guest speakers Fred and Jordan Singer

– of the Henry Singer Fashion Group. The father and son duo talked about the evolution of this successful family business from its origins more than 65 years ago into a renowned menswear company now serving three generations

of customers.

Our thanks to the corporations who supported the dinner through their purchase of a full or half table and that sponsored tickets for our students to attend the event.



Kelly Gibbon, Bo Stachniak, Bart Croth and Alberto Altamirano



BAA Scholarship recipient Kristan Ohrn (r) and friends



Jordan Singer, Fred Singer, Dean Mike Percy, Dustin Bateyko

FULL TABLES

- AON's Financial Benefits Group**
- ATB Financial**
- Bishop & McKenzie LLP**
- Canadian Western Bank**
- The Crossing Company**
- Cushman & Wakefield Edmonton Inc.**
- Executive Education and Lifelong Learning**
- Henry Singer Fashion Group**
- Institute of Chartered Accountants of Alberta**
- Keller Construction Ltd.**
- KPMG LLP**
- Oxford Properties Group**
- PricewaterhouseCoopers LLP**
- Stantec Consulting Ltd.**
- Veres Picton & Co. LLP**

HALF TABLES

- Maclab Enterprises**
- MacPherson Leslie & Tyerman LLP**

Chillin' for Charity

Current Business Alumni Association President Aaron Brown, '97 BCom, showed off his superior sportsmanship as he represented the "corporate sharks" in the Second Annual Chillin' for Charity event organized by Business students on the 2008 JDC West

team. Aaron's fundraising efforts helped the group raise a total of more than \$43,000 for the United Way of Greater Edmonton. Aaron joined Dean Mike Percy and many adventurous students in taking a plunge for the cause. Way to go, Aaron!



BAA President Aaron Brown "takes a dive" for charity



First Annual School of Business Stampede Breakfast

Business grads living in and around Calgary ignited their Stampede Spirit at the first ever Alberta School of Business Stampede breakfast in July. Vice Dean Tom Scott welcomed more than 150 of our Calgary-based alumni to a hearty western breakfast and great country entertainment. Make sure we have your current email address so you won't miss your invitation to the second annual Stampede Breakfast!



The Class of '90 (l to r) Marion and Mike Burnyeat, Melanie LeBlanc, Darcie Morrison, Don Herman and Mike House



Calgary BAA Branch President Jon Wrathall and friends



"Ceili's cowboy" and Sara Murray



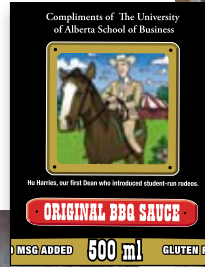
John Denholm Elke Christianson, John Phin and Jim Jenkinson



Jaime MacKenzie and Joe Fras

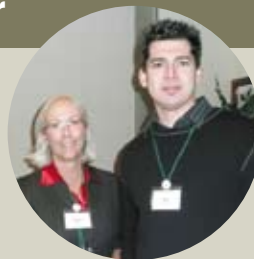


Brent Collingwood and friends



Have Time and Expertise to Share? Consider Becoming a Mentor

MBA students participating in the Business Alumni Association's mentorship program enjoyed a pre-Christmas lunch with their mentors in late November, which is just one of the valuable networking opportunities available to our students. The mentorship program provides students with the opportunity to learn more about the industries and careers available to them as they continue to enhance their connections within the business community. For more information on the mentorship program, please call Jami Drake at (780) 492-1192, toll free (North America) 1-877-362-3222 or email jami.drake@ualberta.ca.



SCHOOL OF RETAILING ALUMNI AWARD

Fit for Fashion: Changing New York

When Sudha Chinniah, '01 BCom, was a young child growing up in Yellowknife and Cambridge Bay, it wasn't unusual for him to see polar bears off in the distance. Now, he's more comfortable hunting down the latest fashions in New York.

Sudha was recognized by the School of Retailing October 23 as an outstanding alumnus with a career in retailing. "He has carved out a unique role in the high-fashion industry," said Paul McElhone, Associate Director of the newly created School

2007 Henry Singer Awards

The 16th recipient of the annual Henry Singer Award was Edward Kennedy, President and CEO of the Northwest Company.

Alumnus Sudha Chinniah received the first Outstanding Business Alumni with a Career in the Retailing Sector.

Professor Gerald Haubl was awarded Outstanding Researcher with work in Retailing.

Don Ghermezian of Triple Five Group accepted the award for Outstanding Contribution to the Retailing Industry by a Company.

of Retailing, an expansion of the School's Canadian Institute of Retailing and Services. "He's 100 percent energy."

The 29-year-old worked his way through university at Club Monaco, Urban Men, and, eventually the Henry Singer Fashion Group and graduated with a specialization in Retailing and Services. He then completed an accelerated two-year course in one year at the Fashion Institute of Technology (FIT) in New York, one of the top fashion schools in the world.

There he graduated with an Associate's Degree in Fashion Advertising and Communication, with a minor in Public Relations.


Working through university didn't just help pay the bills – it was a critical part of educating and refining his taste level and instinct. "Fashion isn't about what's in front of you, it's all about knowing what's around the corner. You only get that from working and learning from amazing mentors and colleagues."

In New York Sudha started in runway show production and then worked in luxury menswear as a Brand Specialist for Etro at Bergdorf Goodman, as well as volunteering and interning at several companies just to learn the ropes and acquire connections.



Sudha Chinniah

"It's 50% what you know and 50% who you know. The more experience you have, the more people you get to know and learn from." His experience includes freelancing with Gap Corporate in their color and trend forecasting division, and then freelancing in public relations with Bottega Veneta, a luxury house within the Gucci Group. Currently Sudha is working with the premier luxury men's house Ermenegildo Zegna. He is an Account Executive for Z Zegna, the house's fashion division, and helps manage and drive the business for the United States.

As excited as Sudha is about his experience and momentum, he was surprised to be selected by other alumni for the award. "I'm sincerely humbled. I know how lucky I am. When you're given the chance to chase your dreams, every day is a privilege not a right. Every day is a gift." 

Women on Board: Changing the Landscape

On Sunday September 30, the *New York Times* Travel Section featured a photo of our very own Kananaskis country depicting the uniqueness and richness of Alberta's landscape.

And, also on that very day, a group of women – women on boards – gathered at that very place to hear and discuss the uniqueness and richness of women as board members and their significant influence on the country's landscape, both rural and urban, non-profit and for-profit, and large and small.

The Alberta School of Business, both faculty and alumni, played a significant role in the success of the third annual three-day conference held this year at the Delta Lodge at Kananaskis.

Through our Executive Education and Lifelong Learning arm, the Business School co-presented the conference with *Alberta Venture*.

As the School has a regarded niche of expertise in corporate governance, the symposium began with respected board member, corporate governance champion, and Business School Dean Mike Percy setting "The Big Picture," followed by Vice Dean Tom Scott covering the necessary and well-received "Financial Reporting and Auditing Systems," and Professor Randall Morck, discussing "Why it Matters" at all.

Randall is Director of one of the School's 13 applied research centres, the Canadian Corporate Governance Institute, and is internationally recognized to be at the very top of whichever research field he pursues. His primary area is corporate finance but corporate governance is a longtime passion, beginning with his PhD thesis at Harvard. Randall's presentation began with a discussion of entrenchment – top corporate insiders often seem to want to stay in control even when this is not

in the best interests of their companies – ended with the challenge to ask the embarrassing questions, and along the way presented a fascinating global historical perspective on human nature.

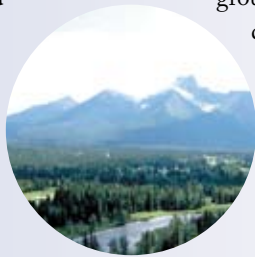
Business and University alumni were ever present as presenters, organizers, and attendees and enjoyed the diverse viewpoints and experiences, the obvious care about the triple bottom line, and intelligent analysis shared by the group which are also three key qualities we would learn that are needed on an effective board.

Along with the former Deputy Prime Minister of Canada and U of A Law Professor, the Honourable Anne McLellan, **Janice Rennie, '79 BCom**, now an independent director and business advisor, was a breakfast panelist and case moderator.

Stefanie Claro, '99 BCom, attended her first conference as an organizer, having recently joined Venture Publishing Inc as Marketing Director. Stefanie had been International Marketing Officer (Americans) for University of Alberta International.

Carole Hunt, '81 BCom, '91 MBA, and a Partner with Bennett Jones, was one of several alumni in attendance. Carole practices in the areas of Corporate Commercial Law, Corporate Governance and Mergers and Acquisitions.

The keynote speaker was Sheryl Kennedy who, as Deputy Governor, holds one of the top jobs at the Bank of Canada. "Warm and friendly with a down-to-earth attitude that defies her high rank," Sheryl maintained the tone for warm, friendly, and down-to earth discussions which spilled out into the halls, into the hot tub, and back to the boardrooms, classrooms, and family rooms of those fortunate to attend.



