

UNIVERSITY OF ALBERTA SCHOOL OF

SPRING/SUMMER 06

BUSINESS

WWW.BUS.UALBERTA.CA ALUMNI MAGAZINE

Poetry
INN

CLIFF LEDE VINEYARDS

EVENTS 2006

- June 7** MBA Spring Convocation, Northern Alberta Jubilee Auditorium, Edmonton
- June 8** Spruce Meadows Show Jumping Event and Dinner, Calgary
- June 12** Convocation Breakfast
Chateau Lacombe Crowne Plaza, Edmonton
- Spring Convocation, Business Undergraduate Students, Northern Alberta Jubilee Auditorium, Edmonton
- June 23** CBLA 2007 Nomination Deadline
- June 28** BAA Annual General Meeting and Members' Reception,
Fairmont Hotel Macdonald
- September 11** Business Alumni Association Golf Tournament, Derrick Golf and Winter Club, Edmonton
- September 22** Eric Geddes Breakfast Lecture, Edmonton
- September 24** Women on Board: Corporate Governance Symposium, Jasper
- Sept. 28 – Oct. 1** 2006 U of A Reunion Days
- September 28** Alumni Recognition Awards, U of A Campus
- MBA Alumni – 40th Anniversary Celebration
- Alberta School of Business
90th Anniversary Celebration and Report to the Community
- September 30** School of Business Open House and Brunch
- October** CIRAS Henry Singer Award Dinner, Edmonton
- October 26** EPCOR Distinguished Lecture, Calgary
- November** BAA Annual Dinner
- November 17-18** Cliff Lede Vineyard Wine-tasting
Napa Valley

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THIS ISSUE

In honor of my colleague Elke, the former editor of the award-winning *Business Alumni Magazine*, I am dedicating my first issue as editor to her favourite animal, the hippo.



Think Hippopotomus!

The animal above is a “hippopotomus” not a “hippopotomi” (unless, of course, he has a multiple personality disorder). Similarly, an individual person is not an “alumni” – if it’s a he, he is an “alumnus”, if it’s a she, she is an “alumna”, and if you are speaking about an individual in the abstract (the individual could be either male or female) the individual is an “alumnus”.



Hippopotomi!

Alumni by definition are forever linked to a special time in their lives, often one of youth, idealism, and opportunity. Higher education shapes people, and education ages like a fine wine. As the new editor of our *Business Alumni Magazine*, and as an alumna of the School of Business, '84 BCom, I very much look forward to linking up with you again either through these pages, at our upcoming 90th Anniversary celebrations in September, or perhaps at the Cliff Lede Vineyard in Napa Valley for a wine-tasting in November.

The Alberta School of Business – a special time; a special place.

Enjoy!

Monica

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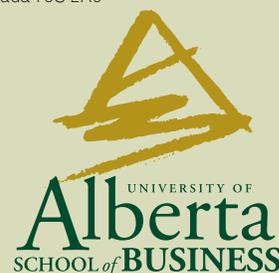
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One Year Out



Laser sharp. No limit in sight.

JACK ONDRACK



Whether it's developing an instrument to measure greenhouse gases or mastering the golf greens; whether it's making big game decisions in the boardroom or on the Zimbabwe plains; or whether it's the attraction of the speed of a laser or the speed of a racecar Jack Ondrack, '66 MBA, continues to push himself both personally and professionally and continues to have fun.

A member of the first graduating class of Alberta MBA students, Jack is currently President of Boreal Laser Inc., a local Edmonton company that has developed leading-edge laser based gas detectors as well as a laser for measuring elusive greenhouse gas emissions. Jack, Edmonton born and raised, has been President of Boreal Laser since 1986; he was previously President of Baymag Mines from 1975 to 1984.

To date, Boreal has found most of its success internationally with 250 clients in 28 countries. Australia is a major client given their more rigorous legislation and best available technology requirement. Boreal lasers can be found in almost all Australian aluminum smelters and oil refineries. Other key clients include government departments, research organizations, and universities in the US, Germany, and Italy. In Italy, their lasers are also used to measure volcanic emissions. Middle Eastern clients are served from their office in the United Arab Emirates. "We are the most advanced in the world in what we do" says Jack; "our challenge is to make it more accessible throughout industry."

Boreal Laser has also been short listed to develop NASA's gas detector for water, CO₂, and methane for the 2011 Mars probe.

The strength of the Canadian dollar, coupled with being situated in the "best industrial market in the world" at a time when emissions are everything, bodes well for growth in the Alberta market that they are already experiencing. "The sooner Kyoto is forgotten, the sooner governments can support measurements instead of estimates and science-based reality instead of politics-based illusion" reasons Jack. As Boreal Laser can provide the tool of measurement, huge opportunity is no doubt looming.

As is his nature, Jack makes sure he knows of what he speaks. He reads extensively, attends many conferences, and has written and presented several papers on the subject of greenhouse gas emissions. "Many of our sales have been as a result of contacts made at these conferences" shares Jack. Perhaps this interest also grew somewhat from his obvious gift of researching and writing.

After finishing his MBA, Jack spent two years in the doctoral program at Harvard before returning to Canada after receiving a draft notice from the US government. The return to

Canada also allowed his wife Esther, a long-time vice-president at Chieftain International, to begin a rewarding career. Jack has also authored a book titled, *Big Game Hunting in Alberta*, in memory of his brother and has been known to keep extensive travel logs of his many adventures. His favourite hunting trip was to Tajikistan for Marco Polo sheep in the Himalayas with long-time friend and hunting companion Manfred Kets de Vries. Kets de Vries was a classmate at Harvard and is now a professor at INSEAD specializing in leadership. Recognized by *The Financial Times* and *The Economist* as one of Europe's leading management thinkers, Kets de Vries uniquely combines the study of psycho-analysis, management, and economics in his work.

In addition to being a champion of big game, Jack is also an accomplished golfer, having been invited to qualify for the 1990 British Open Seniors event, and is a champion racecar driver, his greatest love. An amateur racer for over 50 years, Jack is the proud owner of eight racecars and participates in 10-12 races a year including four races each February in the New Zealand Southern Festival of Speed. "No year is the same. I simply go where my crew thinks would be the most fun."

Fun is also what keeps him engaged at Boreal Laser. With the Alberta market finally heating up, Jack looks forward to enjoying home-field advantage. Boreal Laser has also been short listed to develop NASA's gas detector for water, CO₂, and methane for the 2011 Mars probe. How fun is that? **R**

Cause and Effect

JANE HALFORD

Jane Halford, '94 BCom, doesn't do much accounting these days. As the CEO and Executive Director of the Institute of Chartered Accountants of Alberta (ICAA), her work "is all about strategic thinking and managing a profession and looking for improvements."

And yet of all the classes she took in the Alberta School of Business, she says that accounting theory is the class that best prepared her for her current job.

"Instead of teaching you a specific technique, they were teaching you where something came from, that there's always a cause and effect, there's always an evolution of things, and that things aren't isolated in a technical nature," she says. "When I took that course in University, I didn't understand the benefit of it, but, in a senior position now it helps me to put a perspective on why things are the way they are, and that's the piece that translates into strategic thinking."

Halford took over the helm of the 8,500-member ICAA in November. Before

Too many people, even those in business school, think of CAs as people in suits who do taxes.

that, she'd been the Institute's director of Practice Review, a job she accepted after spending nine years at Grant Thornton Chartered Accountants LLP. When she was first hired at the ICAA, she

thought that perhaps someday she might be interested in running the organization – though she certainly didn't plan on doing it quite so soon.

A year and a half after Halford started her new job, then-CEO Steven Glover, '87 MBA, who had been with the Institute for 26 years, announced he was leaving. He has since gone to work for Valiant Energy Inc. in Calgary. The Institute hired a search firm and began looking across Canada for an ideal candidate. Halford

ALUMNI *profile*

wasn't sure she fit the criteria, but she figured she should let her superiors know she was interested.

"At the end of the second interview process, I thought, 'I've really profiled myself and it's up to them to find the right candidate and I may or may not be it.'"

When she was offered the job, her initial reaction was surprise followed quickly by excitement and enthusiasm at the opportunity to have a positive, long-term effect on a profession she loves.

"I just wanted to get to work," she says. "I feel like I have the right skill set to take a great CA profession and make it better. That means being able to provide our members with more support, more timely information, and that sort of thing. They've got a really tough job to do every day, and, if they can look at us as a place where they can go, that's our first goal—to help them do their jobs well. If they do their jobs well, the public is protected, and that's why we do our jobs."

Halford says that the two years she spent as director of Practice Review prepared her well for her new role. Visiting public accounting firms to make sure their standards were acceptable gave her a chance to see, up close, what issues were challenging CAs and how she could best help them through the ICAA's main objectives: member education, advisory services, and communication.

Member education includes offering continuing professional-development courses that are both technical and soft skill such as public speaking and networking. Halford says the Institute's challenges include finding ways to make information and courses available to members who either live far from a major city or have trouble finding time in their work schedules. For that reason, the ICAA is looking into offering courses on its web site or in document or book form.

As for member advisory services, Halford is particularly proud that the ICAA has on its 40-member staff experts who can provide information on technical, practical, and ethics questions. "Members can call and there is somebody here who can walk them through the decision-making process," she says. "It helps people ask the questions they need to ask and not be judged for not knowing."

The ICAA is also responsible for relaying relevant information to its clients in a timely manner.

In addition to focusing on the needs of Alberta's professionals, Halford's responsibilities extend to increasing

the profile of accountants on a national level. Too many people, even those in business school, think of CAs as people in suits who do taxes. And while many CAs do fit that description, Halford points out that just as many are CFOs at multinational companies or academics teaching at universities.

"One of the things we're working on nationally is to brand the profession to make sure that the public understands the diversity and depth of knowledge of our members," she says. "We're trying to break some of the stereotypes out there."

There's more at stake than simply beefing up the profession's image for cosmetic reasons, Halford explains. As the baby boomer generation faces retirement, CAs will be needed to

replace them. "We want to make sure the profession is attractive and available to great students."

The profession was always attractive to Halford even before she understood what it was. Her father was a CA who spent 40 years at KPMG and served as president of the ICAA in 1987. Growing up, Halford didn't know exactly what her father did for a living only that "he always made my family feel like we were No. 1."

When the time came for her to choose a career, she realized she wanted one similar to her father's: he was able to make a contribution at work, give back to the community, and make his family feel like the centre of his universe.

Halford, who is single, is also an active volunteer. She is a Girl Guide leader and also chairs the board at two very different local organizations. Leadership Edmonton develops leadership competencies for the next generation by bridging corporate, not-for-profit, and government sectors. The George Spady Shelter is an inner-city shelter that provides a safe place for adults under the

influence of drugs and/or alcohol.

"I've always had this volunteer piece in me, this obligation to give back and make things better."

It's an attitude that affects the way she approaches her paying job as well. The idea that she can spur positive change in the accounting profession "gets me out of bed every day," she says.

Halford has high praise for her predecessor, Glover. "He left behind an absolutely rock solid foundation, and I want to take that foundation and I want to make it greater," she says. "It's a really exciting time and there are so many positive things going on. It's exciting to be part of that energy and part of that future. Of course, it's a huge responsibility, but that's the fun part." **R**



Growing up, Halford didn't know exactly what her father did for a living only that "he always made my family feel like we were No. 1."

A Chameleon of Commerce

AGNES ZALEWSKI

Despite having met Agnes Zalewski, '97 BCom, earlier this year in her *Alberta Oil* magazine office in Calgary, when we were to meet again at an industry dinner a few months later I wasn't sure I would recognize her.



As editor of the newest entry to the competitive Canadian oil publications arena there are different pictures of her in various issues. So different in fact, that it didn't really look like the same person. Soon I discovered that there are quite possibly as many sides to Agnes as there are looks, and change is something she embraces.

After just 18 months with *Alberta Oil*, Agnes seems very much at home in the oil industry. Perhaps no surprise as the oil industry provided both a home and opportunity to her family when they emigrated to Canada from Poland when Agnes was just seven. They eventually settled in small town Alberta, Bonnyville, where her memories include a wealthy French community surrounded by agriculture, lakes, and oil. Both parents with degrees in chemical engineering found good jobs at the time with BP and Imperial Oil. Education and hard work were a priority and certainly instilled in both of their daughters.

The oil industry is not what Agnes was thinking of when she decided to pursue a business education. When earning her Bachelor of Commerce at the University of Alberta, she participated in the cooperative education option and concentrated in accounting and organizational behaviour. "The professors, infrastructure, and learning were second to none at the U of A." She then completed an MBA from Dalhousie University that offered a ten-month honours program with a focus on marketing and finance.

The airline industry is where she landed first—as a financial analyst with Canadian Airlines. Little did she know that the next five years would find her in a host of different positions, offices, cities, and ending up in a completely different culture when the Air Canada take-over took place. The time was right

to leave in 2003.

