

UNIVERSITY OF ALBERTA SCHOOL OF

SPRING/SUMMER 2008

# BUSINESS

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ALUMNI MAGAZINE



**global** OPTIONS+FUTURES...

# EVENTS 2008

- June 18** BAA Annual General Meeting and Members' Reception  
Fairmont Hotel Macdonald  
Edmonton
- June 19** Eric Geddes Breakfast Lecture  
Harry Roberts, Executive VP and CFO,  
Petro-Canada  
Calgary Chamber of Commerce  
Calgary
- July 9** 2nd Annual Stampede Breakfast  
Ceili's Irish Pub & Restaurant  
Calgary
- July 24 & 25** Energy Services Summit  
Marriott Hotel at the River Cree Resort  
Edmonton
- September 15** BAA Golf Tournament  
Derrick Golf and Winter Club  
Edmonton
- September 18 – 21** U of A Centenary Celebration –  
Homecoming 2008  
Edmonton
- September 20** School of Business Open House and Brunch  
Business Building, Stollery Centre  
Edmonton
- September 28 - 30** Women On Board Symposium  
Kananaskis
- October 2** Canmore and Banff Alumni Reception  
Canmore
- October 6** Henry Singer Award Dinner  
Westin Hotel  
Edmonton
- October 9** Alberta School of Business  
Report to the Community  
Enterprise Square, Edmonton
- October 16** Eric Geddes Breakfast Lecture  
Kyle Murray, Director, School of Retailing  
Royal Glenora Club  
Edmonton
- November 1** Hong Kong Alumni Centenary Celebration  
Hong Kong
- November (TBC)** BAA Annual Dinner  
Edmonton
- Spring '09** Cliff Lede Vineyard Wine Tasting  
Napa Valley

# THIS ISSUE

“**B**ullish and Bold” are the words **Bruce Rigal**, '84 BCom, ended his Princeton Distinguished Lecture with on April 14. Bruce is COO of Global Banking for Deutsche Bank in the UK.

Bullish and bold alumni and students, with a solid education in options and futures, can be found throughout this issue and around the world. Here you will read about Bruce's good friend from grade school, **David Tims**, '87 MBA, Vice-President, Global Market Securities, for TD in Vancouver, and David's classmate **Karl Funke**, President and CEO, Multitest, Germany, in a new “Double Feature.”

I trust you will also be inspired by Belgian resident **Ruth Hoffman**, '81 MBA, who just completed a three-month internship in India on micro-finance; **Paul Dunsmore**, '01 BCom, who gave up on Hollywood and is now heading up the Canadian Financial Products Desk for the third largest energy company in the world; and **Richard Pedde**, '83 BCom, who traded in the bull markets of New York for Indian Head, Saskatchewan.

And then there are Canada's Top 40 Under 40 Award winners **Court Carruthers**, '93 BCom, and **Pernille Ironside**, '95 BCom, and our MBA students, winners of this year's *Financial Post* National MBA Portfolio Competition.

The Alberta School of Business does indeed provide the foundation for “global OPTIONS and FUTURES unlimited.”

Monica



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External Relations, University of Alberta School of Business,  
4-40 Business Building, Edmonton, Alberta Canada T6G 2R6

**e-mail:** [alumni.business@ualberta.ca](mailto:alumni.business@ualberta.ca) **web site:** [www.business.ualberta.ca](http://www.business.ualberta.ca)

**telephone:** (780) 492-4083 **toll-free in canada and the us:** 1-877-362-3222

**fax:** (780) 492-8748

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Editor: Monica Wegner

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# From one BULL MARKET to another

RICHARD PEDDE



It's not often one might hear that an Edmonton-born, New York interest rate, credit risk and FX derivative trader, trades in his shares to buy and operate a 5000 acre grain farm plus a 2150 acre/450 cow-calf ranch in Indian Head, Saskatchewan.

And it's not often that you hear a former student and professor get together twenty-five years later to write an opinion piece on the competitiveness of the Canadian Wheat Board. But that's exactly what **Richard Pedde**, '83 BCom, and Professor Emeritus Rolf Mirus recently collaborated on.

In a sense it's also full circle for Richard as his first job after graduating was a two-year stint at the Pioneer Grain Company Limited in Calgary. But then finance, derivatives, and the Big Apple would beckon and Richard

was off to pursue an MBA at Columbia University for his first stint in New York. He remembers being nervous for an early exam amongst his fellow students from Harvard and Yale and thought he might have to go home. Instead it was quite the opposite and he proceeded to graduate on the Dean's list two years later. He attributes much of this to the foundation received at the Alberta School of Business where he had the "brilliant" Giovanni Barone Adessi, who had the amazing gift of solving incredibly complex derivative formulas after simply staring at them for a time; Rolf Mirus, for his teachings of comparative versus absolute trade advantage; and Gordon Seha Tinic, whose lectures on "efficient markets" had a huge influence on his career; it is this same approach he is using today with his Wheat Board analysis.

A telling sign for his future was that Richard was also Editor of the *Columbia Journal of International Business* during his time there. Research was and is in his

blood. A good researcher and an interest in public policy is in large part what he attributes to his success as a bond trader. "Understanding and predicting public policy is how you make money" he says.