Executive Education and Lifelong Learning

specializes in the development and facilitation of management and leadership programming designed to further the skills of senior and emerging leaders in both the private and public sectors.

Building on partnerships going back 20 years, we work with organizations and individuals to assist in further developing the skills and resources necessary to contribute to our collective economic and organizational growth.

We are proud of our history and the strong Western Canadian focus of our programs, and will continue to build on this solid foundation as we move forward in meeting the needs of Canadians.



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EPCOR Scholarship helps reduce greenhouse gas emissions



Dan Stickney with Dean Mike Percy

Dan Stickney is completing a joint MBA-Master of Forestry degree with a specialization in Natural Resources and Energy.

Whether governments are ready to sign up for accountability-laden emission reducing targets or not, business is. And it is opening up a new type of market that Dan is learning to broker deals in.

Dan is the current EPCOR scholarship recipient and was on hand December 10 to help welcome EPCOR's \$1.5 million donation to the University of Alberta; \$500,000 is allocated to the School's Centre for Applied Business Research in Energy and the Environment to support research and public policy debate into energy markets, electricity restructuring and climate change issues.

"My focus is on energy markets and the environment, specifically emissions credits and offsets and emissions trading," said Dan. "I was working with EPCOR to see how they can meet their voluntary emission reduction targets."

Credit trading mechanisms are increasing in popularity as a method to mitigate the negative effects of economic growth by contributing to sustainability.

Dan believes that many professional opportunities exist in these markets, which are characterized by their lack of standardization and expertise. Over the summer, Dan, along with fellow MBA student Casey McKenzie was part of an internship in Peru exploring potential credit market buyers, quantifying carbon inventory, and determining the most appropriate mix of market mechanisms to protect the threatened rainforest areas.

With the Kyoto Accord a non-starter federally, what has emerged is an



Dan Stickney (far left) and Casey McKenzie (front left) spent their summer in the Peruvian rainforest to create a carbon credit trading model.

emission reduction target system that sees big businesses align their practices with the emerging environmental social conscience at large and volunteering to help limit emissions.

Dan says that one of the easiest ways a company can meet its self-imposed emission reductions is through carbon credit trading. Companies in developed nations, where emission reductions often come at the expense of progress, can pay companies in developing countries that have more than exceeded their emission goals for their excess carbon credits.

"It is essentially a market mechanism," Dan said. "If company B can reduce its emissions easier by doing in-house things

they can sell their credits beyond their compliance to company A to help meet that company's compliance needs."

"Under a business-as-usual scenario, the government of Peru might be cutting down X amount of forest per year. If they reduce that amount, it reduces the amount of carbon that would have been emitted into the atmosphere. So they could potentially generate credits by doing this."

This means companies looking to meet their own emission-reduction targets can pay the government of Peru, or some landholder, not to clear so much land.

The idea behind this scholarship emerged during a trip to the Peruvian Amazon by School of Business Dean

It was during discussions with Peruvian stakeholders that Mike decided a foray into the business of the environment might make for a meaningful internship experience.

Mike Percy, where he learned of the details surrounding a transcontinental highway that was making its way to Peru.

Construction of the highway through Brazil cleared a swath of jungle roughly the size of Belgium. It was during discussions with Peruvian stakeholders that Mike decided a foray into the business of the environment might make for a meaningful internship experience.

“We think this would be ideal for our MBA program to focus on environmental issues and it would link activities right at the ground,” said Mike. “We wanted to explore what it would take in terms of incentives for indigenous people not to shift out of having jungle habitat and jungle crops and not shift to commercial crops. As it worked out, we’ll send another student next year. In fact, we’re open for this kind of placement for our MBAs anywhere in the world.”

The remaining \$1 million is earmarked for The Canadian Centre for Clean Coal and Mineral Process Technologies, based in the Faculty of Engineering.

“Leading-edge research and informed public policy is a benefit to all Canadians,” said Don Lowry, EPCOR President and CEO. “EPCOR is an industry leader and supporting these initiatives with one of Canada’s top universities is an important and necessary contribution to Canada’s environmental health. We’re incredibly fortunate to have this expertise right next door.”



Don Lowry, EPCOR president and CEO

Annual Giving – A Family Affair

Giving back to the U of A has been a priority to me since I graduated from the U of A. I was strongly influenced by my parents’ example of giving to the university and other charities. My parents (Dale & Peggy Dowell) gave money to the U of A business faculty as part of a donation drive for Eric Geddes when he passed away. Their names were on the wall on the second floor of the business building in the entrance coming from the business atrium. Everyday that I walked into the business building, I saw my parents name on the wall as donors’ and

that was a large factor in making me value donating to the university. I also had some friends at large US Universities and seeing the school spirit and strong alumni support present at those institutions made me believe that giving back is an important part of making a university a great, world class school. Lastly, I think the U of A is an integral part of Edmonton and the more successful it becomes the better it is for the city and the better it is for the alumni.

Greg Dowell '02 BCom



EPCOR Distinguished Lecture and CABREE: Fueling Public Policy Debate

The Annual EPCOR Distinguished Lecture which alternates between Edmonton and Calgary, promotes high-level public discussion. Our Student Ambassadors again helped welcome attendees to the 7th EPCOR Lecture on October 18, at the Westin Hotel in Edmonton, hosted our Centre for Applied Business Research in Energy and the Environment (CABREE).

The featured speaker was Elizabeth Brubaker, Executive Director of Environment Probe, a Toronto-based environmental and public policy research institute. The topic of her presentation was the economic water cycle and the role of market mechanisms.

The 2007 Peter Kilburn Memorial Lecture, set up by his family to help



Student Ambassadors, EPCOR Lecture.

celebrate their father’s “business career and his attitudes toward nature and the environment by a lecture series that focuses on sustainable development” featured Alyson Slator of the Global Reporting Initiative in the Netherlands.

STUDENT NEWS

BY JESSICA LEUNG, PRESIDENT, BUSINESS STUDENTS' ASSOCIATION, 2007-2008

With a continued focus on educating students beyond the classroom through student involvement within the school and the community, the Business Students' Association has seen tremendous success in implementing new initiatives this semester.

Internal Case Competition

With a larger demand for opportunities to compete in business case competitions, a top priority within the school, the BSA initiated its first ever case competition. The Alberta Internal Case Competition fully engaged many students in all years in business.

HK University of Science and Technology

Jared Coulson, Jessica Leung, Trina McCarroll, and Sean Collins attended the October 18-30 competition along with faculty advisor Professor Edy Wong. The team eventually lost out to Helsinki School of Economics, while Thammasat University from Thailand, a School of Business exchange partner, placed first in the competition.



Tyler Dahlseide, Sean Collins, Lindsay Bilkoski, and Jessica Leung

The FINAL FOUR: Business Students Tops in Texas

With mere days to prepare, and a rush passport to secure, our students gave the universities of Babson, Berkeley, Hong Kong, Singapore, Queen's and UBC a run for the money at the invitation-only McCombs International Business Challenge November 14-17 in Austin, Texas.

In the finals of the twenty team competition, our team went up against Queen's University, Babson College and the National University of Singapore, with Queen's walking away the winner.

We had to propose a solution for IBM to provide secure identification for people who earn less than \$4/day – that

includes most people in the world! The market is worth about \$5 trillion. We recommended IBM go into India with a solution for integrated banking and financial services with mobile phones. So people would get IDs with their phones and they would have access to make financial transactions.

Given our impressive showing in Hong Kong, the U of A was invited to fill in for a team who could not make it and look forward to receiving an official invitation next year!

Thanks to our incredible faculty advisor Andrew Leach.

Chillin' for Charity

The single largest student fundraiser for the United Way took place on November 2. The second annual Chillin' for Charity student fundraiser, organized by our JDC West Business Case Competition team, involved



students, professors, alumni, and our very own Dean Mike Percy jumping into a pool of icy water. Last year's event raised close to \$6000 and was awarded second place in the charity competition at JDC West 2007. This year, the business student team raised a whopping \$35,000 by partnering with the Operations Management Club, the BSA, BUS 201, the introductory business course, and obtaining corporate matching sponsors.

As a result Dean Mike Percy lost a bet with his BUS 201 students - who raised much more than anyone thought - and made good on his wager with a bungee jump at West Edmonton Mall.

Runnin' for the Cure

In the spirit of giving back to the community, the BSA also took part in the CIBC Run for the Cure on September 30. Members of the BSA's thirty-two person council took part in the 5km run or 1km walk to raise awareness and support for the cause. This event served as an opportunity for the BSA



to maintain its commitment to having a positive presence within the community. Despite midterms and planning other large-scale events, members of the BSA worked together to raise \$1800.

Dodgin' for the Foodbank

Once again, the BSA organized what is considered to be one of the most popular events of the year - the third annual Business Dodgeball Tournament. This year, the event was expanded to accept other business students from Grant MacEwan and NAIT, and attracted so much demand that the event needed to be run out of the University Butterdome, hosting up to three games at one time. This year, close to three hundred business students went head-to-head in the one-day tournament to determine which team could best dodge, dip, duck, and dive. A special twist was also added this year - as the BSA was able to fund the event fully through corporate partnership, each team was asked to pay for their registration fee through donations to the campus food bank. As a result, the BSA was able to donate over three boxes worth of food to the food bank.