Consulting was next and soon she found herself working on a feasibility study for the Bangladeshi airline to expand from domestic to international operations. A Canadian International Development Agency project, the Canadian industry partner was Avionco, a Calgary-based airline services company. After completing the project, both Avionco and Agnes were looking for change. Avionco wanted to diversify, Agnes wanted a challenge, and, just three weeks into the job, the first issue of *Alberta Oil* went to print.

What she found was missing in previous jobs, she has found with this one. No single day is the same and she enjoys it all, the research, editing, networking and design as well as the high level of responsibility. The opportunity to be both creative and strategic and to use "both sides of her brain" is perhaps what she likes best of all. *Alberta Oil* is unique and has found its niche in a very short time. Branded as the "voice of the oil industry," *Alberta Oil* features articles written by industry as well as freelancers, a successful advertorial component, a broader perspective that ties in an historical angle,

a unique distribution system including, perhaps not surprisingly given her airline background, being available in Air Canada lounges, and perhaps its signature piece is its cover. Each issue's cover is sponsored and uses a different technology and graphic element; the very first cover featured a hologram cover.

Others have certainly taken notice including those at the more established *Oilweek Magazine*. While the decision was a very difficult one, the opportunity to become publisher of JuneWarren Publishing was one she couldn't pass up. Ever the chameleon, Agnes began her new adventure on May 23rd and very much looks forward to leading the change. **R**

While the decision was a very difficult one, the opportunity to become publisher of JuneWarren Publishing was one she couldn't pass up.

All Shook Up

DEAN JORGENSEN



On October 8, 2005, Dean Jorgensen, '01 BCom, was awoken by violent tremors that shook the foundations of a small guesthouse where he and several friends from the Canadian High Commission in Islamabad were staying.

I was in Nathia Gali, a hill station in the mountains north of Islamabad, about 50 km from the epicentre,” says Jorgensen from his home in Pakistan.

“I remember waking up because my room was shaking, and I ran outside with my friends who had also been woken up by the quake,” he adds.

During the days that followed, reports of more than 73,000 deaths, most of them in Pakistani-administered Kashmir, headlined in the world’s media. Tens of thousands of people were injured and up to three million left homeless.

“We spent the rest of the day sort of in shock—contemplating what had just happened yet not knowing any details of the extent of the damage since we were in a fairly isolated village, says Jorgensen.

Barely a month into his posting as a Canadian immigration officer, Jorgensen was already experiencing the reality of living in a country with limited infrastructure to deal with a natural disaster of such magnitude.

While visiting the areas most affected, Jorgensen says it was hard to take in the scale of destruction.

The damage was astounding in some areas where entire sections of villages were completely leveled or covered in debris from landslides.

With many immigration cases Jorgensen was working on coming from the areas hardest hit by the earthquake, it was important to see first-hand the extent of damage.

“The damage was astounding in some areas where entire sections of villages were completely leveled or covered in debris from landslides,” he says

“I saw sites where schools and hospitals once stood, but where now there are just piles of rubble and mangled reinforced concrete.”

Apart from this rather tumultuous start to his time in Pakistan, Jorgensen has relished his first overseas posting.

Pakistan as a nation has a relatively short history; it was formed in 1947 after Indian independence and the partition of the former British colony into separate Muslim and Hindu countries.

Its history has been peppered by violence spawned by the partition and more particularly the issue of Kashmir yet Jorgensen says much of the bad press is not a reflection of the reality of living in Pakistan.

“There are so many misconceptions about this country, because people tend to only hear about the controversy or violence,” says Jorgensen.

“Pakistan is a very vibrant country

with rich cultural traditions combined with some cosmopolitan flair,” he adds.

Jorgensen’s journey to Pakistan took almost four years to complete. After graduating from the Alberta School of Business in fall 2001 he passed the Foreign Service Recruitment exams.

In December 2002 he was officially offered a position with Citizenship and Immigration Canada. Intensive French language and job skills training followed, as well as two six-week stints at Canadian Embassies in Ankara and Beirut.

While the transition to living in Pakistan has been made easier by staying in the Canadian residential compound, Jorgensen says he still had to make some major adjustments. “Life here is not nearly as commercialized as back in Canada.”

“There are no large shopping malls or mega grocery stores where you can get everything you need in one place. Shopping here, even for everyday groceries, turns into a lengthy chore as I trek from one market to the next trying to find exactly what I’m looking for,” he says.

“Sometimes it’s fun, but, most times, I resign myself to the fact that I can’t find exactly what I’m looking for and settle for something that’s close enough.”

Despite this, Jorgensen says it is a small price to pay for living in a country rich in historical sites and full of unspoiled natural beauty.

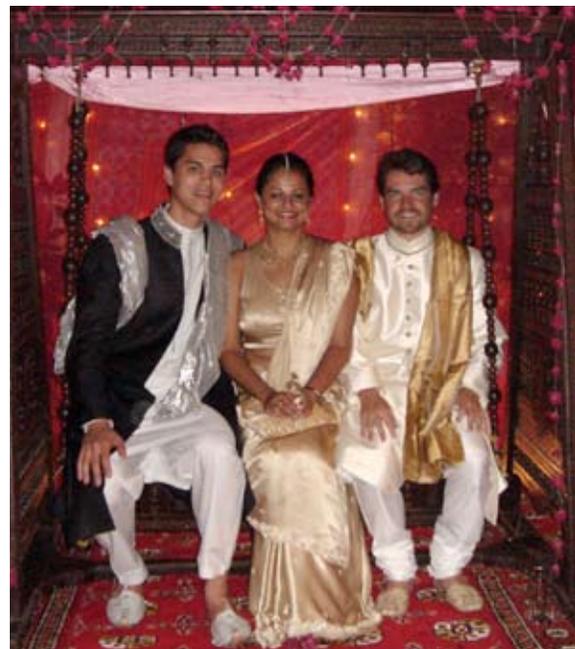


“To top it all off, there is never a shortage of parties, cultural activities, and functions to attend,” he says.

Jorgensen will be in Pakistan until 2007 and says he has plenty of good ideas for anyone wanting to visit the country.

“I would say that the greatest thing about being in the Canadian Foreign Service is that it gives me the opportunity to experience life in foreign countries,” he says.

“I get to live in another country for a few years, get to know the people, and really experience what it’s like to be a part of the culture rather than just visiting as a tourist.” [F](#)



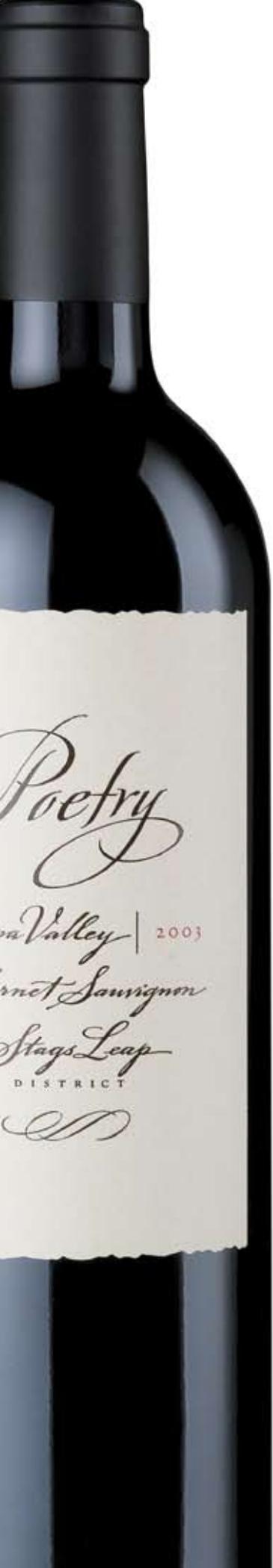
“There are so many misconceptions about this country, because people tend to only hear about the controversy or violence. Pakistan is a very vibrant country with rich cultural traditions combined with some cosmopolitan flair.”

CLIFF LEDE:



A Passion for People and

Poetry



Cliff Lede, '79 BCom, personifies passion: passion for people and passion for finding poetry in all that he now does. Poetry comes in many forms he says: words, nature, music, architecture, wine, art, the perfect morning run, to name but a few. It is a quality that stirs the imagination; a quality of spontaneity and grace. And this is very much what he has created in Napa Valley, both figuratively and literally, since buying a vineyard in 2002.

Poetry INN

CLIFF LEDE VINEYARDS

Poetry is both the name of his flagship wine and the name of the dreamy and luxurious restored inn, aptly named Poetry Inn, and both stir the imagination. The 2002 Poetry is a rich, opulent wine, which is drinking incredibly well now but with a 20-year cellar potential. The Poetry Inn, the only public accommodation in the exquisite Stags Leap District, opened in May 2005 and was featured in the June 2006 issue of Architectural Digest magazine. Surprised that the name Poetry was still available for a wine, it was yet another signal that poetry was meant to be. “There is poetry in everything in this valley” says Cliff, “and we want that feeling to pervade this place.”

Poetry is not the name of the winery however. Cliff Lede Vineyards is the new name of what was S. Anderson Vineyard, a family-owned producer of still and sparkling wine established in 1971. Having the vineyard named after him was clearly not his first choice given his team approach to business, but he was convinced by his team that it was the way to go. Visitors to vineyards like to know who the proprietor is and to meet him if at all possible, and Cliff may love this most of all. As the long-time president of Ledcor Industries, “the construction business was great preparation for the wine business” says Cliff. “Both are very much a people business.”

Cliff’s philosophy remains to hire the best and the brightest, and his team includes Michelle Edwards, a talented UC Davis-educated wine-maker; France’s famed consultant Michel Rolland; and the much-revered David Abreu who manages the vineyards. All have played an integral role in introducing Cliff’s true love, Bordeaux, to the vineyard’s offerings.

Having been involved in a family business has also proven valuable given the high percentage of vineyards that are family run. His family and friends have clearly been a strong influence and remain a priority. One of the best things about his days at business school he adds were meeting two life-long friends there, Allan Sawin, ’77 BCom, and his wife Sally (nee Baldwin), ’78 BCom.

Cliff’s relationship with wine began early when as a kid he raided his mother’s homemade wine stored in the basement. He remains very close to his mother, an independent woman of great strength, who still resides in Leduc. Cliff and his brother Dave, ’70 BCom, were at the helm of Edmonton-founded and Vancouver-based Ledcor Industries for over 25 years, overseeing its growth into one of North America’s most successful and respected construction companies. Recognizing each other’s strengths, healthy competition between the two brothers, and the fact that they were opposites are what allowed them to succeed, survive, and thrive in business says Cliff. Despite relinquishing his role as president, they still speak almost daily.

Cliff’s immediate family, of whom he is both proud and protective, includes his wife Cheryl, his true “partner in wine,” two children from his first marriage, Cheryl’s son, and a child he just recently discovered he fathered 30 years ago. The gene pool is an interesting thing shares Cliff reflectively. “This young woman also earned her business degree, went off to explore Europe, fell in love, got married, lived overseas since, and is now a successful business woman.” A self-described free spirit, this may very well have been the path Cliff took as a youngster had it not been for the tragic death of his father when Cliff was just 24.

*Napa Valley... “
a place where the soil has
sublimated under the sun
and stars to something
finer, and the wine is
bottled poetry.”*

Robert Louis Stevenson, 1883.





*“There is poetry in everything in this valley
and we want that feeling to pervade this place.”*

Cliff Lede



Poetry Inn: “a microclimate of luxury where slippers magically appear beside your bed, the pillow is preordered to your specifications, and killer views from your private entrance lull you into believing that the entire Napa Valley is yours and that you are the only one with the key.”

Architectural Digest, June 2006

From a modest beginning in 1947, father Bill Lede established the company then known as Leduc Construction Co. Ltd. Acquiring the company’s first crawler tractor, the company’s entry into the construction industry was a historic one: building the access road and well site for Imperial Oil’s famous discovery oil well, Leduc No. 1. In 1968, he was elected mayor and served as mayor of Leduc for 12 years. “No one would run against him” says Cliff, “he was so well respected.”

In 1980, the inconceivable happened and Bill was killed on the job – he was buried alive when the face of a 20-metre-high pile of gravel fell on him. “I certainly grew up that day” Cliff recalls both somberly and distantly. “We were there when it happened. We dug him out of the gravel pile and then went home to tell Mom that Dad was dead”.

In addition to being both a realist and a free spirit, Cliff also describes himself as a non-conformist; and perhaps the most challenging of the four siblings to

raise. One of his favourite high-school activities was hanging out at the pool hall, but before he could go his father would make him spend one hour working with him at two of his passions: gardening or carpentry. “I hated them both,” Cliff recalls, but treasures the conversations they were able to share. When asked about his first flirtation with entrepreneurship, he smiles and says, “I think it might have been when I was high-school president and we brought in bands for dances...we always made money.”