The next sixteen years were shared almost equally between time in Toronto where he would meet his wife Deborah, "also a city-kid", and then their re-location to New York in 1994. The BT Bank of Canada (Bankers Trust) in Toronto and the Bankers Trust Company in New York is where he spent most of those sixteen years and many sixteen hour days. He remembers one particular three year stretch in Toronto where he worked every Saturday and took no holidays. It was also during his time in Toronto that Louis Vachon and he were colleagues. Vachon is currently President and CEO of the National Bank of Canada. His ascending titles at Bankers Trust included VP Capital Markets, VP Credit Derivatives, and Managing Director, Latin American Derivative Products. He left Bankers Trust in 1996 for Morgan



# THE CANADIAN WHEATBOARD: REPUTATION AND RECRUITMENT

The Canadian Wheat Board is controversial and in the crosshairs of the federal Conservative government. It is also under attack at the World Trade Organization, and a successful conclusion of its current Doha Round may spell the beginning of the end of the CWB.

There is a lack of transparency that keeps supporters and foes of the CWB entrenched in what some see as ideological gridlock.

The gap between proponents of the Canadian Wheat Board and its critics could be bridged with minor changes in how the board operates.

Relying on more outsourcing – recruiting specialists like hockey scouts looking for the next Gretzky – would lead to more efficiency and transparency. That in turn would put more money in the pockets of producers, quelling their concerns over the benefits of CWB membership.

One may ask how can the CWB acquire such talent? And just like

scouting talent in hockey, the hunt for marketing and trading skills is a minefield.

A consistent theme characterizes all the top-notch investment managers: they all rely on independent contractors who get paid only on returns produced beyond what was contracted for.

One idea should be applied to marketing grains: extend the CWB's accredited exporter program to cover, for example, the entire winter wheat crop, not just a cargo load. Tender it out, and the exporter who pays the most wins. The logistics that the accredited exporters perform, from the farm gate to the end user, should also be extended. Since they already arrange some of the ocean freight, why could they not arrange rail transport as well?

And just as when the CWB uses contractors to manage foreign borrowing, producers are not directly affected. They still haul to the local elevator and get the initial, interim and

final payments from the CWB.

So what about producers who think they can do better on their own? Suppose a tender asks for a quote for all winter wheat produced, coupled with a quote for only 75 per cent, so some producers can market on their own. If the second quote is substantially lower, the difference indicates the value of the single desk. If both quotes are identical, this is evidence that the single desk does not lead to a higher price; hence there is no economic basis for forcing producers to sell to the CWB.

Either way, the debate about the value of the single desk would be brought to an end. **R**

**An April 14 opinion-piece published by the *Edmonton Journal* with excerpts above was based on research done for the School's Western Centre for Economic Research by lead author Richard Pedde and Rolf Mirus, Research Professor and Academic Advisor.**

Stanley where he was co-head of the Latin America local currency venture. His second last post in New York was at Nomura Securities International where he would manage and unwind an investment portfolio of emerging market assets post the Russian ruble devaluation and debt moratorium.

But after surviving sixteen years in an industry where the average career is much shorter, he and his growing family were ready for a change. After a three-year

A good researcher and an interest in public policy is in large part what he attributes to his success as a bond trader. "Understanding and predicting public policy is how you make money"

he says.

search that took them from Waco, Texas and throughout Canada, they decided on Indian Head, Saskatchewan, for more sixteen hour days, but of a very different kind. These sixteen hour days are much different and far fewer, and instead of

watching the market reports one may now find him watching the weather reports (and Canadian Wheat Board performance) but with the same scrutiny one would assume.

Richard and Deborah's two kids are

active on the farm and thriving at school in nearby Regina; the friends and lifestyle are second to none; and they are thankful "for what we have and that we are privileged to be and have been involved in various efforts to feed the hungry, cloth the poor and heal the sick. We're far from perfect but take our charitable obligations very seriously, look to the Jewish tradition of "Tzedekah" for guidance, and through it all, seem to get more satisfaction than out of any trade that made millions."

And while family, seeding, and calving are top of mind, a continuing drive to master the markets and make his industry and country compete better globally is never far behind. **R**

# MICRO-FINANCE: making a difference

RUTH HOFFMAN



**Cooking up food samples in department stores may not seem like ideal training for a business career, but it sure worked for Ruth Hoffman, '81 MBA.**

In the summer of 1978, Ruth had just learned her BA in psychology at York University. Looking for a change of pace from working with children the summer before starting an education program at the University of Western Ontario, she decided to find a position in the business field.

She took a job with a company that sold frozen steak and shrimp. Every week she followed a big trailer truck to a different Ontario town and set up shop in the

appliance department of a Sears or Eatons.

“As soon as I started cooking, there was always a beehive of activity around me,” she recalls. “I remember thinking that I had never been happier – traveling and working on my own, with huge amounts of responsibility.”

In the 25 years since, Ruth has done even more traveling and taken on responsibilities that have a greater impact on people’s lives. She’s done everything from setting up financial systems and procedures for an IT development project in the Democratic Republic of Congo to creating management advisory services for a public accounting firm in Boston.

Married and the mother of three grown children, she now lives in Brussels, where her husband, Ed Conway, a physician

scientist, has a research lab. Since earning her MBA, she has worked in five countries on four continents and added more degrees and certificates to the one she had when she arrived in Edmonton in 1978 after dropping out of the education program.