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EMBA Top 30 in the World

BRENT POOHKAY TOP 40 UNDER 40

The 2007 *Financial Times of London* global rankings placed the Alberta/Haskayne Executive MBA (EMBA) program among the top 30 programs in the world. The program, jointly offered by the University of Alberta and the University of Calgary, achieved an overall ranking of 28 on the list of the top 90 programs, moving up significantly from the 46th place ranking in 2006.

Our EMBA achieved a second place ranking among the seven Canadian programs on the list. The program outranked all Canadian schools in the two categories that are of particular importance to potential students: Career Progress, ranking in 17th place, and Aims Achieved, ranking in 22nd place. Graduates of the Alberta/Haskayne EMBA also reported the highest percentage salary increase out of all the Canadian programs.

While the U of A/U of C EMBA continues to be offered jointly on-site in Calgary, we are pleased to share that we have responded to industry demand to have an EMBA offered on-site at the U of A; the Edmonton-based cohort began in September 2007 with 15 students.

Brent Poohkay, '00 MBA, is a great example of how the program helps build on experience. The Vice-President and Chief Information Officer for Enbridge Inc. was named in the Top 40 under 40 published in September by *Calgary Inc.* Brent, the former assistant dean of technology at the U of A School of Business, has been with Enbridge for three years. "What I do is kind of like laying the tracks under this incredible freight train of growth."



Creativity, imagination and innovation need room to grow.

Congratulations Brent – on being recognized as one of the 2007 Top 40 under 40 by *Calgary Inc.* Magazine.

Your vision inspires young people... and your leadership inspires us.

Thank you from everyone at TELUS World of Science - Calgary.

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www.newsciencecentre2011.ca

MBA INFORMATION SESSIONS

January 26, February 9, March 8 at 10:30
March 20, Thursday, at 5:00
Stollery Centre, 5th Floor, Business Building
DETAILS at www.mba.net

MBA FORUMS

September 13 - David Maloney, Assistant Secretary, Treasury; Charles-Antoine St-Jean, Comptroller General of Canada, Ottawa

September 21 - Court Carruthers, '93 BCom, President, Acklands Grainger, Toronto

October 10 - Gordon Kyle, '79 MBA, President, Access Pipeline, Calgary

October 16 - Mark Jaccard, Professor, SFU, and Author, *Hot Air - Meeting Canada's Climate Change Challenge*, Vancouver

October 19 - Margaret Wente, columnist, *Globe and Mail*, Toronto

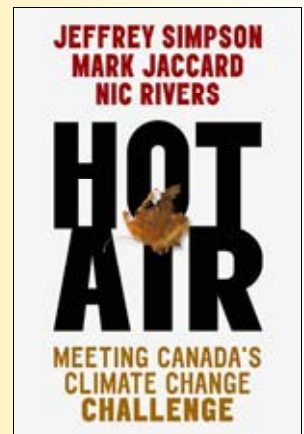
October 23 - Rod McKay, '68 BCom, retired Global Chief Knowledge Officer, KPMG, Calgary

October 24 - Michael Lang, '81 MBA, Chairman, Stonebridge Merchant Capital Corp, Calgary

November 8 - Kent Jespersen, Chairman and CEO, La Jolla Resources International Ltd., Calgary

November 22 - Rick Radulski, '74 BCom, CEO, Greyhawke Resources Ltd., Calgary

ALUMNI are welcome to attend.



The TRIPLE BOTTOM LINE



Net Impact in Nashville

Four second-year students – Casey McKenzie, Lazina Shamseer, Eric Petz, and Dan Stickney – attended the Net Impact Conference at Vanderbilt University in Nashville, Tennessee. This year's conference focused on issues of energy sustainability and the creation of business models that balance economic and social concerns. "The highlight of the conference was the opportunity to network with fellow students and professionals from the best business schools across North America," says Lazina. This included an extended discussion with Dr. Mark Albion, Net Impact co-founder and *New York Times* bestselling author of *True to Yourself: Leading a Values-Based Business*, who is to visit the UofA Net Impact chapter this spring.

A Sustainable Case Competition

The MBA Case Competition, supported by Gay and Ralph Young, was a great success in 2008. Six hardworking teams addressed the issue of sustainable energy sources in developing countries. Every team was well prepared and brought practical, innovative ideas to the competition. The winning team of Dan Stickney, Susan McKay, Jessica Murray, Mark Slanina, and Pankaj Tewari won \$4,000 and the respect of faculty and their peers. Congratulations to all who participated, and thanks to our sponsors, judges, and volunteers.

Mountain Retreat

The MBA year started out with a splash as incoming students bonded during the annual MBA retreat, held at the western style Kananaskis Guest Ranch. According to one student, this was the highlight of the orientation week: "More camaraderie can be built in one hour of whitewater rafting than weeks in the classroom." Students also enjoy the retreat because it gives them the chance to put what they have learned in the MBA leadership course to the test.



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Accounting for Global Change

DANIEL MARTINEZ

Daniel Martinez didn't mean to sell t-shirts.

It just happened to fall into the U of A PhD student's lap in 2005 when he was working on his Master's degree at the University of Calgary. His thesis supervisor Dean Neu and Claudia Quintanilla asked if he'd be interested in helping a single mothers cooperative in El Salvador.

The women would make the t-shirts after their shifts in a factory to supplement their meager incomes. When the factory closed, the women and their Canadian friends were in a quandary.

"We had to sell enough t-shirts to support the women," explained Daniel. The cooperative has since grown in just a few short years, selling retail, wholesale and over the internet at www.justshirts.ca

"We had an order for 40,000 t-shirts. That almost killed us. The women thought it was a blessing. Now, we also have two colleagues in Toronto working on this."

The clothing cooperative was a sidebar to his master's thesis, which worked on another aspect of Daniel's global view: how a Guatemalan peasant group financed its political programs such as access to land and labour rights by selling fair trade organic coffee to partners in Canada and Europe.



Since the Spanish invasion 500 years ago, land has traditionally been inequitably distributed. A small group of elite own the majority of the land, which was the main catalyst to a 36-year internal armed struggle between guerrilla factions and the state that culminated with the Peace Accords in 1996.

Since then, new government institutions formed such as the Land Fund to facilitate land purchases and negotiations.

Still, Daniel said there are people who fought during the war who feel this new

institutional framework is riddled with challenges. "One guy said 'I'm illiterate and I'm not used to talking to people in suits who claim to know more about me than I do. We have to meet in their offices, not in my village where I'm comfortable.'"

The Land Fund Program, in part sponsored by the World Bank and implemented by the government of Guatemala, is meant to create a climate of investment and a culture of credit to modernize the country. "It is a means to distribute land using market principles

thus minimizing the political undertones of the process, but, of course, introducing market logic as a means to modernize the peasantry, is also political.”

Daniel notes that all of that ties into his PhD in accounting. “Accounting is involved because there is a chain of accountability. Reports are exchanged between the government and the peasantry. There are notions of how profitable the projects ought to be to justify the project. I am interested in how accounting is used to create that culture of credit in rural Guatemala and how is it used to modernize and encourage the peasantry to view and practice land differently.”

Some challenges are that large landowners are willing to sell or rent part of their land but at exorbitant prices; or the land they sell is of poor quality, too acidic, has no road access, or utilities. “It’s a messy project,” said Daniel.

Daniel ensures that whatever he does as an academic is also a political tool.

“It will shed light on something. It’s an action,” said the 29-year-old. “Accounting research is one way to show how accounting practices can be politically motivated. They’re not neutral.”

If most people don’t understand how accounting could be a tool for global change, that’s because they haven’t heard Daniel speak. As the Western Canadian representative on CUSO’s board of directors, he has been advocating on behalf of underprivileged peoples and causes with the organization since 2003. Before that, Daniel volunteered with Oxfam as a community activist on globalization and fair trade.

He and School of Business supervising Professor David Cooper are now researching how multinational non-government organizations (NGO) justify their actions and projects using accounting information.

“What they consider important may be different from a multi-national



corporation,” said Daniel. “Surviving is a challenge for many Canadian NGOs; budget cuts are quite regular with the Canadian International Development Agency, which funds some NGOs.”

Because of that, NGOs are somewhat adept at generating funds in other ways rather than relying on certain sources of funding. Funding uncertainty affects the notion of long-term projects and how the groups evaluate which to keep and which to abandon.

Daniel became interested in world-wide activism causes because of fair trade coffee. He knew the farmers who grew and harvested the beans weren’t being given a fair dollar for their efforts. “I like coffee and I felt strange buying coffee from these huge beasts of coffee dealers. I didn’t want to give them my money.”