Today, a father’s passions may very well be what fueled his son’s. Carpentry is very much the foundation of the construction business, the Cliff Lede Vineyard is indeed a garden in paradise, and people are very much at the heart of both. And while one might assume that this may be the time and the place he takes a well-earned break and enjoys the fruits of his labour, Cliff with a twinkle in his eye says, “Well, I can’t announce it officially...” as he enthusiastically discusses his next new venture. A proud father Bill would be. **B**

Researching the Canadian Wine Industry

Go ahead. Poke fun at Bob Hinings and Trish Reay. In the three or four years they've been studying wineries in the Okanagan they've gotten used to it.

“My colleagues tease me that I’m doing research that they’d like to do,” says Reay, an assistant professor whose specialties include family business.

Adds Hinings, a professor emeritus who specializes in organization design and change, “I was mentioning it to (a colleague from Israel) recently and he said, ‘that’s a job for an old retired guy – he travels around the world tasting wine and says it’s research.’”

The research is being funded by the Centre for Entrepreneurship and Family Enterprise at the Alberta School of Business, which seems fitting. Hinings, a self-admitted “wine guy,” and Reay chose their subject less for the chance to drink on the job than for an opportunity to take a closer look at different kinds of family-run businesses. What they’re learning has fascinated them.

The Okanagan wine industry began blossoming in the 1990s in large part owing to the Free Trade Agreement and legislation in British Columbia designed to encourage small wineries.

Vineyard owners were given incentives to rip out old grape vines and plant proven, palatable varieties such as cabernet sauvignon, merlot,

shiraz, and chardonnay. The government also introduced a “farm-gate winery policy” whereby small producers would get a tax break simply for staying small, a plan that encouraged them to sell most of their wine on site instead of relying on distributors.

The incentives, combined with the natural beauty of the Okanagan, acted as a magnet.

“You have the traditional families, but more and more you have the lifestyle families,” Hinings says. “That is, the people who have had a career somewhere else and don’t necessarily know anything about wine other than that they enjoy it, and they become aficionados and decide to change their lives in their 40s or 50s, and they buy or set up a winery. The last ten years has seen an enormous expansion of the Okanagan wine industry – husbands and wives and children or two families buying a winery together.”

It’s not as easy, however, as picking some grapes, crushing them, pouring

the results into a bottle with a pretty label, and selling it to passers-by – or hiring someone to run the winery for you, which many families have done. “The agriculture is very important,” Reay says. “You can’t make excellent wine without excellent grapes so there’s a strong connection to the land.”

And woe to those who don’t realize that in time. “Some of these families have fallen flat on their faces,” says Hinings, who points out that a common mistake is underestimating how competitive the industry is.

Within the industry, Canada is considered part of the “New World” along with Australia, New Zealand, and the United States. But Canada is such a small player – with about 200 wineries (roughly 70 in the Okanagan) compared to 500 in California alone – that it’s often overlooked on the international stage. However, it produces some of the best wines in the world, a fact Hinings believes is a direct result of its size.

“Because the Canadian industry is so



Trish Reay and Bob Hinings

small, the only way they could go was quality,” he says. “They would produce relatively small amounts of wine, but they would be in the premium or super premium level. They’re not producing wines at \$7, \$8, or \$9 a bottle, they’re producing wines at \$14, or, even now, you can buy Okanagan wines at more than \$100 a bottle.”

One product that Hinings says Okanagan wineries can turn out “better than anyone else in the world,” is ice wine. To make ice wine, grapes are left on the vines into December or January so they can freeze. The wine industry is strictly regulated and picking for ice wine can occur only when the temperature is minus eight degrees or lower. At that point, the grapes are frozen, the water has disappeared, and all that remains is the grape essence.

Hinings was recently reading the leading British wine magazine, *Decanter*, when he came across an article about wines in Asia. Apparently, Iniskillen, produced in the Niagara region of Ontario, is one of the biggest sellers in India.

That the wine made its way to India is another telling detail about the Canadian wine industry. Iniskillen started out as a small two-family owned winery in 1975. Eventually it was bought by Vincor, one of the world’s top wine corporations. Vincor which owned nine other Canadian wineries including three in the Okanagan, was recently bought by Constellation Brands, the largest wine and spirit company in the world. In other words, Iniskillen is no longer family-owned. But you won’t learn that on its web site.



In fact, none of the formerly family-owned wineries that have been bought by corporations draw attention to their corporate status. That’s because part of the charm of regional wineries is the perception that they’re small and local.

“Being family owned is a real positive,” Hinings says. “It gives an image of artisan, caring, production and quality whereas corporate production gives an image of bulk production at cheap prices. You don’t say, ‘here’s Sumac Ridge, a subsidiary of Vincor.’ You say ‘Sumac Ridge.’ It’s personalized because that’s what we want to hear about wine. We don’t want to believe it was produced in the same way you produce petroleum. You want to know it was handcrafted and cared for and families are famous for caring in their businesses.”

Hinings doesn’t think corporate wineries are necessarily bad for the industry. “One of the things the corporate approach brings is profile,” he says, citing the number of tourists drawn to the Okanagan to visit wineries whose products they’ve discovered at their local liquor stores. “All the wineries get tremendous benefits from the region as a whole being profiled. It brings more

people in to the area.”

Corporate affiliation can also affect succession, which is always an issue with small, family-owned businesses. But among the things Hinings and Reay have learned in their research is that even for small wineries that aren’t bought up by corporations, succession is less of an issue than in traditional family businesses.

“Most of the people we are talking to are doing this because it’s what they want to do,” Reay says. “They want their children to have the same freedom to choose. They’re not necessarily planning to turn it over. They do it for a while, and then they may turn it over to a new family. There aren’t many businesses like that, where it keeps changing hands.”

Whether that’s sustainable is a question Hinings and Reay can’t answer because the industry is relatively new, and they haven’t been studying it for that long. What they do know is that Canada is producing some of the best wine in the world – a fact recognized more abroad than at home.

“Canadians don’t really believe it,” Hinings says. “It’s really just beginning to get an international profile and it will probably have an international profile before it has a profile at home.” 

One product that Okanagan wineries can turn out “better than anyone else in the world,” is ice wine.

BUSINESS ALUMNI ASSOCIATION

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

BRANCH CONTACT LIST

CALGARY: Jon Wrathall, '00 BCom
e-mail: jon.wrathall@ualberta.net

FORT McMURRAY:
Marcella Dankow, '94 BCom
e-mail: marcella@artworksgallery.ca

HONG KONG: Catherine Kwan, '98 BCom
e-mail: ckwan@hkbu.edu.hk

LOS ANGELES: Lorne Fierbach, '96 MBA
e-mail: lornefi@comcast.net

MONTREAL: James Hanna, '93 BCom
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OTTAWA: Lee Close, '85 BCom
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SAN FRANCISCO: Melynnie Rizvi, '95 BCom
e-mail: melynnie@comcast.net

TORONTO: Paul Joliat, '02 MBA
e-mail: pjoliat@stellarsponsorship.com

VANCOUVER: Derek Bennett, '68 BCom
e-mail: DerekBennett@shaw.ca

VICTORIA: Brenda Yanchuk, '89 MBA
e-mail: yanchuk@telus.net

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 38 or

www.bus.ualberta.ca/alumni

Business Alumni Survey 2006

The Alberta School of Business and its Alumni Association want to hear from you! In this issue of the *Business Alumni Magazine*, you will find a copy of our 2006 Business Alumni Survey. As a graduate, you are automatically a member of the Business Alumni Association. Please take a few minutes and fill out this questionnaire and return it in the enclosed self-addressed, postage-paid envelope. Your answers are important to us, and will be used to help us better serve you.

We are also using this survey to update our contact database. It would be a great help if you would complete the final section of the questionnaire and provide your contact information. Alumni who provide their contact information will be entered in a draw to win School of Business merchandise.

If you prefer, you can also complete the questionnaire online by visiting the Business Alumni Association website (www.bus.ualberta.ca/alumni/) and following the link to the Alumni Survey. We look forward to hearing your feedback and ideas.

Become a Mentor: Share Your Expertise.

The Business Alumni Association is hoping to expand its mentorship program - bringing current U of A MBA students together with members of the business community. The program provides valuable networking opportunities to our students as they learn more about the industries and careers available to them and continue to enhance their connections within the business community.

If you are interested in sharing your business expertise, we would welcome your participation in the program. If you live outside the greater Edmonton area, but would like to be involved as an on-line mentor, please let us know. This program is a great way to stay connected to the Alberta School of Business.

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.

Like Sunshine and Wine?

Join fellow Alberta School of Business alumni on the weekend of November 17-18, 2006 at a special wine tasting at Cliff Lede Vineyards in California's lush Napa Valley.

For more information on this exclusive event, email alumni.business@ualberta.ca or call (780) 492-1192 or toll free (in North America) 1-877-362-3222.



Reunion 2006

**Mark the Date – Reunion Weekend 2006:
September 28 – October 1**

Dean Mike Percy and the Business Alumni Association will host the School of Business Annual Brunch (complimentary) and Open House on Saturday, September 30th. Join fellow classmates and other Business alumni for a walk down memory lane, special building tours and a chance to meet some of the School's current Business students. Tours run from 10 – 11am and brunch from 11 – noon. We look forward to welcoming you back to campus.

A special thank you to our 2006 Reunion Organizers (to date)

- 1956 Commerce** Betty Jean Buchanan
John Tweddle
Grant Fairley
- 1961 Commerce** Joan Cowling
- 1971 MBA** David Allan
- 1976 Commerce** Damen Ng
- 1981 Commerce** Carole Hunt
Doug Bell
Larry Jenkinson
- 1986 Commerce** Kurian Tharakan

If you are celebrating an anniversary year in 2006 and would like to volunteer as your class organizer, please contact us at alumni.business@ualberta.ca or by phone 492-1192 or toll free (North America) at 1-877-362-3222.

Business in The Bears' Den

On Saturday, January 28th, close to 100 Business alumni and their families and friends enjoyed cheering on the Bear's Hockey Club to an exciting 3-1 victory over the Saskatchewan Huskies.



Grandmother and Mom cheer on Golden Bear Perry Johnson (#24).



Malcolm Fleming and Barton Goth



Future alumni Jens Christianson and Stu Ure

Back to the Second Floor

On April 27th, current student Business club executives joined with former Business club members (and current alumni) to share stories - past and present.



Craig Thorkelsson and Sheila Stosky



Jodi Tauber and Aaron Brown

COME CELEBRATE THE BIG

40!
See you there!

2006 MARKS THE 40TH ANNIVERSARY of the first MBA graduating class from the Alberta School of Business, and Dean Mike Percy and the Business Alumni Association want to encourage as many MBA alumni as possible to help celebrate this milestone.

A reception is planned for Wednesday, September 27th (confirm date!?) from 5-7pm at Edmonton's Royal Glenora Club. Please mark the date in your calendar and plan to attend this special anniversary celebration. If we don't have your current contact information, email alumni.business@ualberta.ca to be added to our list. And – if you're in touch with your MBA classmates – spread the word. We hope to have an excellent turnout – including some members of the first MBA Class of 1966.

Vancouver and Victoria Alumni Brunch: May 2006

Several Business alumni attended the Spring alumni brunches in both Victoria and Vancouver to hear new University of Alberta President, Indira Samarasekera, talk about her vision for the U of A.