“I had lost the zip and zeal that I’d felt from the summer experience,” she recalls. What excited her was business, although dealing with the rigorous first-year coursework in the MBA program was a struggle. By her second year, she was hooked, particularly on the area of developing economies.

Ruth had planned to work in the developing world following her MBA, but when she met her husband on a mountain top in Nepal, she ended up



following her heart back to Toronto. Her husband's work meant the couple had to live in developed countries, but for Ruth, it was an opportunity to build a foundation for the future.

When Ed was finishing up his medical studies in Toronto, Ruth worked for a bankruptcy firm. When he worked in Boston, she became a Certified Public Accountant and worked for several firms, including Arthur Andersen & Co.

At the first opportunity to move overseas, Ed took a job in Brussels in

1995, and Ruth, with three kids in tow, opted for the self-employed lifestyle of a consultant. She provides accounting and auditing services to clients ranging from the US Embassy to non-profit organizations. She's also done a lot of computer training, for corporations and for women, many of whom are trying to re-enter the workplace.

"It's ironic how the circle closed after a number of years and I returned to teaching, albeit in a business setting," she says.

In 2005, figuring it was time she became accredited, she earned a Master's degree in education at Katholieke Universiteit Leuven in Belgium. She's currently enrolled in a Master of Microfinance program at the Solvay Business School at the Universite Libre de Bruxelles. "It's a perfect blend for my skills and interests," she says. "Microfinance combines business, development, and education and travel, all in one career."

As part of the program, she did a three-month internship in India earlier this year, working with MicroSave to develop manuals for start-up microfinance institutions. "It's rather unglamorous work, and tedious at times," she says. "But it has given me insight into every aspect of running a microfinance institution."

Small start-ups don't have the time or skills to develop the systems and

procedures they need to guide their operations. Creating templates and sample manuals "will surely be a help for them," Ruth says. "And if the work I have done at MicroSave can help free these committed individuals to focus on the more important work on hand, to provide financial services to those who have no access, then I suppose my work has had a positive impact, even indirectly."

Ruth and her husband expect to be returning to Canada from Belgium later this year. She'd like to develop financial education programs upon her return, providing marginalized people with access to the kind of information that will help them

make informed choices that may improve their lives or perhaps protect them against financial risks. But she doubts she'll stay in one place for long.

"In ten years I hope my husband and I are somewhere back in the developing world, working to make a difference, and of course enjoying the exotic feeling of traveling to new places," she says. "Nothing makes you feel so alive." 

"It's a perfect blend for my skills and interests," she says. "Microfinance combines business, development, and education and travel, all in one career."



## A Man in His PRIME



### PAUL DUNSMORE

**An aptitude for math, music, and markets, and the opportunity to participate in PRIME, a highly regarded investment program available to top Finance students at the U of A, is what Paul Dunsmore, '01 BCom, credits with where he is today.**

A Vancouver boy who would marry Valerie, a “beautiful, loving, and understanding” Vancouver girl, a stint in Hollywood, university in Edmonton, a father of three, an auspicious start at Enron, and a burgeoning career in Calgary at BP (British Petroleum) is where we find a man very much in his “prime” at only 32 years of age.

A love of the stock market and his guitar were his passions as a young

boy. This would eventually take him to Hollywood where he would attend the Guitar Institute of Technology. And while music continued to move him, the business side of the music is what captivated him. A degree in Business is what he set his sites on, and after choosing the University of Alberta, he quickly zoned in on the PRIME program.

The PRIME program was the perfect training program for his career as was completing his Certified Financial Analyst designation in 2004. After several job offers Paul joined Enron in 2001 as a natural gas analyst in the origination group. After Enron filed for bankruptcy seven months later, Paul was

quickly scooped up by BP, who at the time did not have a Canadian desk presence in financial products. BP, the third largest global energy company, runs most of its North American operations out of Houston and Calgary. When Paul joined the firm he was given the entrepreneurial challenge to start up a desk in Calgary.

Today, just six years later, Paul is the Managing Director, Financial Products, for BP Gas and Power Canada, responsible for a team of four financial product originators. The group provides financial risk management tools (options, swaps) for producers, end users, traders, and marketers of natural gas, crude, power and natural gas liquids, sitting right in the middle of BP's trade floor in Calgary.

The five are part of a larger group of 25 serving the North American market.

During Paul's tenure, BP has escalated in world rankings, with BP being named Energy Risk Magazine's #1 Overall Natural Gas Dealer in both 2006 and 2008, pushing Goldman Sachs and Morgan Stanley into second and third positions respectively. BP's natural gas business will have transacted on \$2.0 billion of national natural gas value in the first half of 2008. BP's major competitors in the financial products business are the "major banks who use their lending relationships as an "in" for the energy hedging business of their various customers." At BP, Paul and team use their "physical energy relationships with their customers as their foot in the door on their financial hedging business".

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On both a personal and professional note Paul attributes much of his investing style being formed in PRIME. Perhaps this investing style is also shared in his annual week-end in Las Vegas with fellow PRIME graduate **Jeff Prentice**, '01 BCom, formerly with RBC Capital Markets in Calgary, now with ARC Financial; and fellow Co-op graduate **Graham Diamond**, '02 BCom, who has just moved to Baltimore where he is Director with Constellation Energy and

trades weather derivatives.