As he learned more about fair trade coffee, his interest grew in NGOs, globalization, and other fair trade products. “Globalization is good at hiding the consequences of our actions and desires; we do not see the exploitation that takes place on our behalf by many companies producing for us in developing countries. I think part of the challenge for me is to reveal some of the consequences of globalization and reveal alternatives.”



PHD ANNOUNCEMENTS

'07 Jin Li, PhD, successfully defended his PhD dissertation on July 26, 2007. Jin's dissertation was entitled, “Two Essays on E-commerce and Retailing,” and his supervisor was Professor Paul Messinger.

'07 Chun (Martin) Qiu, PhD, successfully defended his thesis on August 27, 2007. The title of his thesis was: “Two Essays on Facilitating Consumer Purchase under Limited Information.” Martin's co-supervisors were Professors Paul Messinger and Peter Popkowski-Leszczyc.

'07 Rahul Ravi, PhD, successfully defended his thesis on August 15, 2007. The title of his thesis was: “Three Essays on Empirical Market Microstructure.” Rahul's supervisor was Professor Aditya Kaul.

'07 Saif Ullah, PhD, passed his candidacy exam on June 20, 2007. Saif's supervisors were Professors Barry Scholnick and Nadia Massoud.

'07 Xuequn (Sherry) Wang, PhD, successfully defended her thesis on September 17, 2007. The title of her thesis was: “Corporate Risk Management: Theory and Empirical Studies.” Her supervisor was Professor Felipe Aguerrevere.

'07 Lingjing Zhan, PhD, successfully defended her thesis on June 18, 2007. The title of her thesis was: “Consumer Prior Expectations and Analytic Categorization.” Lingjing's supervisor was Professor Ric Johnson.



PAGES IN TIME

BY MONICA WEGNER



“Pages in Time” is dedicated to sharing the history of the School of Business and is named in honour of Robert Page, one of our first three graduates.

THE WINSPEAR LIBRARY

HIGH HEELS, HIGH TECH, HIGH TOUCH

There is perhaps no more valuable walk a new student can take than a walk through the actual and virtual Winspear Business Reference Library with Business School Librarian Kathy West. And taking a walk with Kathy will be sure to be a colourful one as are her famous collection of shoes. You are certain to become more informed than

ever as well as entertained, enlightened, and challenged in the process.

Named in honour of Business School legend Francis Winspear, the Winspear Library opened for business in the new building on October 21, 1984, and Kathy was appointed its Head Librarian. The library had an initial study seating capacity of 72 with six-group study rooms and shelving for approximately 25,000 books. Circulating business books and journals were located in the Rutherford Complex although the current issues of business journals were housed in the Winspear Library. Winspear, as it is commonly referred to, also housed the graduate reserve collection.

At this pre-Web time the resources, books, and journals that students and faculty used were only available in print format. Students looking for articles for assignments needed to follow a time-consuming process, which required them to look up their topic in a printed index of articles, note the article name, journal title, volume, and pages numbers, check its availability, note call number, retrieve the volume from the Library stacks in Rutherford South, and then either photocopy or read the article. Who can forget climbing the steep steps into the loft and searching for that elusive journal the night before a term paper was due through the tall, narrow, and dimly lit stacks, row after row, only to find the one copy you needed missing or the

bibliography mysteriously unavailable.

Today’s students and faculty have access from anywhere in the world – whether on a student exchange in France – on sabbatical in South America – or sipping coffee in the now wireless HUB – at the click of a mouse to one of the best collection of databases in North America. Benchmarking against universities is a priority for Business Dean Mike Percy, and, in last summer’s survey our holdings, including 108 business databases, finished first in North America among our peers at the top publically-funded universities. Our 2007 global ranking in research – 35th – for publically-funded universities – is buoyed by the support.

A Greener Winspear: New Books and Databases for 2008:

Handbook of sustainable development
Giles Atkinson, Simon Dietz, Eric Neumayer

Business, ethics, and the environment: Imagining a sustainable future
Joseph R. DesJardins

The moral leader: challenges, insights, and tools
Sandra J Sucher

Board Analyst; source of comprehensive objective corporate governance, compensation, and critical company information.

Canadian Social Investment database; includes articles found in *Report on Business* magazine and *Macleans* on corporate social responsibility.

E-Library – Conference Board of Canada; a well-respected think tank.





Personal data: Vancouver native, undergraduate and master's degree from UBC. Webfeet from constant rain and drizzle problematic for fitting high high-heels – change in residence required. Flat shoes required for lifting weights in Van Vliet Centre. Love to travel and to read, especially on a beach.

Times have changed but much has also stayed the same shares Kathy. “Libraries used to be glorified warehouses concentrating on the acquisition of books and journals. They then started emphasizing the development and provision of services. Today, they continue to provide services but have also evolved and continue to evolve into amazing centres of learning.” Kathy also enjoys her growing involvement in helping identify not only research tools but integrated teaching tools for faculty.


The key challenge remains the same however. “It has always been to how best connect with the good stuff.” The first place Kathy began once again on one of the 139 group consultations with students provided by Winspear librarians this past fall, was on the strengths and weaknesses of Google and on helping them tap into the vast and rich resources

of what is available to them beyond Google. Another one of her favourite activities still is taking her turn on the Winspear Help Desk. Kathy’s personal touch has very much remained.

The key change is significant she reflects. “Today’s students can spend much more time analyzing their information than collecting it. The opportunity for critical analysis – the opportunity to extend the learning process – is incredible.” But students’ expectations are also higher for the quick answer. Finding an easier way, an easier solution, and a better way to communicate with students continues to motivate her. The ability to download books on an MP3 player, providing help utilizing IM and social networking sites, and how to integrate the cell phone come to mind.

Today’s Winspear certainly houses

fewer books (20 % of the 2007 budget), but has, as a result, more physical collaborative space for learning. “Surprisingly, perhaps it’s much more of a people place today” says Kathy. “The increase in group projects has played a major role as has the collaborative nature of learning in general. Just come by on a Sunday night – the library is a happening place – and is really the heart and soul of learning and research.”

Kathy’s wish for the next millenium is for a larger space that would allow for both a quiet space for needed reflection and a larger area for spirited learning. Our wish for Kathy is for her to walk many more miles in and around Winspear. On behalf of the over 10,000 students and faculty who have walked alongside her, thank you, Kathy, for making our library experience such a positive and rewarding one. 

CLASSNOTES

'40s

'42 **John (Jack) Denholm, BCom**, of Calgary, came back for his 65th reunion in September and says he's looking forward to planning the next one.

'48 **J. Larry Way, BCom**, of Calgary, writes that he's looking forward to next year's centenary celebrations as well as the 60th anniversary of his graduation in 1948's

Commerce class. "I am still feeling keenly the loss in August of my dear wife of 53 years, Martha Way (Kochalyk), '51 BEd," he writes. "Her passing coincided closely with the arrival of our first great-grandchild."

'60s

'69 **C.J. Woods, BCom**, of Edmonton, was appointed a Trustee of the University Hospital Foundation's Board.

'70s

'71 **Robert Bertram, MBA**, of Aurora, Ontario, Executive Vice President



Investments, and Claude Lamoureux, President & CEO of the Ontario Teachers' Pension Plan were

presented with the 2007 Ivey Business Leader Award for their significant contributions to the advancement of business and commitment to strong corporate governance in Canada.

'73 **Harold Banister, BCom**, of Edmonton, was nominated for the "Heart and Soul" Award for outstanding philanthropy. The 2007 Philanthropy Day luncheon took place on November 15 at the Shaw Conference Centre.

2007 Sizzling Twenty Under 30

School of Business Sparks Fly in Profile List

Several graduates and one current student from the U of A School of Business blazed a trail on the 2007 Sizzling Twenty Under 30 list compiled by the September edition of *Edmontonians*.

To be selected, the young entrepreneurs had to be self-starters, promising professionals, and community volunteers.

In total, eight of the 20 people featured had School of Business connections and are featured throughout the classnotes section. This was the sixth annual edition. Those profiled are nominated by business leaders, professional associations, and other associates. Nominations for 2008 Sizzlers are now being accepted.



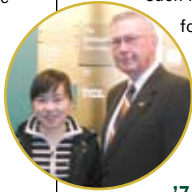
Casting Shadows

www.sundialinc.com

Sundial Graphics was started by 27-year-old Sizzler **Ben Block, '04 BCom**. His firm designs everything from logos to Websites to promotional merchandise including menus for the HGTV series *Restaurant Makeover*. As he continues to pursue his law degree, he also finds time to cast his own shadow over the Rainbow Valley Ski Area where he sits on the board of directors.

'73 Schuyler V. Wensel, BCom, of Calgary, has been appointed Chief Executive Officer of the Alberta New Home Warranty Program. He is also a Director of The Calgary Home Builders Foundation and CHBA-Alberta.

'74 Natalie Loh, BCom, of Singapore, Thailand, and her husband James have made a five-year commitment to fund international student scholarships for selected students from Hong Kong,



Singapore, and China. Pictured are student Xiao Chen with Professor Emeritus Ross Denham. Natalie had such fond memories of her former professor that she decided to name one of the newly established scholarships after him.