Glenn Sommerey, Rick and Sandy Taylor



Rhonda Johnson, Brenda Yanchuk and Brad Cunnin, Victoria



Evelyn Miller, Monica Wegner and Glen Patterson



Carolyn and Derek Bennett (Vancouver BAA Branch President) and Don Holmstrom

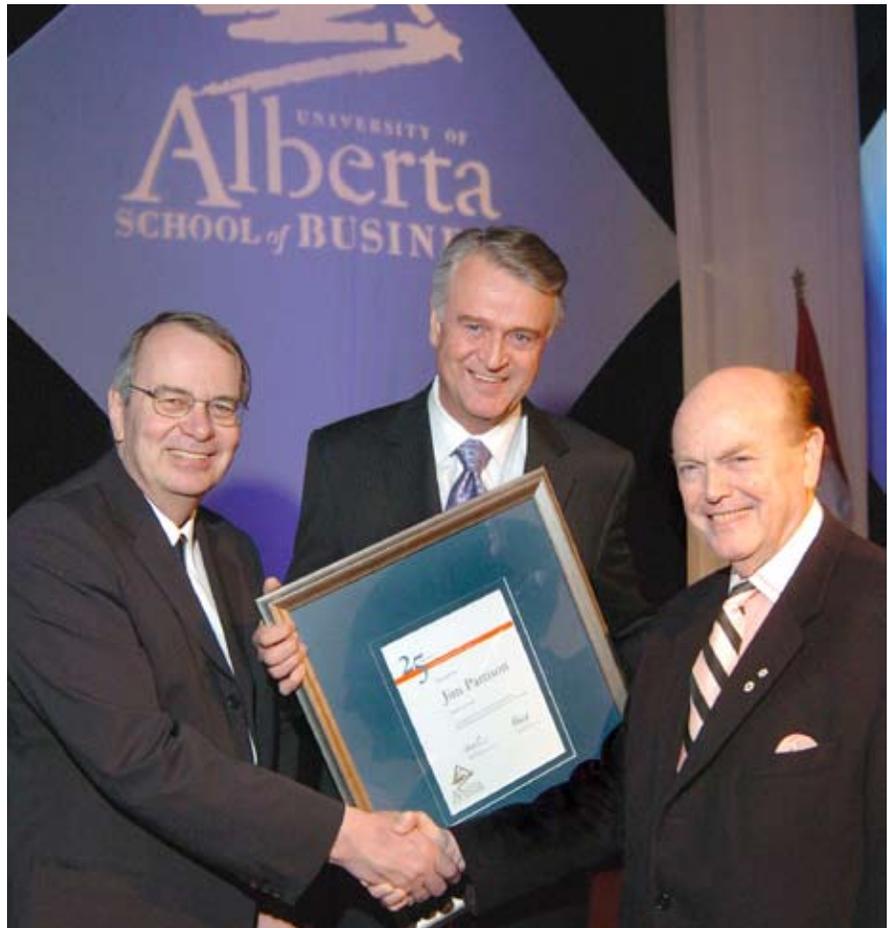
CBLA Celebrating 25 Years of Leadership

The 2006 Canadian Business Leader Award dinner on March 30 marked the 25th anniversary of the award for the Alberta School of Business.

From Francis Winspear, the inaugural award recipient in 1982, to Jim Pattison, the 2006 recipient, the award recipients have exemplified the best qualities of business leaders – uncommon vision, sound common sense, a commitment to the community, and national recognition for their business acumen.

Established in 1981 through its Business Advisory Council, the award grew from the Faculty's efforts to build strong, two-way bridges between the Faculty, its students and the business community. The University of Alberta was the first Canadian business faculty to present an annual award for outstanding business leadership in the community.

On March 30 over 850 members of the business, government, and university communities, former CBLA recipients, alumni, and students gathered at the Shaw Conference Centre in Edmonton to honor 2006 recipient Jim Pattison, and to celebrate 25 years of leadership.



Dean Michael Percy, Chairman, Business Advisory Council, Pat Daniel, and CBLA 2006 recipient Jim Pattison

Randy Otto, '75 BCom, Toronto

A favorite part of Jim Pattison's visit was being able to meet with MBA students during an informal and dynamic question and answer session over lunch. Accompanying him to campus was long-time Pattison employee and Alberta School of Business alumnus Randy Otto, who joined the Pattison Group shortly after graduation. Beginning as a management trainee in accounting, Randy also spent four years in Florida with Pattison's Ripley's Believe it or Not. Today Randy is the President of Pattison Outdoor Advertising in Toronto. When asked what it was that still drives him, Pattison replied that watching employees such as Randy thrive and grow was one of them. Pattison's advice to the students included: not to be too proud to start at the bottom, there is no substitute for experience, and that if you take a job with passion, the titles and money will find you."





CBLA RECIPIENTS

1982	Francis Winspear
1983	GRA Rice
1984	John E Poole
1985	Ron Southern
1986	Walter Light
1987	Stanley A Milner
1988	Rhys T Eyton
1989	A Jean de Grandpre
1990	Maxwell W Ward
1991	Laurent Beaudoin
1992	George Cohoon
1993	Robert Stollery
1994	Richard Haskayne
1995	JR Shaw
1996	JE (Ted) Newall
1997	Eric Newell
1998	Maureen Kempston Darkes
1999	Gerry Maier
2000	Rick George
2001	John Roth
2002	Brian F MacNeill
2003	Gwyn Morgan and David O'Brien
2004	Clive Beddoe
2005	Ross Grieve
2006	Jim Pattison

CBLA 2007 Nomination Deadline:

June 23, 2006

For applications please visit the website at www.bus.ualberta.ca

2006 Recipient – Jim Pattison

It is difficult to drive down almost any street in Canada that hasn't been touched by Jim Pattison's vision. You can buy a car at one of his dealerships, listen to one of this radio stations, drive by one of his billboards, or buy food from one of his stores.

The Jim Pattison Group has more than 17,000 employees with investments in Canada, the US, Mexico, Europe, Asia and Australia. The Group's annual sales surpass \$5.7 billion; their assets total over \$3.3 billion.

Pattison began his entrepreneurial journey selling garden seeds door to door. Today he is Chairman, President, CEO and sole proprietor of Canada's third largest privately-held company. He is a long-time Officer of the Order of Canada and British Columbia.

In April of 2004 Pattison received the International Horatio Alger Award in Washington DC honouring those who have "succeeded in spite of adversity and of encouraging young people to pursue their dreams through higher education."

STUDENT AWARDS FOR LEADERSHIP ANNOUNCED

In celebration of the 25th anniversary, Dean Mike Percy announced the establishment of the Canadian Business Leader Graduate Award for Leadership Excellence and the Canadian Business Leader Award for Undergraduate Students. Both awards will naturally include strong leadership qualities among the conditions for eligibility. The creation of these awards was made possible by funding from individual and corporate supporters of the annual CBLA dinner.

Derek Bennett, '68 BCom, Vancouver

"I want to say how much I enjoyed, and how impressed I was, by this year's CBLA event, and how much I appreciated the invite to join fellow Business School alumni. The event was outstanding both from its professional and flawless organization to the number and impressive list of attendees.

WOW! We have come a long ways from the days of the Quonset hut and the struggles to get the Business School recognized as a Faculty – it made me very proud to be a Business School alumnus.

When I reflect back to the days when I left the school in 1968, I am sure that not even the most optimistic alumna could even imagine the importance and significance that the School has achieved today. The whole enrollment of the School in 1968 probably equaled the attendance at this year's CBLA and in 1968 we would have had trouble getting University recognition for such an event. Today we command the attention and attendance of the most significant business leaders in the Canadian business community.

Again, thank you and a job well done!"

Executive Education and Lifelong Learning

The Alberta economy is on fire and times have not been this good for a long time.



Telus Centre, home of Executive Education and Lifelong Learning

Fueled by high oil prices, gas exploration, incentives, and opportunities for businesses and corporations to set up headquarters, the province is now regarded as one of the fastest growing economic regions in North America if not the world.

To signal its on-going commitment to developing the skills and talents of those executives who play a major role in driving the economy forward, the Alberta School of Business has restructured and launched a series of exciting new initiatives.

“It made complete sense to us to bring the school’s strategic initiatives and executive education under one umbrella,” says Carolyn Campbell who is assistant dean of the newly-created Executive Education and Lifelong Learning (EELL).

“We added lifelong learning to the title to signal our commitment to providing learning opportunities throughout the career span of an executive,” she adds.

Campbell says the new structure will allow more opportunities to tailor-

make executive education programs and tie in with some of the cutting-edge research work carried out at the School’s numerous research centres.

The School’s executive education department already had the experience and infrastructure in place to co-ordinate and deliver courses so it made good sense to join forces with the strategic initiatives team and provide more opportunities for lifelong learning and career development.

For example, Campbell says the visit of an influential person to an Alberta School of Business research centre could be tied in with a seminar or learning opportunity that will benefit executives interested in that particular area.

“We want to provide more opportunities for tying in what goes on in the business community with what faculty and our research centres are doing as well as getting applied research into the community,” says Campbell.

Prior to her EELL appointment, Campbell was in charge of strategic initiatives at the Alberta School of Business. This included bringing in guest speakers and organizing seminars. With

“We want to provide more opportunities for tying in what goes on in the business community with what faculty and our research centres are doing as well as getting applied research into the community.”

Carolyn Campbell

a background in the arts and many years experience working in various capacities on campus, Campbell says she has adopted a fresh approach to integrating learning opportunities for executives with what is going on at the School.

Campbell says EELL will continue to provide its long-standing laddered open enrollment courses for executives and Alberta Government programs.

“The Alberta School of Business has a real contribution to make to the business community and we are excited by the opportunities offered by this restructuring,” says Campbell. **R**

Energy Program for Emerging Talent

An Alberta School of Business executive education program specifically designed for the energy sector will launch in October 2006.

Calgary-based executive director of the program Steve Brierley says it will be the first of its kind and was requested by industry representatives keen to provide professional skills and training opportunities for emerging talent within a company.

The energy sector includes the obvious oil, coal, and gas industries, but, also those that support them such as construction and transportation.

- The 10-day program will include: financial management, risk management, geo political issues, mergers and acquisitions, workforce planning, and recruiting. Using case studies drawn from North American experiences, the program will provide participants with relevant, up-to-date information to work with.

- Faculty from the Alberta School of Business and Engineering will instruct on the program which is being run out of Calgary.

- Participant numbers will be capped at 30 and several courses are planned for 2007.

Terry Harris

HAS COME FULL CIRCLE

A graduate of the Alberta School of Business, '77 BCom, with a graduate degree in Industrial and Labor Relations from Cornell, Harris is now the director of governance, ethics, and strategic initiatives for the School's Executive Education and Lifelong Learning Centre (EELL).

Harris came back to the University two years ago after a successful career in human resources, to work in an area that he considers among the most strategic for any organization, succession management.

"Succession management is about developing and harnessing the talent within an organization (or going out and attracting the needed talent)," says Harris. "It's about fulfilling the strategy... identifying, assessing, and developing the next generation of leaders to achieve the organization's goals," he adds.

Working in the School's Executive Education group, as it was then called, was a natural fit for the highly-experienced Harris. With senior management experience leading HR

teams in a wide range of industries including medium and large, publicly-traded, international companies (high tech and heavy industrial) as well as in the public sector (Health and Education), Harris's experience working with executives and board members is broad and relevant to the work he does today.

Prior to the October 2005 restructuring, Harris led business development efforts for EELL but has now taken on strategic initiatives and the governance and ethics development portfolio.

"This also is something I am very excited about working on," says Harris.

On top of his responsibilities stewarding these exciting new initiatives, Harris teaches a senior-level university course in employment relations and is active in professional and community organizations as well as his involvement in the Edmonton Chamber of Commerce and the Edmonton Economic Development Corporation.

Harris is married with two children – one of whom attends the University of Alberta.



Woman on Board Take Your Place at the Boardroom Table

The Women on Board initiative was launched in 2005 and is a unique learning and networking opportunity for women interested or involved in corporate governance.

The 2 12-day program was developed specifically for high-level female executives who are seeking corporate board appointments or those who have recently received their first appointment.

Working with Alberta Venture chief Ruth Kelly, the School organized its first program at Jasper Park Lodge in

fall 2005 and hailed it a success. Another symposium will be held September 24-26 2006 at the same venue.

EELL assistant dean Carolyn Campbell is particularly excited about this initiative as it gives the Alberta School of Business an opportunity to run an innovative program that engages an important sector of the business community.

Topics discussed at the Women on Board program range from board ethics, regulatory and environmental changes to board strategy, functions and composition.

Full “Court” Press for His School

COURT CARRUTHERS

It has only been ten years since Court Carruthers was an undergraduate student, but even so, he still remembers how expensive it was.

“I was fortunate because I had some scholarship assistance, but I also worked during school on top of a full course load. Living at home, I was lucky I could rely on my parents for moral and financial support,” says Court. Court’s hard work has paid off – he is enjoying a successful career as a vice president with Acklands-Grainger based in Toronto. With headquarters in Richmond Hill, Ontario, and over 160 branches from coast to coast, Acklands-Grainger is Canada’s largest distributor of MRO (Maintenance, Repair, Operating) products with annual sales of over \$600 million.

“My wife Kirstin and I feel that our education and parents’ support are major reasons we are able to enjoy the lifestyle we have today. We felt that giving something back to the Alberta School of Business was a good idea, and I also wanted to recognize my mom for all the support she gave me throughout the years. Naming a scholarship after my mom was a nice way to do both.” The Gay D Carruthers Scholarship in Marketing recognizes academic excellence and, this January, both Court and his mother Gay were there to meet the first recipient Alison Pendray in person. “Having my mom at the student awards ceremony to

For my mom, I wanted her to know she is still helping students reach their potential although she doesn’t have to feed them now,”

meet Alison was a great thrill and very fulfilling for me. Alison is an amazing individual and I’m really proud to have this scholarship associated with her. She is an exceptional marketing student and

I was really struck with how her ambitions are so similar to the ones I had as a student. For my mom, I wanted her to know she is still helping students reach their potential although she doesn’t have to feed them now,” laughs Court.