Paul is very much a U of A and PRIME booster. During BP's annual search for summer students and "Graduate Development Program Analysts", Paul looks forward to talking to PRIME Fund managers as potential employees. "They seem to have the work ethic, experience, and entrepreneurial spirit that fits well in a trading and origination organization such as BP". Paul also participates in the September campus recruiting, and enjoys experiencing the second round of interviews at "Fab Friday" in October where potential recruits are put through trading simulations and general math and logic exercises.

"Papa Paul" – a graduate of PRIME's second class is clearly proud that PRIME students continue to perform well. Paul has welcomed nine summer students and graduates from the PROGRAM since joining himself including **Jackie Milner** (now Chang), '01 BCom, **Ahmed El-Ghandour**, '05 BCom, **Carter Koch**, '07 BCom, **Michael Steeves**, '08 BCom, **Dustin Lotoski**, '09 BCom, and **Tyler Parrent**, '09 BCom.

Surrounding himself with good people is at the core of the team's success. Paul's philosophy of "treating your desk like a portfolio of people" is what he largely contributes to managing the stress of his job. "I know my weaknesses, and I appreciate those strengths in others".

And at the end of the day, which for Paul is usually around 5:30, the most important question of the day is from his four year old son, Thomas, who routinely asks how the Disney stock did. No doubt, Thomas, and little sisters, Ella and Birklee, will be well schooled on the PRIME approach. 

# PRIME:

## Program for Research and Investment Management Excellence

A student-run investment program, PRIME manages a fund worth over \$1.2 million in the Canadian equity market. The program consists of a select group of Bachelor of Commerce students who go through a competitive three-stage screening process for admission into the two year PRIME program.

PRIME has been under the stewardship of eight management teams since its inception in March 2000. At inception, a fund of \$70,000 was established, allowing students to make real-time trades and meaningful portfolio decisions. The fund was initially established by the Edmonton Society of Financial Analysts and the Department of Finance and Management Science. PRIME adheres to a "Growth at a Reasonable Price" (GARP) strategy.

### Quick Stats:

PRIME at Dec 31, 2007

Net Assets: C\$1.29 million

Holdings: 38 Fund Type Canadian Equities

YTD Return: 10.62%

## Did You Know:

### Traders versus Originators

Traders are responsible for creating value by buying and selling commodities where they see value as well as warehousing the risk that is created from the deals brought to the desk by the Financial Product Originators.

Originators are responsible for creating deal flow through providing customized risk management solutions for customers while providing real-time information, pricing, and execution. The Financial Product Originator's phones are all interconnected and will never go to voicemail – every call is answered.



Birklee, Ella and Thomas Dunsmore

# Karl Funke

## TECHNOLOGY COMMERCIALIZATION

ALBERTA MBA • 1997 • Title: President & CEO, Multitest, Germany

### *How did you end up running a German-based company?*

After the MBA, I went into venture capital for seven years. I was looking at Multitest as an investment opportunity for my employer. When the board rejected the deal, I quit and did the deal myself. Later, I sold the company and continued on as president and CEO.

### *How did you end up studying in Alberta?*

I had a degree in mechanical engineering from the Technical University of Munich and wanted to study in North America. I got a scholarship and was accepted at the U of A for my MBA. Its small size and value for dollar appealed to me.

### *How has your MBA helped you?*

The Alberta MBA's New Ventures' focus taught me how fun business can be. I was engrossed in engineering – a technical guy. The MBA was my ticket into the business world.

### *What do you attribute to Multitest's success?*

Multitest is like a family, even though we are global and have over 500 employees. There is a high degree of respect for each other, a great openness and a very strong sense of customer orientation. Everyone knows it's all about performance.

### *How does U of A compare?*

This is very similar at U of A. The full-time MBA program was, and still is, relatively small – about 60 students. There is a strong sense of belonging, and everyone knows that it's all about getting results.

### *Where would you like to be in 5 to 10 years?*

I'd like to still have my own business, but reduce my work to 2 or 3 days per week. I might stay in this industry, but I would be open to something new. 



**Role model:** "MacGregor" – an extraordinary manager whose tactics were illustrated by author A.E. Carlisle in his paper on organizational theory.

### **Recreational pursuits:**

I love skiing. I cycled in Spain at the end of April.





**Role model:** As corny as it may sound... my parents. My father is an engineer who left the oil industry to start up a BMW dealership. I grew up watching "Reach for the Top." Later in life, I realized that the fact my mother knew just about all the answers wasn't typical.

**Recreational pursuits:** Skiing backcountry couloirs; mountain biking in the spring and summer.



# David Tims

## INTERNATIONAL FINANCE

ALBERTA MBA • 1987 • Title: Vice President and Managing Director, Global Capital Markets, TD Securities, Vancouver

### *How's work?*

Between 5:00 and 6:00 a.m., we get a handle on what's driving the North American markets. We spend our day in front of monitors and conduct trades using live, open "hoot" mikes between Vancouver, Toronto, London and New York. Basically, we live in Vancouver and work in Toronto.

### *What drives you?*

Achieving that fine balance between facilitating significant trades on behalf of your client base while doing business that is profitable for your traders. It requires a sense of partnership between our clients and us.

### *How big are these transactions?*

A busy day could involve transacting in excess of a billion dollars in securities.

### *How do you cope with the stress?*

You have to deflect stress across the team. There are no corner offices here.