'75 Sir Russell Theodore Cherneskey, BCom, of Edmonton, became a Knight of Justice with The Sovereign Order of the Knights of Justice. The Festive Knights Ceremony of Investiture took place in the historic Warwick Castle, in Warwick, England, on April 21, 2007



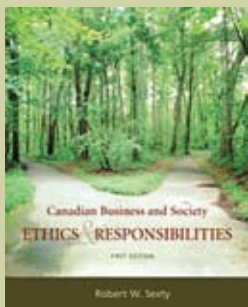
(St George Day). St George was the Patron Saint of the Knights of the Round Table and later became the Patron Saint of the Knights of Justice.

'75 Tim O'Brien, MBA, of Edmonton, has been appointed Senior Vice President of Oilfield Transportation and Tubular Management and Manufacturing at Flint Energy.

'76 Jayant (Jay) M. Kembhavi, MBA, of Edmonton, was recently named Chief Administrative Officer for Alberta Investment Management at Alberta Finance.

'76 Frank Stack, BCom, Calgary, is Managing Partner with Banyan Capital Partners, a private equity firm, which invests in and buys middle-market companies located primarily in western Canada and the north-western United States. Frank is currently a director of Q'Max Solutions Inc. and Tartan Canada Corporation.

'77 Catherine M. Roozen, BCom, of Edmonton, was elected to the Board of Directors of Melcor Developments Ltd. in April. Catherine is the Corporate Secretary of Cathton Holdings Ltd. and the Allard Foundation. She has served



'78 Robert W. Sexty, BCom, of St. John's, Newfoundland, retired from the Faculty of Business Administration, Memorial University of Newfoundland, in September after 39 years. His academic career focused on the strategic management and business and society/business ethics areas. He and his wife Suzanne continue to reside in St. John's. Robert is the author of *Canadian Business and Society: Ethics and Responsibilities* (McGraw-Hill Ryerson, 2008), which provides an overview to the ethics and responsibilities of the Canadian business system and society's expectations of it. Written for undergraduate business and society and ethics courses, the book covers topics such as business fundamentals, stakeholders, social responsibility, regulation of business, governance, and environmental and globalization issues. Information is available at: www.mcgrawhill.ca/olc/sexty.

BRIDGING the generations

www.svsgroup.ca

Greg Bendall, '02 BCom, and fourth generation Edmontonian, was featured on the list for becoming the youngest partner with SVS Group Chartered Accountants. Greg also serves on the City of Edmonton's NextGen Group, whose mandate is to identify and recommend ways to attract and retain young residents and is an advisor to the board of the Alberta Council for Global Cooperation. He also uses his BCom and CA designation to help others as an on-line facilitator for CA students.

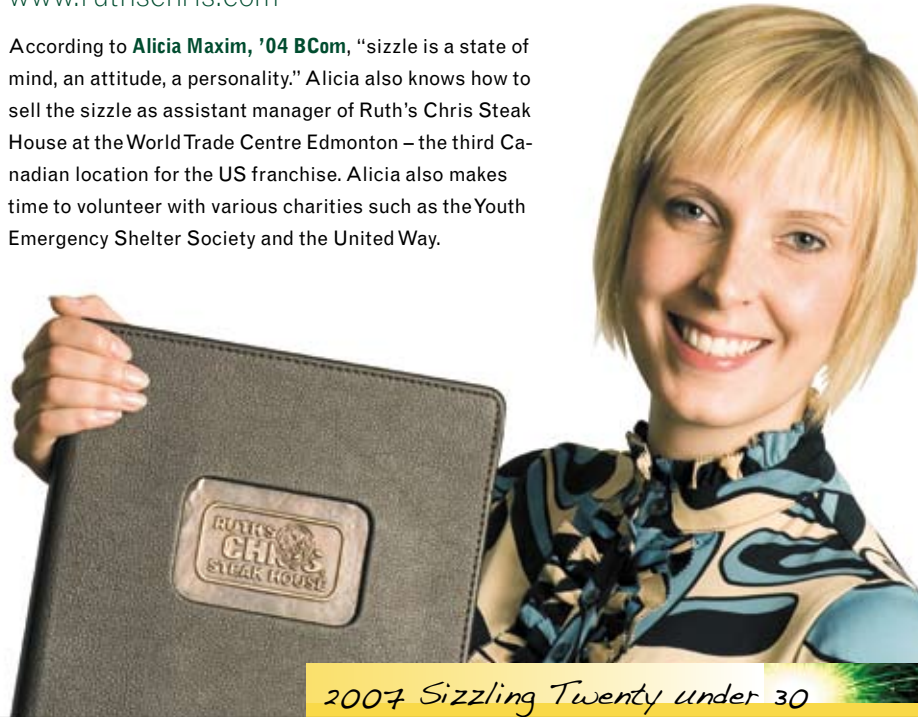


2007 Sizzling Twenty under 30

Selling the SIZZLE

www.ruthschris.com

According to **Alicia Maxim, '04 BCom**, "sizzle is a state of mind, an attitude, a personality." Alicia also knows how to sell the sizzle as assistant manager of Ruth's Chris Steak House at the World Trade Centre Edmonton – the third Canadian location for the US franchise. Alicia also makes time to volunteer with various charities such as the Youth Emergency Shelter Society and the United Way.



2007 Sizzling Twenty under 30

on numerous other boards, both private and public, and remains a Director of the Alberta Cancer Board and the Strategy Council of the Mazankowski Alberta Heart Institute.

'77 Allan Sawin, BCom, of Edmonton, was appointed to the Board of Directors at Encana Corporation. He is also President and Director of Bear Investments Inc., a private investment company, and was President, Director and co-owner of Grizzly Well Servicing Inc. and related companies from 1990 until their sale to CCS Income Trust in May 2006.

'77 Howie Shikaze, BCom, of Calgary, attended the Eric Geddes Lecture in Calgary hosted by the Alberta School of Business on November 23 at the Calgary Chamber of Commerce. Patricia O'Malley, international business and

accounting standards expert, delivered a lecture on International Financial Reporting: "The Road Ahead". Howie also moderated the Q & A session following the presentation.

'78 Dave Collyer, MBA, of Calgary, is the new leader of Royal Dutch Shell PLC in Canada. Dave is the first Canadian in 15 years to lead Shell's 5,000-staff Canadian unit. Starting January 1, 2008, Dave will be Shell's country chairman for Canada, reporting to Shell's executive committee. He will also hold dual responsibility as vice-president of health, safety and sustainable development for oilsands, a job he started in September.

'78 Murray Redinger, BCom; '75 Doug Afanasiff, BCom; and '80 Greg Hamilton, BCom, are partners at a new Edmonton location of Meyers Norris Penny, Chartered Accountants and Business Advisors. The Chartered Accountancy firm of

Jervis Afanasiff & Redinger recently merged with Meyers Norris Penny.

'79 David Kastelic, BCom, of Edmonton, has been appointed Vice President, Tubular Management and Manufacturing at Flint Energy, which provides products and services for the oil and gas industry.

'79 Hellen Ream, BCom, of Fort Saskatchewan, Alberta, writes: "Together with my husband David Ream, '75 BSc (Honours), we operate a translation business, German to English, at home via the Internet. Our son Aaron is at the U of A planning to enter the School of Business in 2008; Christian (15) and Michaela (12) attend the Victoria High School in Edmonton; and we will adopt a girl from China in 2008."

'79 Tom S.O. Yip, BCom, of Vancouver, British Columbia, has been appointed Vice President, Finance and Chief Financial Officer of Silver Standard Resources Inc.

'80s

'80 Peter Bowal, BCom, of Calgary, is the recipient of this year's Alberta Consumer Champion Minister's Award for his long-term contributions to a fair and just Alberta marketplace. The Award was presented by the Honourable Lloyd Snelgrove, Minister of Service Alberta, at a private ceremony at Government House in Edmonton. Bowal is a law professor working out of the University of Calgary's Haskayne School of Business. Over the last 25 years he has been involved in public legal education - specifically consumer protection - in Alberta. He has published articles and research, made presentations, and taught continuing education sessions on a volunteer basis. He has also contributed to a weblog, a regular column in a magazine and a call-in Alberta-wide radio program to educate Alberta consumers about their rights and obligations.

'80 Barry James, BCom, of Edmonton, has been awarded the prestigious Fellow of the Chartered Accountants designation, the highest honour the profession can bestow. Barry is a Managing Partner at the Edmonton office of PricewaterhouseCoopers LLP.

'80 Robert Seidel, BCom, of Edmonton, has been named National Managing Partner at Davis LLP.

'81 Michael Lang, MBA, of Calgary, is Chairman of Stone Bridge Merchant Capital Inc. Michael has established two annual scholarships for Alberta School of Business MBA students and hosted students and alumni from seven different years to dinner in Edmonton in October.