Court’s involvement in the School hasn’t stopped there. In July, Court will be joining the School’s Business Advisory Council, which provides strategic direction and assistance to the Dean and the School.

And, during a recent trip back to Alberta in March, Court took some time to speak at the MBA Forums on recruiting and developing high-performing employees, Acklands-Grainger, and his insights on finding the “right” job in a dynamic employment market.

“When Dean Percy asked me to speak to the MBAs about what has driven our success in hiring and retaining high-quality employees, I looked at it as a chance to share some of my learning and educate others about our organization,” says Court. “These discussions are a great way to show people what your corporate culture is all about and to help students who are looking for information beyond what they learn in class.” And, based upon the response, Acklands-Grainger might just be ahead of the hiring curve in the future. **R**



Court Carruthers presents the Gay D. Carruthers Scholarship in Marketing to Alison Pendray.

“Close” at Heart

LEE CLOSE



When Lee Close arrived in Edmonton from Ottawa in late March to attend the School’s keynote event of the year, the Canadian Business Leader Award Dinner, her schedule was packed. Not only was she visiting with her family who have been living in Edmonton and area for generations (her uncle is a business graduate also), she also planned on seeing a number of friends during the visit.

Lee, the School’s alumni branch volunteer for Ottawa, has given back to the school as a loyal annual donor for the last two decades. As Ernst & Young Inc.’s vice president in the Transaction Advisory Services group, (she is a licensed trustee in bankruptcy and does insolvency and restructuring work around the country), Lee was also instrumental in facilitating matching gifts from her employer for the last few years.

“I’ve been enriched by the School in two important ways: professional success and friendship. My professional success has allowed me to contribute to the School and I want to contribute as a thank you to all the friends I made during my time at the University of Alberta.”

Acrodex Broadens Impact

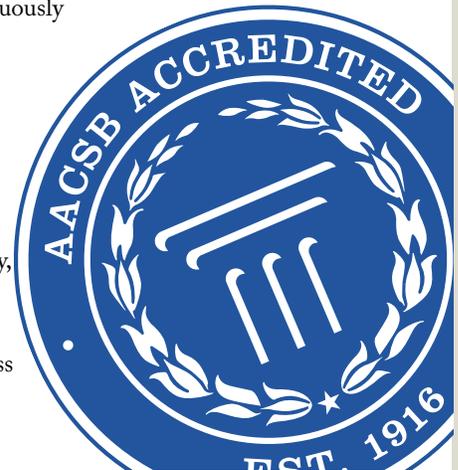
Acrodex may be a name you aren’t familiar with, but if you’ve been a student or professor at the Alberta School of Business in the past 10 years you have been impacted by them.

This Edmonton-based supplier of IBM products and services has grown from humble beginnings into one of Edmonton’s truly great technology companies. With a long-standing history of employing Business graduates, Acrodex recently provided a generous donation of \$100,000 to the Alberta School of Business towards the Campaign 2008. These funds will assist in supporting the campaign’s top priorities regarding scholarships, retaining academic excellence, enhancing technology and strengthening community linkages.

Global Recognition

The Alberta School of Business received word from the AACSB, the premier global accrediting body for business schools, that we have been re-accredited, making us the longest running continuously accredited business school in Canada.

According to the team report, our strengths include research excellence, noting a *Financial Times* research ranking of 48th in the world, Faculty recruitment success, “due to a climate of collaboration, a sense of community, a place where people are happy to try and exceed expectations,” and an excellent relationship with the business community and alumni.



Alberta MBA – Top 100

The Financial Times of London released their 2006 MBA rankings on January 30. The Alberta MBA was named as one of the top 100 full-time MBA programs in the world, and ranked in the top 50 in terms of value for money, as well as in overall research.

A highlight was that we were also named on a top ten list, the only Canadian school to place, ranking seventh for “Best in Economics” with the likes of Chicago, MIT, Berkeley, Yale, Rochester, Dartmouth, and Pennsylvania.

Seven Canadian schools placed in the top 100, with only two western universities, UBC and Alberta qualifying. The University of Pennsylvania, Wharton, finished number one in the world. The ranking measures the career development of alumni three years out, the diversity of the school and its programs, and each school’s research capability.

STUDENT NEWS

BY CLARK BARR, PRESIDENT, BUSINESS STUDENTS' ASSOCIATION, 2005-2006

A New Challenge in the West

An exciting new opportunity presented itself to students this year. The first ever Jeux de Commerce West Case Competition brought together 440 of the top business students from across Canada to Vancouver for a weekend in late January. Over 40 of our students went head to head with other Western schools in business case competitions, soccer, and a debate. The weekend was undoubtedly a success with first place finishes in Taxation and Debate on top of several top five finishes in other categories. The team was fortunate enough to have support from faculty as well as the corporate community and, with continued support, is looking forward to doing even better next year!



Jeux de Commerce West Case Competition team



A Winter Dream

Shaking away those winter blues got a whole lot easier for Business students this year with the addition of the CGA Winter Gala. The Gala lineup was action packed and included a delicious dinner, a fashion show, and the conclusion to the week-long *The Apprentice* challenge. The program concluded with alumnus Don Herman, '90 BCom, speaking about the importance of being active within our communities. The night was not over yet though and guests were cutting some rug on the dance floor into the wee hours of the morning. The theme of the night was *Frost: Add a Layer* and, without a doubt, the students in attendance came away from the night with additional layers including improved ideas, skills, and perspectives.

Winter Gala – Frost: Add a Layer



Five Day for the Homeless

Homeless for a Cause

This semester also saw the return of an interesting charity event known as *Five Days for the Homeless*. Frank Callele (another Business student) and I were “homeless” for five straight days in March in an effort to raise awareness and funds for the Youth Emergency Shelter Society in Edmonton. During this time, we did not leave campus, had no disposable incomes, no access to shelter at night, and went without common comforts such as showers and a reliable source of food. In addition to the two students, Dr. Sandy Hilton, an accounting professor, challenged students and staff to raise at

least \$500 for him to also sleep outside for a night. He might have gotten more than he bargained for because thanks to generous School of Business support, Sandy had to sleep out in the cold for three nights. The nights were chilly and the days got a little long by the end of the week, but it was all worth it.

Aside from the awareness that was raised throughout the week, our trio successfully raised over \$5,500 in donations! This money will help to give less fortunate youth a second chance. More information can be found on our web site at www.fivedays.ca

Beer 101

This year marked the 19th Annual End of Classes Beergardens held on April 11 and 12. The event got its start in 1987 when some ambitious BSA executive had an idea to hold a campus-wide Beergardens on the last two days of classes. In the initial years, the event was more for fun than anything and was run on a break-even basis. Since then, it has grown nearly every year and has become institutionalized as a key part of the University experience.

This year was yet another chance to prove that Business students know how to put on a great party and use some of our business skills from the classroom. With eight bands playing live music and the cooperation of Mother Nature, we are happy to report that this marked the second straight year of record profits! Throughout most of the day, it was almost impossible to keep up with demand but volunteer Business students worked feverishly in order to

serve over 19,000 units of beer and coolers to the 7,000 University students who packed into the Main Quad. With earnings of around \$26,000 for the two day event, the money will go a long way to providing services and improving student life for Business students. This includes supporting the purchase of agenda books, several capital expenditures, and subsidizing student tickets to various events. Part of the funds raised was also donated to Mothers Against Drunk Driving.



19th Annual Beer Gardens



Clark Barr and Holly Tomte

Back to the Second Floor

The last week of April saw Business Club executives, past and present, get together on the second floor of the School of Business. It provided a great opportunity for alumni to reconnect with the clubs that played a huge role in their university life and current club executives. It also provided future and current executives the chance to meet their predecessors and learn a little bit about how the clubs and University in general were in the past. There were many interesting stories shared and students enjoyed hearing how some things never change over the years. Everyone is certainly looking forward to this event being held in the future!

In total, there are currently eleven student clubs at the School including the Accounting Club, Alberta Student Association for Social Entrepreneurship, Business and Beyond Toastmasters Club, Business Students Association, Co-operative Education Students' Association, Human Resource Management Club, AIESEC, Investors' Club, U of A Marketing Association, Management Information Systems Club, and the Rocky Mountain Business Seminar.

The upcoming year will be a milestone for the Business Students' Association as we will be celebrating our 40th Anniversary. We very much look forward to celebrating our past and to continuing to provide students with *Education Beyond the Classroom!*

Broken Bones – But Not a Broken Spirit



KIMBERLY JOINES

Hurling down a ski slope on a high-tech sit ski at speeds up to what most people only feel comfortable driving on the open highway, Kimberly Joines makes an impressive sight.

Legs tucked tightly into a specially-made pod to protect them from breaking in a fall or bashing into her chin as she bounces and flies down a mountain, Joines attacks each course with an all-or-nothing attitude that has earned her something of a reputation on the international disabled ski circuit.

According to one sports commentator you will find Joines either, “on the podium or in the fence.”

In April, 24-year-old Joines, who is currently studying for a BCom at the Alberta School of Business, returned from the Winter Paralympics in Turin with a bronze medal in the Super-G event. She ranks second in the world in this event and, according to fellow skiers on the international circuit, poses a real threat to the woman who currently holds top spot.

After spending time with Joines, it is hard not to get swept into her current of positive thoughts and outlook on life. Despite losing the use of her legs in a snowboarding accident at Lake Louise at the age of 19, Joines has an extraordinary and infectious enthusiasm for life

“After the accident, all the specialists said I was in denial and the fact I was paralyzed would eventually hit me, but, my attitude from the get-go was what’s next?” says Joines.

Joines freely admits that the do-or-die attitude she has adopted throughout her life definitely contributed a lot to the accident that turned her into a paraplegic.

“I remember the day clearly,” she says.

“I had done the jump (at the Lake Louise snowboard park) hundreds of times and

“I figure I did more with my legs during the 19 years I had use of them than most people do in their entire life so why complain about it.”



the night before had been doing flips,” she adds.

Snow conditions changed overnight so Joines decided not do flips but just straight jumps. Her body, however, was still reacting as if she was going to flip, curling in the air and after struggling hard to correct the position, things went horribly wrong.

“I fought hard to correct the position in the air but landed straight on my head,” she says. The impact split her helmet and, within seconds, her fellow workers at the ski field were by her side shaking their heads, touching her back, and saying things did not look good.

Joines broke her back at the L1 – T12 vertebrae, located approximately at the height of her belly button.

“I never let myself get depressed,” she says of her time recovering in Calgary and at Edmonton’s Glenrose Rehabilitation Centre.

A skier since the age of five, Joines’s focus was on getting back onto the slopes as soon as possible and, by the following winter, was on a sit ski learning the skills of this new sport. Within two years of the accident, she was on the national team.

“I figure I did more with my legs during the 19 years I had use of them than most people do in their entire life so why complain about it,” she says of her adjustment to life as a paraplegic. About the only sport she really misses is soccer.

As well as skiing and studying, Joines also works as an office manager for a busy downtown physiotherapy clinic run by two of her close friends. “They are both skiers and have been incredibly supportive of my schedule,” she says.

Being a member of the Alpine Canada disabled ski team means training on and off the snow throughout the entire year.

By May 2006, Joines’s schedule has already taken her to Italy,

Japan, Korea, Austria, and France. In July, she is off to New Zealand for a training camp and her first visit to this country.

Spring is about the only time Joines gets to work at completing her BCom, which she started at Grant MacEwan College in 2000. “If it wasn’t for the accident, I would probably still be a ski bum working as a liftie or something,” she laughs.

An Internet search on Joines reveals some fairly hair-raising accidents during her time as a ski racer. In 2005 she fell 35 feet off a chairlift at the X-Games; she went on to compete and crashed spectacularly – somersaulting six times end over end through the finish line. Near the end of the 2005, she broke her femur in a crash.

In total, Joines has broken 27 bones in her life.

“I said to myself I got off lightly this year because I only broke my nose,” she laughs.

Joines also devotes time to teaching wheelchair skills to younger paraplegics and giving motivational talks to people rehabilitating from accidents at the Glenrose Centre.

At Wheelchair Basic Skills Camps, Joines teaches kids to maximize their mobility and agility in a chair as well as wheeling styles that build strength and promotes independence.

“This is important for young people so they don’t have to rely on others to wheel them around all the time,” she says.

Bright, positive, and motivated to succeed in her sport, Joines says she still has many years of racing ahead of her. The focus for the next four years will be the Winter Olympics in Whistler.

And to de-stress after a hard day or week, Joines’ surprising choice is to go for a good ski. With more experience on the ski circuit will come some changes in her race strategy says Joines.

So perhaps, she says, we might see her on the podium more often in the future rather than in the fence. 