### *What was your big career break?*

I was part of a U of A team that participated in a Concordia MBA case competition. We made it to the finals. One of the judges was the president of CN Investments. On the Monday following, I got a call. The rest is history.

### *Still keep in touch with any classmates?*

One of my best friends, and this goes back to grade school, is Bruce Rigal, who is now the COO of Global Banking at Deutsche Bank United Kingdom. Bruce got his business degree at U of A. He and I have joked about how many dudes at the U of A were a lot smarter than we were.

### *The future?*

I enjoy teaching. I could see myself doing more, perhaps lecturing more at the U of A and other universities. 



# Alberta Rocks at Canada's Top 40 Under 40



Open-mindedness, compassion, tenacity, humility, optimism, straight shooter, intellectual curiosity, and a people person are just some of the qualities the national Top 40 Under 40 Awards look for. Court Carruthers, '93 BCom, and Pernille Ironside, '95 BCom, were two of this year's most impressive Top 40 selected from over 1600 applicants. The awards, jointly sponsored by the Caldwell Partners and the *Globe and Mail*, were presented at a noon-time gala in Toronto May 6.

## COURT CARRUTHERS, '93 BCOM

President, Acklands-Grainger Inc.  
Richmond Hill, Ontario

The ultimate people person may very well be "our" Court and his magnetism is no doubt a key part of Acklands Grainger's ascent. And with revenues of \$700 million a year, serving 65,000 customers through 155 branches across the country, five distribution centres and about 2200 employees, Canada's largest supplier of industrial and safety supplies, lead by one of our country's top young leaders, is obviously attracting and retaining the right crowd.

At the age of 27 Court became the youngest Vice President ever at Purolator Courier. Since joining Acklands in 2002 as Vice-President, Court became President in 2006, and senior vice-president of the Illinois-based parent company, W.W. Grainger Inc in 2007.

Court's top priorities were to improve its operations, customer service and bottom line. The firm boasted a 170 per cent increase in operating earnings in 2007 over 2006. In 2008 Acklands had double-digit earnings growth in the first quarter.

Giving back to community and remembering his roots is also "signature Court", and lucky for us, the Alberta School of Business is a top priority for him. In 2006, Court established "The Gay D Carruthers Scholarship in



Marketing" in honour of his Mother. Court is also a member of our Business Advisory Council, which provides strategic direction and assistance to the Dean and the School. Court also frequently speaks to our students on sales management, leadership, and developing high-performing teams. In 2008, Court was the guest speaker at the undergraduate banquet where his "date" was his best friend from his School of Business days **David Ayre**, '94 BCom;

his wife Kirstin remained at home as they are eagerly awaiting the birth of their first child. At the banquet he shared the following:

"Regardless of the path you choose, your personal success will be based on your ability to help others be successful. And success with others comes from what you give, not what you get back. The more you do for others to make them truly successful, the more others will help you. And as you advance in your career, you realize that you can only be successful if other people choose to help you."



On the front lines for the world's children

## PERNILLE IRNSIDE, '95 BCOM

Protection Specialist, Democratic Republic of the Congo (eastern zone), UNICEF

Pernille Ironside's house has a view of Lake Kivu, one of the Great Lakes of Africa that lies on the border of Congo, where she lives, and Rwanda. "When you're overlooking the lake, you have such a sense of calmness and serenity. It's such a contrast with what's on the other side of the compound".

Pernille is a passionate humanitarian dedicated to improving the lives of people in conflict-affected areas. A graduate of Osgoode Hall Law School and Columbia University School of Law where she earned a master's of law, she has focused her energies on international human rights and justice issues. She has worked with the United Nations Office for the Coordination of Humanitarian Affairs and UNICEF in New York where she helped launch major initiatives to improve the protection of civilians and monitoring of child rights violations in

areas of armed conflict.

While she could claim credit for rescuing hundreds of children, she says it's often difficult to feel victorious in the face of all that has happened in the country. "It's toughest when I interview the children on a one-on-one basis, to hear the tiny voice explaining the horrific things that happened to them. But it is also awe-inspiring to see how courageous they are, and so rewarding to see the relief and joy in their eyes when they realize they are coming into protective care."

Pernille was awarded the U of A's Alumni Horizon Award in 2006 and is the daughter of two U of A professors – Jetske Sybesma, the former Chair of Art and Design, and Geoffrey Ironside, the former Chair of Geography, who were able to share the day, and Jetske's birthday, with their daughter in Toronto.



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

# BUSINESS ALUMNI ASSOCIATION

## 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, '87 BCom  
e-mail: ck91602322@yahoo.com.hk

**LOS ANGELES:**  
e-mail: alumni.business@ualberta.ca

**MONTREAL:** James Hanna, '93 BCom  
e-mail: james.hanna@ca.pwcglobal.com

**OTTAWA:** Lee Close, '85 BCom  
e-mail: Lee.K.Close@ca.ey.com

**SAN FRANCISCO:** Melynnie Rizvi, '95 BCom  
e-mail: melynnie@comcast.net

**TORONTO:** Jeff Schellenberg, '04 MBA  
e-mail: jeff\_schellenberg@ml.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 39 or visit  
[www.business.ualberta.ca/alumni](http://www.business.ualberta.ca/alumni)

## Upcoming Alumni Events

Mark your calendars now for alumni events in your area:

### Business Alumni Association AGM and Member's Reception

Wednesday, June 18th  
Wedgwood Room  
Fairmont Hotel Macdonald,  
Edmonton

AGM: 5:00–5:30 pm  
Reception: 5:30–7:00 pm

July 9, 2008

### 2nd Annual Stampede Breakfast

7:00 to 10:00am  
Ceili's Irish Pub and  
Restaurant, Calgary  
For info contact: 780-492-1192

**If you missed the first one – make sure you don't miss the second!**

Business alumni are invited to join in the **Stampede spirit** at our newest Calgary alumni event – an early morning breakfast held during the Calgary Stampede. Mark **Wednesday, July 9th** in your calendars now and brush off your bulldoggin' boots. For information call (403) 531-5872 or register at online at [business.gobigevent.com](http://business.gobigevent.com). We hope to see you there!