'81 Anthony Tam, MBA, of Hong Kong, is now President of the Chinese University of Hong Kong-Tung Wah Group of Hospitals Community College (CUTW). The College offers 25 associate degree courses



through its four schools in addition to one pre-associate degree. All courses are validated and quality assured by The Chinese University of Hong Kong, one of the top universities in the region. Details of the CUTW can be found at www.cutw.edu.hk.

'82 **Terry Freeman, BCom**, of Edmonton, recently became the Edmonton-based Managing Director of Northern Plains Investment Counsel, a private equity firm specializing in oilfield services, after 14 years as Chief Financial Officer of Flint Energy Services and its predecessors.

'84 **Vince Chahley, BCom**, of Edmonton, is actively involved in corporate governance in the oil industry where he sits on a number of boards including Anderson Energy and Bear Ridge Resources.

'84 **Tom Chiu, BCom**, of Edmonton, celebrated the grand opening of the downtown law firm of Chiu & Company in October 2007. Visit www.chiucompany.com to

2008
Canadian Business Leader Award

Honouring
Tony Franceschini
PRESIDENT AND CEO, STANTEC INC

Join us
February 26, 2008
SHAW CONFERENCE CENTRE, EDMONTON

For more information, please contact Susan at 780-492-2348, 1-877-362-3222, or visit our Website at www.business.ualberta.ca.

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SCHOOL OF BUSINESS

learn more. Tom has enjoyed practicing law for the past 17 years. He likes to curl, golf, and spend time with his family.

'84 **Tom Fath, MBA**, of Edmonton, is the President and Chief Executive Officer of O'Hanlon Paving, based

in Edmonton. Originating in 1956, The Fath Group has expanded its businesses to include a new company "hi-sign," an all weather signage company.

'86 **Ernie Zelinski, MBA**, of Edmonton, released his latest book

– *101 Really Important Things You Already Know, But Keep Forgetting*, in September '07.

'87 **Linda Banister (Taylor), MPM, '83 BCom**, of Edmonton, was inducted as a Fellow into the Canadian Evaluation Society (CES).

ONTRACK for growth

www.bluetrain.ca

Companies looking to increase their profile on the Internet can use the skills of **Bryan Smith, '02 BCom**. He owns Bluetrain Inc., which fine tunes Websites to get a higher rank on search engines. The idea for developing such a service began formulating when Bryan was participating in a student exchange program in Romania in 2001. He moved to Bucharest for ten months to work for a company that was pioneering text message voting. After just four years working for Micralyne, a renowned local nanotechnology firm, he was ready and eager to launch his own company.



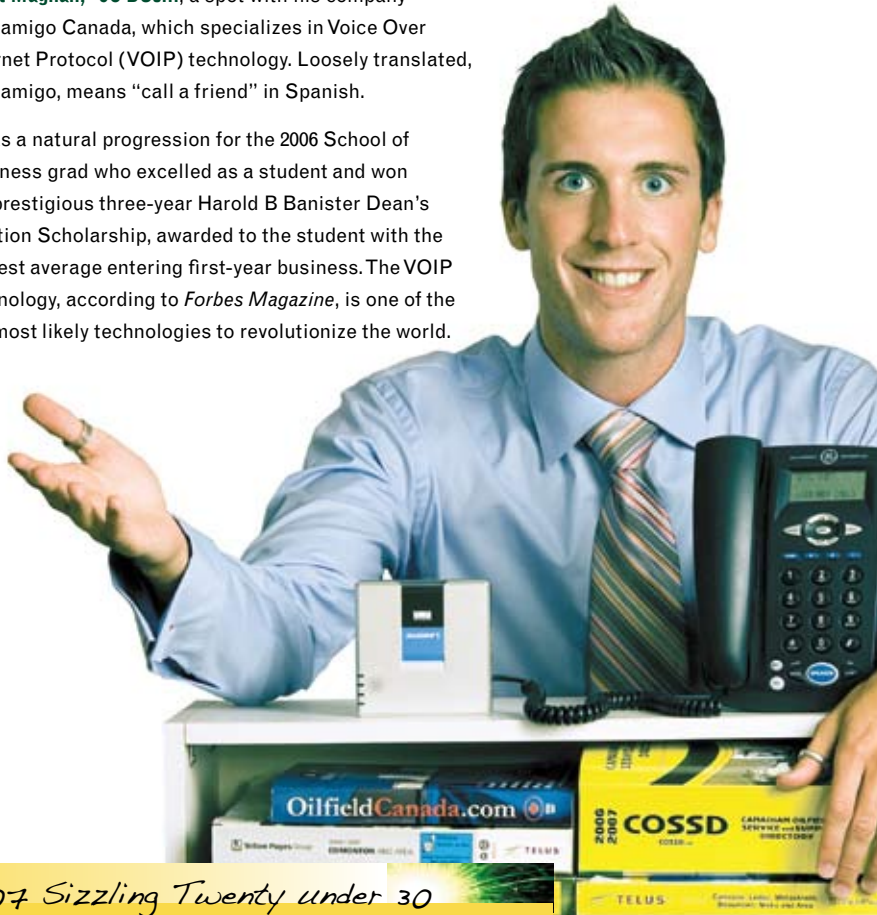
2007 Sizzling Twenty under 30

Call a FRIEND

www.comamigo.com

Providing cheaper long distance service earned Sizzler **Brent Magnan, '06 BCom**, a spot with his company Comamigo Canada, which specializes in Voice Over Internet Protocol (VOIP) technology. Loosely translated, Comamigo, means "call a friend" in Spanish.

It was a natural progression for the 2006 School of Business grad who excelled as a student and won the prestigious three-year Harold B Banister Dean's Citation Scholarship, awarded to the student with the highest average entering first-year business. The VOIP technology, according to *Forbes Magazine*, is one of the ten most likely technologies to revolutionize the world.



2007 Sizzling Twenty under 30

Linda is one of eight CEA Fellows in Canada, the first in western Canada and the only female. The fellowship recognizes lifetime achievement, excellence in practice, and contributions to the field of evaluation. CES has over 2,000 Canadian and international members dedicated to the advancement of evaluation theory and practice. Linda is the Principal at Banister Research & Consulting Inc., which provides market research and evaluation consulting services to the public and private sectors.

'87 Andrew J. Hladyshevsky, MBA, '76 BSc, '79 LLB, of Edmonton, was awarded the 2007 University of Alberta Alumni Honour

Award at Reunion Weekend. Andy is a recognized legal specialist, author, and instructor in commercial and corporate law and is renowned for his dedication to the community and to social and cultural works. He is currently President of both the Northern Alberta Alliance on Race Relations and the Shevchenko Foundation as well as a member of the advisory council of the Proposed Canadian Museum of Human Rights. He is also an active fundraiser for the Edmonton Christmas Bureau.

'87 Brian Wruk, BCom, of Phoenix, is a Certified Financial Planner specializing in Canadian residents making the transition to

the US. Brian is the author of *The Canadian in America: Real-Life Tax and Financial Insights into Moving and Living in the US*.

'89 John Stevens, BCom, of St. Albert, Alberta, is the new President and Chief Operating Officer and Member of the Board of Directors of Northern Crane Services, the largest independent full-service crane-operating company in Alberta.

'89 Jamie Urquhart, MBA, of Calgary has joined Canadian Hydro as Chief Operating Officer. When asked what attracted him to Canadian Hydro, Jamie said: "I had a positive impression about Canadian

Hydro's reputation as a leader in the Canadian renewable energy industry and believe renewable energy will play an integral part of meeting Canada's future energy requirements."

'90s

'90 Carmen de Antoni, BCom, of Toronto, Ontario, was promoted to Vice President, Systems and Administration at LifeMark Health Management.

'90 Stephen Kane, BCom, and his wife, Tonya Kane (Throness), '95 BSc(Nu), are living in Houston, Texas. Stephen recently left PricewaterhouseCoopers to join Green Earth Fuels as Controller.

'91 Leon Pfeiffer, BCom, of Edmonton, has been named a Principal at Kingston Ross Pasnak Chartered Accountants.

'92 Brad Evans, BCom, of Sydney, Australia, is the Commercial Manager NSW at APA Group.

'93 Catherine Heggerud (Ferguson), MBA, '90 BCom, and Collin Heggerud, '92 BSc, of Calgary, recently moved again and note that after welcoming three children – Evan, Sean, and Caitlin – in three years, they are looking forward to "fewer sleepless nights and fewer diapers."

'93 Rod Neumann, MBA, of Calgary, has been named a Partner at Conroy Ross Partners, an executive search and management consulting company.

'93 Allan Sawiak, BCom, of Edmonton, has been named a Principal at Kingston Ross Pasnak Chartered Accountants in Edmonton.

'94 Jane Halford, BCom, of Edmonton, Chief Executive Officer and Executive Director of the Institute of Chartered Accountants of Alberta, moderated the Edmonton Eric Geddes Lecture Q & A session with Patricia O'Malley on November 21.

'94 **Darren Wagner, BCom**, of Edmonton, has been appointed Vice President, Operations Development, for western Canada for Pizza 73.