Degrees of Opportunity

SHERILYN TROMPETTER

Sherilyn Trompetter comes by her interest in international relations naturally. Her parents are immigrants – her father is from the Netherlands and her mother the Philippines. For as long as she can remember, she's wanted to work in an international arena.

After earning a BA in Latin American Studies at the U of A in 2000, she spent eight months working for an educational consulting company in Bombay. She was about to start teaching English in Taiwan for three years when she came down with typhoid fever and had to return to Canada.

It was after she recovered, while working for the International Centre at the U of A, that Trompetter learned that the School of Business offers a dual-degree MBA program with an international flavor.

Trompetter had always planned to earn a master's degree, and she was particularly interested in the technical skill set the MBA had to offer. That, combined with the opportunity to study abroad, led her to sign up for the program.

In June, when the classmates with whom Trompetter began her U of A MBA studies receive their degrees, she'll be finishing up her coursework at Tec de Monterrey in Guadalajara, Mexico, where she enrolled last September. She'll receive a Master's Degree from that program in December, and her MBA at the U of A

at Convocation in November.

"There is a delay, but having two degrees and coming from an exchange program definitely sets you apart from other people who haven't left the country, especially if you want to do international business," she says. "In Latin America, it's all about networking and who you know, and if I want to do international business in a Latin American country, the Tec de Monterrey degree opens doors."

The School of Business dual degree program offers students the chance to study either at Tec de Monterrey or at one of two universities in France: Grenoble Graduate School of Management and L'Ecole Supérieure de Commerce de Montpellier. The Tec de Monterrey program takes longer than the traditional U of A program because it operates on a trimester system.

Trompetter took three

courses each trimester, among them leadership for sustainable development, international finance, international business, and an integrative seminar which required her to work with four other students in an exercise in which they had to simulate running a company for three years.

Of all the courses she took, the one that she found most rewarding was operations management. Again, she was with a group, this one consisting of three other women. One of the women's uncles owned a manufacturing company specializing in u-tubes, nuts



Easter in Peru

and bolts. The four women came up with suggestions that Trompetter says helped save the company more than \$60,000, representing 10 percent of its production costs.

She's most proud, though, of the way she and her fellow workers, "executive-type women who wear suits and nice clothes," worked side-by-side in what she calls a "very macho" environment.

"We definitely stood out, but as time progressed, we learned," she says. "The last project we did, we were painting the walls of the production area. We came in on a holiday, wearing jeans, ready to work, showing we were ready to be part of the team, not just to dictate. We did gain respect, but it took effort and a change in attitude on our part. We helped a company and wound up with an excellent mark in the class."

The lessons Trompetter has learned in the program haven't come just in classroom or on-the-job situations, though. In her opinion, just about every minute of the year she's spent in Guadalajara has been a learning experience.

The second-largest city in Mexico, Guadalajara has a population of four million. That makes something as seemingly mundane as crossing a street an adventure.

"In Edmonton, pedestrians have the right-of-way," Trompetter says. "Here it's an adrenaline rush and a life lesson in agility and stress management, because nobody is stopping for you. They're going 60 to 70 kilometres an hour. You're moving target practice. I feel like a matador every time I cross the street."

On the other hand, the weather in The City of Eternal Spring is so lovely that Trompetter has gone 18 months without experiencing winter. Except, that is, when she's inside a building. "My



"Having two degrees and coming from an exchange program definitely sets you apart from other people who haven't left the country, especially if you want to do international business."

Mexican friends make fun of me because I bring a jacket to class. I'm not used to air conditioning," she says. "They think Canadians should be used to the cold. But I'm used to it being cold outside and warm inside. Here it's really cold inside, and scorching hot outside."

One of the things Trompetter has appreciated most about her year abroad is the opportunity to experience life in a city with a variety of cultural events. She's been to concerts to see singers James Blunt, Manu Chau, the musical group Stomp, and Cirque de Soleil.

Because she volunteers at the Canadian Consulate, she got to sit in the VIP section for the Cirque show. Four rows in front of her sat Bono, one of her idols. "That was definitely one of the highlights," she says. "He was wearing a white cowboy hat and sunglasses. He waved to our section, and I swear to God

he looked at me!"

In December and January, Trompetter took a five-week tour of Mexico. Among her stops: Cancun, the Yucatan peninsula, Chiapas, Puerto Escondido, Veracruz, and Mexico City. She also traveled to Peru in early April, visiting friends for Easter.

Trompetter plans to return to Edmonton in July, when she'll look for work that will allow her to use her skills in international marketing, strategic planning, communications, or project management.

She's not certain whether she'll wind up in private industry or government, but she is sure of this much: international travel will play a big part in her future.

"I want to make Canada my home base," she says, "but I would like to live out of a suitcase for the next chapter of my life." 

A Case for Competition

As always case competitions kicked off with our very own Gay and Ralph Young Case Competition that saw thirty-two MBA students participating over a grueling 24-hour period, through a night of sleeplessness and a day of presentations.

The “longest” day included interactions with the business community, including former Mayor Bill Smith, and returning alumni who volunteered to participate in the event as presentation judges.

The Alberta MBA was also represented by exceptional teams at each of the Concordia, Leeds, and George Washington international case competitions, further enhancing the reputation of our school. Thanks to MBA Associate Dean Doug Olsen as he ran another successful Case Analysis class that fueled the enthusiasm for all participants.

The crowning achievement of the past year was our second place finish at the 2006 MBA Games.



George Washington Case Competition (Sabrina Sehbai, Chris Ooraikul, Jeff Koskinen, Sergio Patino, Tonya Skanes)



Gay and Ralph Young Case Competition (Jo-Louise Hug, Kelly Gibbon, Cheng-Hsin Chang, Jeff Koskinen)



Leeds Colorado Case Competition (Chris Hutchinson, Karina Low, Kamren Farr, and Cheryl Davie)

2006 MBA Games — SILVER

Thank you to our Sponsors

We would like to thank all of our volunteers, staff, and professors who have supported our team throughout the year. We would also like to extend a special thank you to our sponsors. Without your support, our success would not have been possible.

DIAMOND

Alberta School of Business
Orage

GOLD

Alberta MBA Association
Certified Management
Accountants
University of Alberta Bookstore

SILVER

Edmonton Journal
Athletics – RBC Financial Group

BRONZE

Alberta School of Business Alumni
Association
Alberta School of Business
Executive Education
Alberta School of Business
Stollery Executive Development
Centre
Dynacare Kasper Medical
Laboratories
Rexall
Running Room Canada
Synchrude



The U of A finished in second place overall at this year's competition in Windsor. The top five schools were Laval, Alberta, Schulich, Ivey, and Rotman.

Team highlights included a second place finish in the academic category, including a standing room only final debate re-match against the University of Toronto; a third place finish in the spirit competition, with a win in the flag competition; and a fourth place finish in athletics, lead by an undefeated basketball team. In addition, there was a charity component that had to be completed prior to the start of the MBA Games.

This year's competition hosted by the University of Windsor had 507 students representing 15 schools. The U of A, with a team of 40, was the only university from Western Canada present at the event. Our team featured a very diverse student group very much resembling the diversity of the Alberta MBA program itself.

Did you know?

The MBA Games is the largest gathering of MBA students in Canada. The Alberta School of Business finished sixth in their inaugural showing in 1999. In every year since they have placed in the top five, with two first place finishes in 2001 and 2002.

The U of A has been chosen to host the 2007 MBA Games in Edmonton!

Study Tour of China

The first-ever Alberta School of Business MBA study tour of China has been hailed a resounding success by International Business Studies associate professor Barry Scholnick.

Twenty-five students, accompanied by five faculty and staff, spent nearly two weeks touring the world's most populous country visiting partner tertiary institutions, Chinese headquarters of international giants like General Electric and Microsoft, and successful locally-owned businesses.

Scholnick says the tour provided students with a unique opportunity to learn first-hand from high-level government economic advisors and top executives, what makes the country's rapidly growing economy tick and strategies for the future.

"The School chose China because of

the massive role this country is currently playing in world economics and into the future," says Scholnick. "It was a life and career altering experience for many of those taking part in the tour," adds Scholnick.

Part-time MBA student Gabriela Schneider, who works as a full-time instructor at NAIT, says the tour shattered many of her pre-conceived ideas about China. "There has been so much talk about China that to miss an opportunity to visit and learn about its economy would have been a real shame. This is a country of incredible contrasts and contradictions at every level. They (the Chinese) are really resolved to set out and do what they say they are going to do economically and we can not take them for granted" says Schneider.

The tour took place between May 9-20 and visited Beijing, Shanghai and Hangzhou. Plans are already underway for a second study tour of China in May 2007.



MBA Forums: Intimate Access

An incredible group of MBA Forum speakers came to share their perspectives and experiences during the year. Formally named Dean's Forums, the re-naming is indicative of the ownership of the forums being handed over to the students. The opportunity to interact more closely and informally with these guests over a catered lunch or dinner was very much appreciated.

Court Carruthers,

VP National Accounts and Sales, Acklands Grainger Inc.



Jim Carter, President and CEO, Syncrude

Edmund Chu, Licensed FIFA Player's Agent, President, Ramp Management Group

Robert Moore, CEO, CalVenture Tech

Derek Oland, Chairman and CEO, Moosehead Breweries



Jim Pattison, Chairman, CEO, and Sole-Owner, The Jim Pattison Group

Roger Phillips, Former CEO, IPSCO Inc.



Robert Rowland, Chairman, Global Links Initiative

Rod Ruston, President and CEO, North American Construction Group

Brent Shervey, Managing Director, Boyden Global Executive Search

Biofuels in Alberta

Alberta is blessed with an amazing array of energy resources. From coal, oil, bitumen, natural gas, and coalbed methane, to sunny windswept southern plains, vast forests, broad swathes of fertile agricultural land, and huge herds of cattle.

Wait a minute. Agricultural lands? Forests? Herds of cattle? These are energy resources?

Indeed they are. Alberta's energy resources extend far beyond the usually considered coal, oil, natural gas, hydro, solar, and wind. There are incredible amounts of biomass in Alberta, becoming easier and easier to use as technology advances. In fact, there is so much biomass that we could easily replace significant proportions of Alberta's domestic energy use with energy from biomass.

Biomass comes in a variety of forms: straw bales, forestry residuals, municipal sewage, organic wastes of many descriptions, rendering products, grain, oilseeds, and most importantly, manure.

The common features of all of these biomass sources are that they carry significant amounts of energy, that they are renewable and carbonneutral, and unfortunately they are generally not very energy-dense. This means that to access the energy stored in biomass without using even more energy getting them to where they can be used, biomass energy sources require some sort of conversion

into a more energy-dense, or easy-to-handle form. The converted biomass becomes a biofuel.

A biofuel can often be used in the place of a petroleum-based fuel, such as a proportion of ethanol in gasoline, or biodiesel in diesel fuel, or biogas in a natural-gas boiler or generator. This allows partial mitigation of some of the impacts of using petroleum as our main energy resource, in that the portion of the fuel that is biofuel is much less carbon-intensive, and goes a long way to reducing the net CO₂ emitted from some fuels.

The conversion process can be as simple as pressing wood into pellets that are easily transported and burn very efficiently, or as complex as using the Fischer-Tropsch process to generate synthetic diesel fuel from straw or chicken manure! Most processes involve either a chemical conversion, such as the transesterification of fats into biodiesel, or a biological conversion, such as the digestion of sugars by yeast to make ethanol, or the digestion of manure by bacteria in an anaerobic digester to make biogas.

In all cases, a biofuel provides a useful energy carrier that is easier to get to an energy user, and easier to use once it gets there, often with no need for expensive equipment changes.

So, how much biofuel potential is there in Alberta? Estimates from available statistics show that Alberta's easily accessible biofuel potential is in the order of 456 million gigajoules—about 22 per cent of Alberta's 2004 energy use. Interestingly, the largest portion of that potential is energy from animal manure. You guessed it, those herds of cattle are one of our biggest bioenergy resources—yet another reason to love Alberta beef! 



Author **Trevor Nickel** is a recent graduate of the University of Alberta MBA Program with a specialization in Natural Resources and Energy. Trevor has just joined Alberta-based Highmark Renewables as their Technology Commercialization Manager.

The Alberta MBA in Natural Resources and Energy (NR&E) is unique in Canada and one of a handful offered around the world. The program is integrated with Alberta's world-renowned energy and natural-resource-based economy, incorporating work experience, field trips, and interaction with leaders in the natural resources and energy sector.

The NRE program is complemented by the activities of the School's Centre for Applied Business Research in Energy and the Environment (CABREE); a non-partisan, independent research centre dedicated to providing applied economic analysis to inform public policy debates on issues of vital importance to Alberta and Canada as a whole.