September 15, 2008

### 9th Annual BAA Golf Tournament

Derrick Golf and Winter Club,  
Edmonton

The 9th annual Business Alumni Association golf tournament is scheduled this fall on September 15th at the Derrick Golf and Winter Club. Mark your calendars now and start recruiting your foursomes for this great afternoon of networking. We're hoping to attract the most golfers ever during this centenary year of celebration. Funds raised through the tournament help to support the Business Alumni Scholarships. Interested in sponsoring? Contact Russ Farmer ([russ@rfconsulting.ca](mailto:russ@rfconsulting.ca)); Bart Goth ([goth@ocii.com](mailto:goth@ocii.com)); or Chris Grey ([chris.grey@rbc.com](mailto:chris.grey@rbc.com)).



# 100! 1908-2008 YEARS

November 1, 2008

## Celebrating 100 Years!

Grand Hyatt Hotel • Hong Kong

The University of Alberta is proud of its international reputation and our alumni from all over the world who represent us as ambassadors. In celebration of our centenary, and in recognition of our approximately 2,500 alumni from East and Southeast Asia, the U of A will be holding a special international Centenary Celebration on November 1, 2008. The celebration will be held in Hong Kong and bring together alumni from across East and Southeast Asia, as well as University and government officials. This event marks ten years since the first Hong Kong convocation in 1998.

The School of Business is planning a special event for our graduates prior to the Centenary celebration and we'd love to see you there. If you live, work or will be visiting Hong Kong at that time, please plan to join us.

For more information, and to ensure that you are on our invitation list, email: [jami.drake@ualberta.ca](mailto:jami.drake@ualberta.ca) or call (780) 492-1192.

# Recent Alumni Events

February 8, 2008

## Panda's Hockey Night

Edmonton

Business alumni brought family and friends out to cheer the Panda's hockey team on to a victory over the Lethbridge Pronghorns in early February. The group enjoyed a private reception in the Bear's Den with pizza for all. This annual event is a great way to enjoy University sport at its finest. Watch for the date of the 2009 event, in the next issue of *Business*.



Business alumni Vaughn Beakhouse, David Wickenberg and kids



Charles Richmond (second from right) and guests



Student Ambassador Christine Molzan shows off her Golden Bear earrings!



Penny Cheung and BAA Director Cheng-Hsin Chang

April 3, 2008

### MBA Alumni/Mentorship Reception

Edmonton

MBA students, alumni, and mentors enjoyed a networking reception at the Royal Glenora Club in early April. More than 125 people attended the event on April 3rd and had a chance to meet our current MBA students as well as re-connect with former classmates and colleagues. If you are interested in participating as a mentor to one of our MBA students this fall, please contact Jami at 780-492-1192.



*Pan Zhang, Professor Rolf Mirus, Eric Petz, Inanc Inan, Mario Krpan*



*Travis Braithwaite, Rui Mo, Patrick Turc, and Max Varela Arevalo*



*Sherilyn Trompetter, Annie Kwon, Pan Zhang, Scott Riddell, Sergio Patino*

April 12, 2008

### Alumni Brunch, Victoria

Guest speaker Dr. Peter Senior, Medical Director of the Clinical Islet Transplant Program at the Alberta Diabetes Institute, spoke at the annual U of A alumni event in Victoria.

Business alumni were hosted by Elke Christianson, Assistant Dean External Relations, at the Saturday afternoon brunch.



*Elke Christianson and Dr. Joseph Kandler*



*Danny Tye, Glen Patterson, Brenda Yanchuk, Joseph Kandler, and Debby Carlson.*

April 27, 2008

**Centenary Event – Alumni Brunch, Vancouver**

Business grads joined other U of A alumni at the Vancouver Centenary brunch held in April at the Vancouver Yacht Club. U of A Alumni Council President, Jim Hole, was the featured guest speaker and shared information about both the University’s centenary activities – as well as gardening tips and advice!



*l to r: Eric Hayne, '66 BCom, Loreen Hayne, Marcia & Jim Hole, and Olive and Arthur Emmott, '49 BCom*



*Ray, '78 BCom and Evelyn Hazlett*



*Evelyn Miller, '50 BCom*

May 7, 2008

**President's Centenary Dinner, Toronto**

More than 200 U of A Alumni and their guests attended a dinner in Toronto to celebrate the University of Alberta’s centenary. President Indira Samarasekera hosted the event at the prestigious Royal Canadian Yacht Club. A strong contingent of Business graduates attended the event.