'95 **Loren Coutts, MBA**, of Olds, Alberta, is continuing his sabbatical from Olds College at Northeast Agriculture University in Harbin, China, where he is studying Mandarin and teaching a weekly seminar using agri-business cases.

'95 **Steve Hollinger, BCom**, of Edmonton, has been named a Partner at PricewaterhouseCoopers LLP. Steve, who obtained his CA designation in 1998, specializes in consumer and industrial products.

'95 **Joe Ruggiero, MBA, '74 BCom**, of Edmonton, recently retired from Suncor Energy in Calgary and now provides advice on oilsands royalty matters. He and his wife Marnie Ruggiero, '74 BEd, are planning to relocate to British Columbia's Okanagan Valley in the near future.

'95 **Doug Thorlakson, BCom**, of Edmonton, a lieutenant in the Canadian army, recently transferred to Kingston, Ontario, to take up a position as Director of army training. He was awarded a Mention in Dispatches by the Governor General for actions in Afghanistan of August 2006. The presentation took place in Ottawa in February 2007. The Mention in Dispatches was created to recognize members of the Canadian Forces on active service and other individuals working with or in conjunction with the Canadian Forces for valiant conduct, devotion to duty, or other distinguished service.

'96 **Blain R. Banick, MBA**, of Dallas, Texas, was named Chief Marketing Officer of Haynes and Boone LLP, on September 1, 2007. Blain notes that Haynes and Boone is a "prominent Texas-based law firm with almost 500 attorneys and ten offices in Texas, New York, Washington, D.C., Mexico City, and Moscow." Before joining Haynes and

IN MEMORIAM

Remembering Olivia Bourda

"Each year, we have a remarkable cadre of individuals from all over the globe join us. Indeed, this is something that we celebrate. One of the individuals who came to our campus this year was Olivia Bourda – a student from EDHEC in France. She was with us only briefly, but those who met her, including me, have remarked that there was something very special about her. Prior to her arrival here, she had been in Peru for three weeks visiting with friends. During this time, she stepped on a poisonous insect. When she arrived in Edmonton she was in reasonably good health. On the Tuesday evening (August 28) following her arrival, she was admitted to the University of Alberta Hospital. Regrettably, late Saturday evening (September 1), Olivia passed away.

Steps are being taken to find a way to remember Olivia on an ongoing basis. On some occasions, we celebrate the impact that a person has had on us. In this case, I would ask that you celebrate the potential. Each of us carries an inordinate promise to make a remarkable difference to the world around us. In recognition of Olivia, I would ask that you celebrate not only her life but, moreover, the potential that you have to make a difference in the lives around you. Sadly, it often takes events such as this to remind us of how fragile life can be and how little so many things of a material nature really matter.

Please join me in grieving with the Bourda family as well as Olivia's classmates from EDHEC. I have met with her mother and she indicated that Olivia was remarkably happy and excited to take part in the opportunities that this program would afford. Let us all find a way to capture this zeal and dedication that Olivia exemplified."

Doug Olsen, '88 MBA, '82 PhD
Associate Dean, MBA Programs
School of Business, September 4, 2007

Olivia Bourda Memorial MBA Award in Business

Value: \$3,000 (Canadian)

Eligibility: Awarded annually to an EDHEC student entering the Double Degree MBA program at the University of Alberta. Recipients will be selected on the basis of academic performance and demonstrated international commitment.

William Winspear Business Advisory Council Dean's Citation

Bill Winspear, '54 BCom, is recognized as one of North America's outstanding business leaders and philanthropists.

Bill, who passed away in June, was also a valued member of our Business Advisory Council where in his last meeting with us, again reiterated his desire and enthusiasm for how best we can prepare well balanced students for their futures.

To honour Bill, the Dean has established the William Winspear Business Advisory Council Dean's Citation.

The School of Business regrets the passing of these alumni:

Josephine Isabelle

Connelly '30 BCom, of Edmonton, Alberta.

Jerry Joseph Nczyk '49

BCom, of Rio de Janeiro, Brazil.

J. Stuart Knop '51 BCom,

of Edmonton, Alberta.

Harry Stephen Graschuk

'56 BCom, of Edmonton, Alberta.

William W. Winspear '54

BCom, of Sidney, British Columbia and Dallas.

James Charles Malone

'63 BCom, of Edmonton, Alberta.

David John Evasiuk

'73 BSc, '77 BCom, of Athabasca, Alberta.

Albert Kam-Hing H. H.

Man '73 BSc, '75 BCom, of Kowloon Tong, Honk Kong.

Kathleen Ethel

Kolthammer

(MacKenzie) '77 BCom, of Edmonton, Alberta.

Robert Leo Lemieux

'74 BCom, of Edmonton, Alberta.

Gerald Ernest Patsula

'59 BSc(Ag), '74 MBA, of Beaumont, Alberta.

Christopher John Worthy

'79 BCom, of Vancouver, British Columbia.

Scott Robertson Wiebe

'80 BCom, of Vancouver, British Columbia.

Lynne M.B. Boytzun '88

BCom, of Calgary, Alberta.

Brian William J.

Pimblett '81 BSc(Eng), '90 MBA, of Abbotsford, 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 _____

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News or Comments _____

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

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Website: www.business.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

Please send information on:

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

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Boone, Blain served for three years as the Chief Marketing Officer of Philadelphia-based Ballard Spahr Andrews and Ingersoll LLP.

'96 Liane Kim, MBA, of Etobicoke, Ontario, is a Principal at Oliver Wyman, a global strategy and risk consultancy. She specializes in the life sciences industry. Liane lives in Toronto with her husband Ian and two sons. Her boys, Gregory and Leo, are starting their careers early - they accompany her every morning to their daycare on Bay Street.

'96 Amy Lam, BCom, of Burnaby, British Columbia, and her husband, Darwin Li, '98 BEng, had a baby boy Kendall, on December 25, 2006.

'96 Laurie Mah, BCom, of Toronto, Ontario, has been named Manager of Account Services at Youthography Inc. Formerly with YTV Canada, Laurie brings to Youthography an expertise in the consumer habits of young Canadians in the areas of health, beauty, and fashion. She leads a variety of key internal and client-oriented projects, moderates research groups and manages Youthography's quarterly trend report, "Ping", where her love of pop culture, analytical skills, and writing abilities allow her to translate youth insight into actionable plans for businesses.

'96 Daniel Wiart, BCom, of Edmonton, has been named a Principal at Kingston Ross Pasnak Chartered Accountants in Edmonton.

'97 Eric Pedde, BCom, of Edmonton, is now Portfolio Manager, Hedge Funds and External Equities at Alberta Investment Management.

'98 Mathew Baril, BCom, recently relocated from Ottawa to Hanoi, Vietnam, where his wife will begin a Canadian International Development Agency posting as the first Secretary of Development in the Canadian embassy.

'98 Travis Braithwaite, MBA, of Calgary, has re-located to Edmonton and joined the consulting team at Western Management Consultants. His consulting specialty is Strategic Planning and Issues Management for companies who are dealing with crisis brought on by regulatory or forced change. Working with the gas utility and other regulated companies in Ontario has been a fruitful training ground to hone crisis management skills. Travis' spouse Lorraine and two kids, Jaylene and Janessa, will be joining Travis as they look for a home in Edmonton.

'99 Stefanie Claro, BCom, of Edmonton, has joined Venture Publishing Inc. as Marketing Director. Stefanie had been International Marketing Officer (Americas) for University of Alberta International.

'00s

'00 Cindy Lieu, BCom, of Edmonton, works as a Communications Coordinator in the Research Services Office at the University of Alberta.

'00 Ryan J. MacLean, BCom, of Edmonton, has been appointed the President of The Crossing Company Inc., the largest provider of Horizontal Directional Drilling (HDD) Services in Canada.

'00 Anand Pandarinath, MBA, of Edmonton, was appointed Alumni Council Representative for the Faculty of Agriculture, Forestry and Home Economics.

'00 Brent Pookkay, MBA, of Calgary, is the Vice President and Chief Information Officer of Enbridge Inc. He is also a member of the Board of the TELUS World of Science and Creative Kids Museum. Brent is spearheading a campaign to raise \$160 million for an expansion project slated for north of the Calgary Zoo. "It's an easy sell," he says. "It's making an investment in a smart, knowledgeable workforce 20 or 30 years in the future."

Brent is also one of the recipients of the top 40 *under 40* award honouring young business and community leaders who are excelling in their careers, are giving back to the community, and who, through personal and professional efforts, are raising the profile of Calgary.

'00 Thaddeus K.T. Sim, BCom, '98 BSc, of Iowa City, Iowa, has joined Le Moyne College in Syracuse, New York, as Assistant Professor in business administration. Thaddeus also has degrees from UBC and U of Iowa.

'01 Alison Azer, MBA, of Calgary, is Director of Development, Western Canada for *Corporate Knights Inc.* *Corporate Knights* is a national Canadian magazine committed to corporate social responsibility.