Student research, including Trevor's work on biofuels, can be found on the CABREE website: www.bus.ualberta.cabree.

CLASSNOTES

'50s

'56 Dick Haskayne, BCom, '96 LLD (Honourary), of Calgary, Alberta, had a road in Gleichen, Alberta, named in his honour. Dick and his wife Lois Haskayne (Kennedy), '54 Dip(Ed), recently pledged a \$1 million gift to Gleichen to support community projects and student awards, and at the August 2005 Gleichen Homecoming it was announced that 6th Avenue would be called Haskayne Avenue.

'59 Len Folkman, BCom, of Creston, British Columbia was recently elected for a third term as Councilor for the town of Creston.

'60s

'64 Ed Shirley, BCom, and his wife Rhonda, are running a Bed and Breakfast in Ladysmith on Vancouver Island. Their website is www.hawleyplacebandb.com.

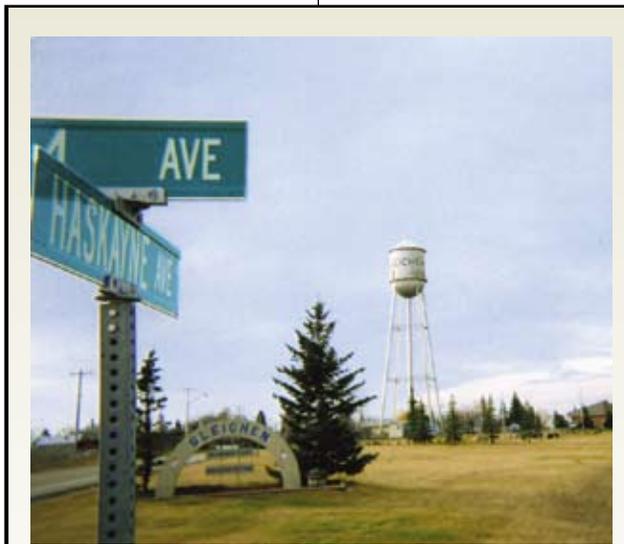
'70s

'77 Freddy Yau, BCom, of Causeway Bay, Hong Kong, was recognized for his contribution and volunteer work as advisor of the University of Alberta Hong Kong Alumni Branch.

'71 Rick Taylor, BCom, of Surrey, British Columbia, is the Principal at Results Management Services, a company that provides consulting in areas of process improvement, performance management, and operational analysis and design.

'72 Bruce McCollum, BCom of Edmonton, Alberta, was recently appointed General Manager of Baramy Investments Ltd.

'73, EFH (Harry) Roberts, BCom of Calgary, Alberta was pleased to return to campus to present the Pet-



Haskayne Avenue, Gleichen, Alberta

ro-Canada Young Innovator Award to business professor Michael Lounsbury for his work on nanotechnology and oil and gas applications. Harry is Executive VP and CFO of Petro-Canada.

'75 Alan Konkin, BCom, of Edmonton, Alberta, was recently appointed Vice President of Human Resources of PTI Group Inc.

'78 Dale Cawsey, BCom, of Calgary, Alberta, was recently appointed Vice President of Administration and Human Resources of ATCO Power.

'78 Drew Thomson, BCom, of Calgary, Alberta, has accepted a new role at the Law Society of Alberta as Director, Corporate Services starting June 1, 2006.

'79 Craig Warnock, BCom, of Edmonton, Alberta, was recently appointed Vice President and Treasurer of ATB Financial.

'80s

'80 Kevin Gregor, BCom, of Calgary, Alberta, was recently appointed Partner and Member of the Board, Chief Executive Officer, Services, Practice of Ray and Berndtson Canada.

'80 Robert Patzelt, BCom, of Halifax, Nova Scotia, was recently appointed Vice President, Risk Management & General Counsel of Scotia Investments Limited.

'82 David Kaiser, BCom, of Wetaskiwin, Alberta, was recently appointed President and Chief Executive Officer of the Alberta Hotel and Lodging Association.

'82 Randall Krebs, BCom, of Hamilton, Bermuda, is a Senior Associate and the Local Practice Group Head of Trusts of Appleby Spurling Hunter.

IN MEMORIAM

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

Douglas Bell, '39, Business, of Calgary, Alberta

Chrissie McElroy, '39 BCom, of Edmonton, Alberta

Eileen Neumann, '39 Business, of Calgary, Alberta

Stefania Carter, '41 BCom, of Edmonton, Alberta

Margaret McIver, '41 Business, of Abbotsford, British Columbia

Robert Torrance, '42 BCom, of Queenston, Ontario

John Burrows, '46 Business, of Edmonton, Alberta

Blaine Owen Archibald, '49 BCom, of Calgary, Alberta

John Pemberton, '49 Business, of Edmonton, Alberta

Garth Campbell, '50 BCom, of Edmonton, Alberta

Peter McNichol, '54 BCom, of Toronto, Ontario

Donald Ross Bishop, '64 BCom, of Sherwood Park, Alberta

Allan Douglas McTavish, '64 BCom, of Edmonton, Alberta

William Harvey Thoman, '66 BCom, of Edmonton, Alberta

Ronald Graham Craig, '72 BCom, of Canmore, Alberta

Darlene Marie, Dallaire, '84 BCom, of Edmonton, Alberta

Melissa Cable A. Vandendool, '88 MBA, of Sherwood Park, Alberta

Sean Crawford Andrew, '91 BCom, of Edmonton, Alberta

'82 **Trevor Mak, BCom**, '84 MBA, of Hong Kong, was recognized for professional achievements early in his career, including being named a Fellow of the Canadian Securities Institute and for his service through volunteer work in his local community.

'82 **Brent Shervey, MBA**, '75 BCom, of Calgary, Alberta, was the School's Executive in Residence and spoke at the MBA Forum in January on "Managing Yourself." Mr. Shervey is the Managing Director of the Boy-

den Global Executive Search. He joined Boyden in 2003, having previously been with two other leading search firms. He started his career search in 1995 after a 10-year-career with Shell Canada in senior communications and public relations roles in both Calgary and Toronto. Prior to joining Shell, Mr. Shervey worked in Edmonton where he served in senior roles with the Alberta Government, including five years as the Executive Assistant to then-Premier Peter Lougheed.

PHD news

We have another graduate!

Congratulations to Organizational Analysis PhD student, **Kathy GermAnn**, who successfully defended her thesis on May 8.

Kathy's supervisor is Karen Golden-Biddle.

Thesis title: "Caring Matters: Creating and Sustaining Work Relationships that Produce Well-Being."

The following students have also passed their candidacy exams:

Zhifeng Yang (Finance) February 14, 2006. Supervisors: Randall Morck

Xin Ge (Management Science) April 5, 2006. Supervisors: Terry Elrod and Gerald Häubl

Run Hong Niu (Management Science) April 12, 2006. Co-Supervisors: Armann Ingolfsson and Tarja Joro.

Rahul Ravi (Finance) April 27, 2006. Supervisor: Aditya Kaul.

Faculty of Graduate Studies and Research Scholarships:

Christian Schmid Izaak Walton Killam Memorial Scholarship

Federica Pazzaglia Dissertation Fellowship

Dionne Pohler Queen Elizabeth II Graduate Scholarship

Tyler Wry Queen Elizabeth II Graduate Scholarship

Social Sciences and Humanities Research Council Doctoral Fellowships:

Tyler Wry, and **Keri Kettle**

Graduate Teaching Assistant Award

Karan Sonpar

CONGRATULATIONS

Don Spring, '81 BCom

2006 Inductee

U of A Sports Wall of Fame

Don Spring is the President and owner of Spring Fuel Distribution in Kelowna and is a past executive with Amoco and PetroCanada.



- All-Star defenseman with the Golden Bears Hockey team for three seasons.
- Bears won three consecutive Canada West and two CIAU championships as well as the CIAU silver medal during his three seasons – 1976 – 1979.
- CIAU First All-Star team member.
- Member of Canada's Olympic team at Lake Placid – 1980.
- Member of the Winnipeg Jets (1980 – 1984) and the ESC Essen (West Germany).
- Elite Hockey league team – 1984.
- Assistant coach with the Golden Bears hockey team – 1985 – 1987.
- Assistant coach with Canada's Bronze Medal World Student Games team (Czechoslovakia Universiade) – 1987.
- Volunteer with the Calgary Olympic Games Organization – 1988.
- Minor hockey coach and division organizer for the past 21 years. Currently the coach of Kelowna's Peewee AAA hockey team (on which his son, Eric, is a member).

'84 **Joseph Concini, BCom**, of Calgary, Alberta, was recently appointed Chief Financial Officer, Focus Corporation.

'85 **Ian Adair, BCom**, of Edmonton, Alberta, was recently appointed Accountant of Mowbrey Gill LLP.

'85 **Roman Drohomirecki, BCom**, of Calgary, Alberta, has recently been appointed to the position of Senior Vice President, Ivanhoe, Cambridge, Western Region.

'85 **Richard Higa, BCom**, of Ajax, Ontario, was recently appointed Partner of McCarthy Tétrault.

'87 **Mark Menard, BCom**, of Edmonton, Alberta, was recently appointed Vice President, Finance and Corporate Services, Chief Financial Officer of PTI Group Inc.

'89 **Sandra Mah, BCom**, of Edmonton, Alberta, recently became a Partner in the Calgary office of Miller Thomson LLP.

'89 **Blaine Mathieu, BCom**, of Ottawa, Ontario, was recently appointed General Manager, Digital Imag-

ing, of Corel Corporation.

'90s

'92 **Neil S Bosch, BCom**, of Edmonton, Alberta, was recently appointed First Vice President, Portfolio Manager, Richardson Partners Financial Limited.

'95 **Craig Senyk, BCom**, of Calgary, Alberta, is the proud father of Carter, who was born on November 12, 2005.



He weighed in at 10 pounds at birth. Craig writes: "Carter received enough gifts for Christmas to make us consider buying a bigger house!"

'96 **Mark Starratt, BCom**, of Calgary, Alberta, was recognized for professional achievements early in his career, including being named a Fellow of the Canadian Securi-

ties Institute and for his service through volunteer work in his local community.

'99 **Stefanie Cottrell, BCom**, of Edmonton, Alberta, celebrated her wedding in September 2005 to U of A alumni Luis Claro.



'99 **Robert Parks, MBA**, of St. Albert, Alberta, has assumed the position of Senior Associate with Banister Research. Rob is currently the President of the School of Business Alumni Association.

'00

'00 **Sandra Lalonde (Laxom), BCom**, of Edmonton, Alberta, is working as the Manager of Staffing at Lilydale Inc. She recently got married on a "weddingmoon" cruise in the Caribbean.

'00 **Landon Leclair, BCom**, of Edmonton, Alberta, was appointed Vice President and Chief Financial Officer of LTCO Inc., a company that provides cost-effective solutions in distribution and logistics for print media in Alberta.

Eric Geddes Breakfast Lecture Series

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

Edmonton

Royal Glenora
11160 River Valley Road
Edmonton
Rasmus Fatum – Sept 22
Financial crises around the world

Calgary

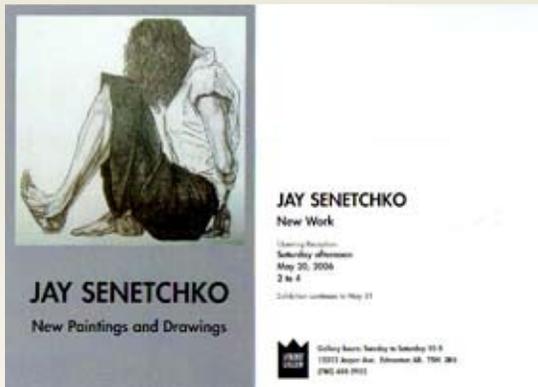
Calgary Chamber of Commerce
100 Sixth Avenue SW
Calgary
TBC

Past Lectures include:

- Michael Lounsbury - March 23, 2006
"The State of Nanotechnology Commercialization"
- Roger Palmer - April 21, 2006
Are We Finally Giving Public Health the Attention It Deserves?
- Rodney Schneck - May 19, 2006
"Anti-Americanism: An Interpretation"
- Michael Percy - February, 15, 2006
"Alberta Labour Market Issues"
- Douglas Olsen - April 21, 2006
Consumer Debt: Is a Major Crisis Looming?

For more information on the October and November lectures or to register, please email external.business@ualberta.ca or call 780.492.4083 or toll free 1.877.362.3222

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



Jay Senetchko

Jay Senetchko completed his BCom in 1997, followed by a classical animation program from the Vancouver Film School, before turning to life drawing as both a career and a continuing passion in 2001. Jay and his new works returned to Edmonton for an exhibition at The Front Gallery May 20 – 31, 2006.