*Business Advisory Council Members Gay Mitchell, '86 MBA, and Kim Ward, '75 BCom. Gay is the Deputy Chairman of Royal Bank of Canada's Wealth Management Service, and was pleased to introduce President Samarasekera at the Centenary dinner in Toronto on May 7.*



*Front row: School of Business Vice-Dean Tom Scott, Karen McCardle, Pernille Ironside, '95 BCom, Monica Wegner, '84 BCom. Back row: Richard Jenkins, '86 BCom, Kristi Schellenberg, Jeff Schellenberg, '01 BCom, '04 MBA, Dean Drager, '80 BCom, Roberto Fazio, '90 BCom.*

2008 marks the 100th anniversary of the University of Alberta and everyone's invited to be part of this very special celebration and participate in the festivities that are scheduled throughout the entire calendar year! A full list of the events taking place throughout the year can be found at: [www.100years.ualberta.ca](http://www.100years.ualberta.ca) and in the special centenary issues of New Trail magazine.

# Homecoming 2008 • September 18 to 21



The feature weekend in the Centenary celebrations will be **Homecoming 2008**, with events scheduled from Thursday, September 18 through Sunday, September 21. All U of A alumni are invited back for the biggest reunion in a hundred years! With a special alumni awards ceremony, a tailgate party and chance to cheer the Bears on at a football game, Tuck Shop cinnamon buns, brunches and open houses, lectures, tours, and a spectacular gala dinner, Homecoming 2008 promises to be a reunion you'll never forget!

## Celebrate with your Group

Get your U of A class, club, team, or coffee gang to take part in Homecoming 2008. Whether or not you're celebrating an anniversary year in 2008 – we're encouraging our alumni to get involved and help persuade former classmates and colleagues to come back to campus and commemorate this historic anniversary. If you'd like to volunteer as a Class or Reunion organizer to help get your group together, contact Jami at the School of Business at 492-1192 (1-877-362-3222) or [jami.drake@ualberta.ca](mailto:jami.drake@ualberta.ca) or Colleen at 492-0866 (1-800-661-2593 toll-free) or [colleen.elliott@ualberta.ca](mailto:colleen.elliott@ualberta.ca) in the Office of Alumni Affairs. There's still lots of time!

A special thanks to our Class and 2008 Reunion Organizers to date:

|               |                 |               |                    |
|---------------|-----------------|---------------|--------------------|
| 1942 Commerce | John Denholm    | 1983 Commerce | Ted Byrt           |
| 1943 Commerce | Doris Jewell    | 1983 MBA      | John Tatlow        |
| 1958 Commerce | Ross Denham     |               | Frank Hayes        |
| 1964 Commerce | Maurice Bastide | 1985 MBA      | Tricia Cisakowski  |
|               | Larry Bourk     |               | Ross Bradford      |
| 1968 Commerce | Don Kemp        | 1988 MBA      | Dave Leeworthy     |
|               | Ken Zender      | 1998 MBA      | Wendy Boje         |
|               | Derek Bennett   |               | Travis Braithwaite |
| 1971 MBA      | David Allan     | 1990 BCom     | Mike House         |
| 1973 Commerce | Harvey Lawton   | 1993 MBA      | Kevin Chrenek      |
| 1973 MBA      | Yusuf Karbani   | 2005 BCom     | Nella Sabo         |
|               | Brian Hesje     |               |                    |

Planning on joining us at Homecoming 2008? Here are some of the events you can look forward to.

Dean Mike Percy and the Business Alumni Association host a complimentary:

## Brunch and Open House

Saturday, September 20, 2008  
School of Business  
10:00am to 12:00 noon

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. For more information call Traci (780) 248-1101 or Jami (780) 492-1192 or toll free at 1-877-362-3222.

## Other Homecoming Highlights

### Centenary Homecoming Gala Saturday, September 20

The marquee event of Homecoming Weekend!

### Alumni Recognition Awards Thursday, September 18

Come celebrate the incredible achievements of your fellow alumni. Always an entertaining and inspiring event.

### Golden Bears Football & Pre-Game Party Friday, September 19

Show your green and gold pride as the Golden Bears take on the Manitoba Bisons.

### President's Breakfast – For Golden Grads Sunday, September 21

Start your day off right with University President Indira Samarasekera.

### Campus Tours Thursday, Friday, and Saturday

Throughout Homecoming Weekend join fellow alumni in exploring your old campus haunts. For a full listing of events including times and locations, visit [www.ualberta.ca/alumni/centenary/](http://www.ualberta.ca/alumni/centenary/)

## CBLA – Tone at the Top

TONY FRANCESCHINI, STANTEC

A crowd of almost 1,000 people shared a special evening at the Shaw Centre in Edmonton February 26 to honour Tony Franceschini, the Alberta School of Business' 27th Canadian Business Leader Award recipient.

Many of the 1,000 were family, colleagues, and friends of Tony, President and CEO of the proudly Edmonton-based and globally recognized Stantec Inc. The love and support of family, colleagues and friends were three of the five key points Tony would attribute to Stantec's success in his keynote address entitled "Love and Passion." The remaining two elements were an obvious on-going passion for his job and the city of Edmonton. Dream, plan big and execute well was his advice for the Province, the City, and the University.