'01 Sudha Chinniah, BCom, of New York, received an award from the U of A School of Business as an outstanding alumnus with a career in retailing. The award was part of the 16th annual Henry Singer Award celebration held in Edmonton in October. Now 29, Sudha followed up his BCom with a two-year course at the Fashion Institute of Technology in New York, one of the top fashion schools in the world. He currently works with the luxury menswear house Ermenegildo Zegna as an account executive for Z Zegna.

'02 Ronald Volpi, MBA, of Joffre, Alberta, is working for NOVA Chemicals Corporation. He describes his job as "supply chain planning where I'm responsible for polyethylene inventory – basically trying to maximize efficiency and margins while keeping customers happy and with enough resin to run their businesses all with the least amount of inventory. This place puts out 1.3 billion pounds of plastic per year."

'02 Kevin Websdale, MBA, of Edmonton, took a position as the Vice President of Creative Housing Solutions Canada in December

Visionary

www.rohitgroup.com

Sizzler **Rohit Gupta, '06 MBA**, was honoured as a visionary who has grown annual revenue with his family-operated property development firm nearly three-fold in the last five years to \$90 million in 2007. Giving back to the community is a practicing culture at the Rohit Group of Companies. In addition to serving on the boards of directors for the Alberta New Warranty Program and the Alberta chapter of Delta Chi, Rohit contributes both time and money to the International Children's Festival, the Fringe, and the Heritage Festival Foundation.



2007 Sizzling Twenty under 30

Rags to Riches

www.bootybeltz.com

Twenty-six-year-old Sizzler **Jenna Herbut, '04 BCom**, was highlighted for her fashion accessories line called Booty Beltz. From sewing alone in her parents basement just three years ago, today, her products are professionally sewn in Calgary which frees Jenna's time to put her marketing background to good use, producing local fashion shows – many for charity – which she says is key to creating a viable design industry in Edmonton. The company now includes BootyFly Bags. Jenna's belts and bags are available across Canada, the United States, Japan, and online.



2007 Sizzling Twenty under 30

Sharing the Vision

A tribute to **Dr. Michael Gibbins FCA**

A night of honour, a day of sharing

Mark your calendar **May 2nd & 3rd, 2008**

Through teaching, research and consultation, Dr. Mike Gibbins FCA has shared his expertise, enthusiasm and vision both for his academic vocation and his profession through the years. From students and colleagues, to business leaders and fellow CAs, Mike's living legacy lies in personifying the powerful synergy of lecture hall partnered with town hall.

Dinner: Friday, May 2 — Royal Alberta Museum

Research Symposium: Saturday, May 3 — Stollery Centre, 5th Floor, Business Building, UA Campus

You are also invited to share your thoughts about Mike. Testimonial letters may be submitted to **Dr. Karim Jamal CA**, Professor and Chartered Accountants' Distinguished Chair in Accounting, by mail to the School of Business or email to karim.jamal@ualberta.ca.

To be added to the mailing list to receive an invitation package, please email Susan at susan.robertson@ualberta.ca or call her at 780.492.2348 or 1.877.362.3222 (in North America).



2007. "I work with our franchisees and investors so that we can help people realize their dream of owning their own home. We are pleased to offer innovative ways for people to invest with us, achieve above average rates of return, and help people buy their first home!" Kevin can be reached at kevin.websdale@chsi-canada.com.

'03 **Adam Chalkley, MBA**, of Calgary, was a guest speaker for MBA Natural Resource and Energy students. Adam, Manager of Corporate Development for Flint Energy Services, spoke on the "Role of Corporate Development in Pursuing Growth."

'03 **Rodney Chudyk, BCom**, and Fancy C. Poitras, '05 BA, of Burnaby, British Columbia, are pleased to announce their engagement, with the wedding to follow in September 2008.

'03 **Jennifer Zawacki, BCom**, of Edmonton, has shifted from the Major Gifts team in the Central Development Office to the position of Leadership Officer. Jennifer also competed in the Triathlon World Championships held in Hamburg, Germany.



'04 **Paul Wynnyk, MBA**, of Ottawa, Ontario, was appointed an Officer of the Order of Military Merit (OMM) by Her Excellency the Right Honourable Michaëlle Jean, Governor General of Canada. The investiture took place at Rideau Hall on May 31, 2007. Paul recently completed the National Security Studies Program at the Canadian Forces College in Toronto and has commenced his new duties in Ottawa as Director, General Military Engineers.



'05 **Scott Lechky, BCom**, of Evanston, Illinois, writes: "I was married last year to Carrie Barker in Edmon-

ton. We had been living in Calgary for a couple of years, she was doing interior design, and I was working for an oil and gas company. This summer, we moved to Chicago so I could pursue my MBA at the Kellogg School of Management. I should graduate in June 2009, at which point, I am looking at investment banking in London. "

'05 Light Nugusse, BCom, of Edmonton, is currently attending Law School at the University of Alberta.

'05 Corwin McCullagh, MBA, of Lloydminster, Alberta, recently joined the City of Lloydminster as Director of Parks and Recreation.

'05 Daniella Sabo, BCom, of Sherwood Park, Alberta, joined the External Relations team at the Alberta School of Business as a Development Officer. Prior to joining the School, Daniella was the Manager, Development - Corporate Relations for the Multiple Sclerosis Society, Alberta Division.

'05 Lesley Scorgie, BCom, of Calgary, Alberta, spoke to business students in Dean Mike Percy's BUS 201 class on October 31, 2007. Lesley is the author of the Best Selling Non-fiction book: *Rich by Thirty: A Young Adult's Guide to Financial Success*.

'06 Chad Douglas, MBA, of Edmonton, is off to Kelowna where he has accepted a position as Sport Event Development Manager with the City of Kelowna. Chad has his MBA specialization in Sport and Leisure Studies.

'06 Kelly Purych, MBA, of Edmonton, is Stumpage and Trade Policy Analyst, Forest Economics Branch, of Sustainable Resource Development for the Government of Alberta. Kelly graduated with an MBA Natural Resource and Energy specialization and was previously an Analyst with BearingPoint.



'06 Erica Viegas, BCom, of Sherwood Park, Alberta, took

on the position of Communications and Development Coordinator with the Faculty of Engineering. Erica also sang the national anthem at the 2007 Philanthropy Day "Heart and Soul" Awards luncheon in Edmonton on November 15.

'07 Chris Ooraikul, MBA, '96 BCom, of Calgary, writes: "I'm currently a Financial Analyst at Focus Equities/Focus Management Inc., a property development company

based here in Calgary. We currently have projects in Edmonton, Calgary, and Victoria (namely Aurum Energy Park in Edmonton, Deerfoot Meadows in Calgary, and Bayview Properties in Victoria). I work closely with the Chief Financial Officer to carry out all the analysis and financial activities required to secure project financing for the developments in Calgary and Edmonton. The two projects are well into the several hundred million dollar range

so the planning and budgeting can be pretty intense."

Thank you for sharing your news with us, and thank you for mentioning the University of Alberta School of Business affiliation in your announcements where many of these classnotes are discovered!

Humming Along

www.ticketgold.com

Sizzling Kendal Harazny, 22, was recognized for creating TicketGold, a ticket brokerage firm with revenue projections of \$1 million this year. The 2007 Canadian Student Entrepreneur of the Year and full-time U of A Business student also volunteers with Junior Achievement and business school initiatives including Round Table 2008 and Five Days for the Homeless.

"I am a firm believer in a well-rounded education. Any student can sit in the library all day and get a 4.0, but the students who are going to be leaders and innovators are the ones who get involved in conferences, community events, and competitions."



ONE YEAR OUT...

Team TELUS cares and so does Grace Choo.



Grace Choo has joined the TELUS Edmonton Community Board because she cares about Edmonton. Grace, a social justice advocate, community volunteer and recent University of Alberta Business graduate, co-founded Eonfire, an organization devoted to developing the potential of next-generation changemakers.

Grace works for Earth Water International, an Edmonton social enterprise whose mission is to sell bottled water with 100% of the net proceeds directed to providing clean drinking water to refugees around the world. She is also the executive secretary and a member of the steering committee of the Canadian Division of I Choose Life Africa and is the past president of the University of Alberta Navigators. She was a peer leader and group facilitator at the University of Alberta's International Centre and a volunteer at the Edmonton Downtown Mustard Seed.

Thank you, Grace, for volunteering your time, sharing your insight, and inspiring others to show their commitment to creating a healthier and more vibrant Edmonton.

We give where we live

Chaired by Dr. Bob Westbury, the TELUS Edmonton Community Board has contributed more than \$1.3 million to community projects and charitable organizations throughout the greater Edmonton area since its inception in the spring of 2005. Some of the organizations supported by the board include the Strathcona Boys and Girls Club, Edmonton City Centre Church Corp's "Kids in the Hall" and Breakfast for Learning – Alberta.

TELUS has eight community boards across Canada that bring community leaders and TELUS team members together to make decisions about local philanthropic initiatives and funding.



Grace Choo, community champion, social entrepreneur and the newest member of the TELUS Edmonton Community Board.

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