"I have a deep affection for the beauty of the human figure, and for the beauty of the natural world that it is surrounded by. I paint my love for both".

www.senethko.ca

'00 Jon Wrathall, BCom. of Calgary, Alberta, has accepted an exciting new opportunity with Trans-Canada in their Organizational Development Group in February of 2006. Jon is extremely pleased to be joining such a highly respected, growing, and successful organization. Jon is the President of the School's Calgary Alumni Chapter.

'02 Shawn McMillan, BCom. of Edmonton, Alberta, was recently appointed Corporate Secretary of the Edmonton based company Ceapro Inc.

'02 Timothy Wong, BCom. of Edmonton, Alberta, writes: "On Monday, December 19, 2005, at 12:24 pm Edmonton time, Kianna Mikayla Wong was born!



She's a little early but is doing extremely well. She weighed in at 4 pounds and 13 ounces. She has Dad's nose and mouth and mom's eyes, hands and feet! She has a lot more hair than her brother Nicholas did! Mom is doing miraculously wonderful and Dad is excited to have a little girl!"

'03 Rob Jekielek, BCom. of New York, New York, writes: "I am no longer working with Media Tenor, I am now with a reputation perception analytics/consulting firm called the Reputation Institute. Still keeping the international scope as we have associate offices in 21 countries, but with a much heavier focus in the business realm. The key driver for the move is a much more comprehensive analytics model (methodology foundations in polling, market research with media content and messaging analysis components worked in). The jump has allowed me some housing maneuverability as I am no longer in a company flat (which was great, but not as close to the middle of the city as I'd like to be), so I am now living in the Meat Packing District, actually on the border with the West Village."



Rick MacWilliam, The Journal

Hot Times for the Hot Tub

Thorsby's Blue Falls Manufacturing honored as one of Canada's 50 Best Managed Companies

Over the past decade, **Darcy Amendt, '88 BCom**, President and CEO of Blue Falls Manufacturing, and his partners have not only built a successful manufacturing business, based in the tiny village of Thorsby, Alberta (population: 800), some 50 kilometres southwest of Edmonton.

They've created a small empire – one that now employs 400 people, sells its products in 25 countries, and expects to generate revenues of about \$70 million this year, up from \$2 million a decade ago. "A good education system and hard-working people are strengths we've taken advantage of" says Amendt.

For years, Blue Falls, the maker of Arctic Spas, has been showered with honours by magazines like Alberta Venture and Profit, and the company - which operates three plants in Alberta - has long ranked among the fastest growing companies in Canada.

Blue-Falls latest award honours the upstart firm as one of Canada's 50 Best Managed Companies. Workers uniformly praise company management for embracing new ideas, shunning red tape, and rewarding employees who go the extra mile. The award, sponsored by Queen's University, CIBC, the National Post, and Deloitte, honours Canada's best-run, most innovative firms.

Excerpted from the Edmonton Journal, April 15, 2006, Garry Lamphier.

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'03 Jasmine Chee, BCom, of Canmore, Alberta, writes: "Since my departure from the University of Alberta, I moved to Canmore, Alberta, where I am currently articling at Collins Barrow Bow Valley. I spent the last two summers in Saskatoon, Saskatchewan, completing a Master of Professional Accounting at the University of Saskatchewan. The highlight of 2005 was my successful attempt at the Chartered Accountants Uniform Evaluation (UFE)! Now I'm looking forward to a relaxing, study-free summer!

'04 Jenna Herbut, BCom, of Edmonton, Alberta, writes: "Having always possessed a strong entrepreneurial spirit I was inspired to start a belt manufacturing company because I felt that there was a niche in the market for fun, fashionable, trendy fabric belts. Since I



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was a marketing major I knew that in order for my idea to have any success I would have to come up with a catchy name and concept. For one of my Co-op semesters I worked as a merchandiser at Labatt and one day while I was travelling the city in my Budweiser van I came up with the name "Booty Beltz." I instantly became passionate with my belt company idea and went to work on prototypes. Since I lacked the ability to sew well, I decided to buy a bunch of scarves from second hand stores and attach buckles

and beads to them. I knew the importance of branding from various marketing classes so I was insistent that all my first Booty Beltz had my logo attached to them, which at that time was a wire butterfly that I somehow figured out how to make myself. During the summer of 2003 I sold to a couple of boutiques on White Avenue and had fairly decent response to my scarfy sash belts. Later in the summer someone suggested to me that I sell my belts at the Fringe Festival. So I set up a little table on the street corner.

After my very successful Fringe experience I was back at school for one final year. For an organizational behaviour class I had to come up with a business plan for a hypothetical company. I decided instantly that I would do my plan for Booty Beltz. As I wrote out my plan I became even more passionate and soon knew that my idea was not only feasible but also something that I was completely inspired to start.

Booty Beltz has since launched a purse line and a Fuchsia jewellery line. We have sold to stores in Canada, the US, and made a deal with a Japanese department store with 60 locations."

'05 Rob Englehardt, MBA, of Calgary, Alberta, is now a senior financial analyst with Alliance Pipeline. He and his wife Erin were married February 18, 2006.



Among Friends in Africa

Alberta School of Business Dean Mike Percy is often heard saying that our alumni are all over the world. But even he didn't quite expect to bump into alumni on his recent holiday adventure to Africa with his wife Debby Carlson. Joining Mike and Debby in Kenya were **Mary Kagawa Crockett, '03 BCom, '97 BSc**, presently working with Alberta Innovation and Science and Technology Development, and her husband **Sean Crockett, '99 MBA, '94 BCom**, who manages R & M Chemicals in Edmonton.

Mary writes: "This photo was taken just after our balloon ride at sunrise over the Maasai Mara in Kenya. The balloon ride was amazing, the sunrise was gorgeous, the scenery was breathtaking, and the company familiar. You could see all the animals: elephants, giraffes, zebras, wildebeasts, gazelles, hawks, and many more! Even fresh kills! The experience was like no other and definitely a trip of a lifetime. And what better way to spend it than with friends!"

'05 Mike Forest, BCom, of Sherwood Park, Alberta, was injured in a training crash on April 7, 2006, during qualifying for the Champ Car Atlantic season-opening event at Long Beach, California. Mike is now focusing on therapy to ensure his body is as healthy as he can get it by the time he is allowed to drive again, hopefully by early July in time for the PR1 Motorsport Team The Spirit of Edmonton car race.

'06 Bryn Dergousoff, BCom, of Edmonton, Alberta, writes: "I was offered a position as a Consultant with Xennex Venture Catalysts by the President of the company Randy Boissonnault in May 2006. Randy

presented the keynote speech at the Graduation Banquet that I headed and throughout our conversations thought that I would be a great fit in the company. The core of business at Xennex deals with strategy consulting. Essentially we consult with small to medium size businesses and help facilitate strategic planning for the company. So we decide where the company wants to go in the future and help them achieve that goal. I am also working on a lit-



eracy project this summer with Randy. The literacy project is an aside to the main consulting

business and deals with increasing knowledge and implementing programs to help young parents learn the proper ways to foster literacy in the early years of child development."

'06 Run Hong Niu (Annie), of Edmonton, Alberta, passed her candidacy examination on April 12, 2006. Annie's co-supervisors were Tarja Joro and Armann Ingolfsson.

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

Mom's the Word

What began as an Alberta School of Business MBA assignment for a new venture creation class has been turned into a real business that will open its doors in south Edmonton on July 1, 2006.

Sweet Momma will be the first of its kind in North America according to business owner Jolene Ali, '05 MBA/MAG and will provide modern moms-to-be with a full range of services and products throughout their pregnancies.

Originally the brain child of Ali and two of her classmates, Melanie Bowbell and Zenita Dhalla, it was Ali who turned the ideas on paper into a business she believes will occupy a unique niche in the marketplace.

The services being provided by Sweet Momma will include: comprehensive nutritional analysis guided by a registered dietician, massage therapy specializing in pregnancy for drug-free pain relief and relaxation, an acupuncturist specializing in fertility and pregnancy, professional organic spa services, and pregnancy-specific retail products.

With so many services being offered on site, Ali has had to find big premises – 2113 square feet to be precise.

Choosing a catchy name was just one of the many challenges faced by the enthusiastic Ali who says she was looking for names that would really appeal to the demographic she has set out to target with the business. The target demographic she



decision says Ali as the province has the youngest and fastest growing population in Canada.

Ali believes her new business venture has three competitive advantages: it will serve as an integrated service centre focusing exclusively on pregnant women, provide personalized service through information and instruction specific to each individual, and provide an opportunity to interact with others in a similar situation.

Highly-trained, full-time specialists will also be on-site to provide specific services. To make sure everything at Sweet Momma is up to date and in line with professional standards, Ali has also established two advisory boards – a health professional board and a business board to guide the direction of the company.

And, as if she did not have enough on her plate already, Ali has also been working on a supplement line for pregnant women that will launch in early 2007. Using her background in agriculture and with a tremendous amount of support from her professors in the Department of Agriculture, Food, and Nutritional Sciences, Ali put together a preliminary formulation of what she thought would make up a really good supplement. The supplement company is a separate company from Sweet Momma named Vyant Inc.

To achieve all of this Ali has also had to work incredibly hard to attract investors to her the new businesses and create an effective website she says is integral to her marketing strategy.

"It has been a lot of fun putting this all together," says Ali. "And it is much easier to do something scary when you have a wonderful group of supporters standing behind you," she adds. ■

"It's been kind of scary but I have done the research and know that my demographic are the kind of people who are very focused on a healthy pregnancy."



identified is Generation Y, a market Ali says is bigger than the baby boomers and is the largest generational segment in the history of North America.

For 29-year-old Ali, who does not have children yet, Sweet Momma will provide exactly the kinds of services she would like to have available when she does eventually start a family. "It's been kind of scary but I have done the research and know that my demographic are the kind of people who are very focused on a healthy pregnancy," says Ali.

Opening her first store in Edmonton was also a strategic

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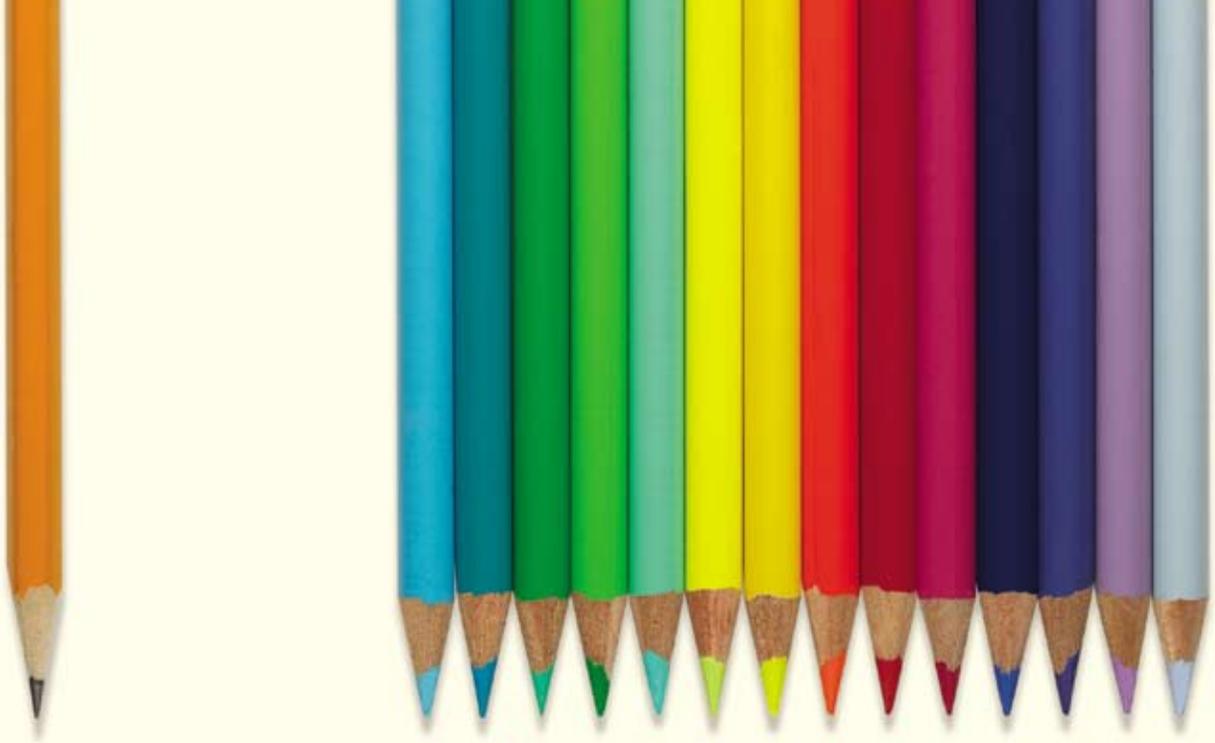
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