Speakers at the School's signature event included Premier Ed Stelmach, Mayor Stephen Mandel, University of Alberta President Indira Samarasekera, and Business School Dean Mike Percy. Tony was introduced by his "mentor and good friend" Ron Triffo, Chairman of Stantec Inc. The master of ceremonies for the evening was Business Advisory Council Chairman **Guy Turcotte**, '76 MBA, and President and CEO of Calgary-based Stone Creek Resorts.

Earlier in the day Tony shared a related message to a room full of "enthusiastic and optimistic" MBA students where he informally outlined the business climate and challenges Stantec operated in when he took over ten years ago, and the well-executed acquisition strategy "they" implemented to get them to where they are today – one of North America's leading design firms – and to where they want to go by

2018 – one of the top ten global design firms. Creating a strong "Stantec" culture and emphasizing teamwork were and are very much at the heart of his philosophy. Tony was introduced at the MBA Forum by **Kelly Gibbon**, '06 MBA, a senior consultant with the strategic management team at Stantec.

"Being CEO is probably not as difficult as some people make it out to be," he shared. "I learned fairly quickly that if you communicate a succinct vision and you get everybody playing from the same song sheet, they you can achieve your targets. Being CEO is very much like being a conductor in an orchestra and knowing how to make music."

Tony Franceschini joins an impressive list of CBLA recipients and comes at

### "LEEDING" by Example

Tony announced his decision to retire from Stantec at the annual general meeting on May 1, held at the U of A's award-winning Enterprise Square. Enterprise Square was designed by Stantec, a global leader in LEED (Leadership in Energy and Environmental Design), and is the new home to the School of Business's Executive Education and Lifelong Learning and the Alberta Business Family Institute. Tony's first visit to Enterprise Square after its completion was the visit with the School's Business Advisory Council on the day of the CBLA.

the heels of being awarded the Top CEO Award from Canadian Business magazine in November 2007. 2008 also marks his ten-year-anniversary of being Stantec's CEO.

"It (the CBLA dinner) went so fast" Tony reflected, at the end of a "most enjoyable" evening where he lingered on with family, friends, and colleagues, and was one of the last to leave. **R**



Above: Mike Percy, Tony Franceschini Guy Turcotte

### CBLA 2009

Nominations are now being accepted until June 30, 2008.  
[www.business.ualberta.ca](http://www.business.ualberta.ca)

## Triffo Gift Supports Studies, Students, and Scholarship

**Karyn Triffo**, '86 BCom, of Singapore, and **Dyan Triffo**, '88 BCom, of San Francisco, were back on campus to celebrate the official opening of historic Triffo Hall, the new home to the faculty of Graduate Studies and the Graduate Student Association. The Triffo gift also supports new student scholarships.

"It starts with our family's appreciation of the opportunities and success we've enjoyed as long-time residents of this great province," said Ronald Triffo, chairman of Stantec Inc. The upgrades associated with Triffo Hall also adhere to the highest standards set by the Leadership in Energy and Environmental Design (LEED) Green Building initiative, which is a nationally accepted certification program that encourages and accelerates global adoption of sustainable green building and development practices. Stantec is a world leader in LEED design buildings. 



Dyan and Karyn Triffo. Look for an alumni profile on Dyan and Karyn in the next issue of Business.



A favorite hobby? 1,400 bottles of beer on the wall. Three-decade collection fills Mike's new room, including from left, Double Chocolate Ale from Kamloops BC; Tooheys Old Black Ale from Australia; and two British beers, Theakston Best Bitter and – his favourite – Old Peculier.

photo: Edmonton Journal

## Sharing the VISION:

### A TRIBUTE TO DR. MIKE GIBBINS

**Dr. Mike Gibbins is an internationally renowned academic and the Winspear Foundation Distinguished Chair in Accounting. The Alberta School of Business was pleased to partner with the Institute of Chartered Accountants of Alberta (ICAA) to present a dinner and research symposium on May 2 and 3, to mark Mike's retirement after a 24 year career with the School.**

*We have all benefited from Mike's knowledge. Personally I had the privilege of being a student of Mike's in his introductory accounting class. I can honestly say that without his energy and humour I may have reconsidered my decision to move forward in the accounting profession. Mike certainly helped me along with three decades of business professionals understand that accounting is not a set of static rules. Instead, it is a language to convey critical information that facilitates important business decisions.*

**Jayne Halford**, '94 BCom, CEO and Executive Director, ICAA

*Mike, you were never comfortable with the status quo and despite formidable obstacles worked hard to address problems and develop practical solutions. You did not trail behind wearing blinkers, you spoke up when you saw issues, you were prepared to act not just talk. In my view the single most important role of university education is to develop critical thinking.*

**Steven Glover**, '87 MBA, Past CEO and Executive Director, ICAA

# unfiltered

DR. MIKE GIBBINS

as told to Chris Pilger, '90 BCom,  
Director, Member Relations and  
Communications, ICAA

**Accounting isn't in a bubble**, existing just for its own sake – it exists to provide information to people.

**Accounting is not a “numbers” subject at all**, in many ways. It is about putting together a story about a company. It has numbers, but there is much more to the story that has to be told, and that requires verbal and people skills, and a whole lot of judgment.

**I've found** that the more interested in the world, the more informed and creative a person is, the better an accountant he or she is. The people who could just add well were not the ones who stood out.

**The “rules versus principles” debate** is a bit phoney, since you obviously need both. We can't operate without rules, but principled judgment is our professional touchstone.

**Accountants have a big role to play** in climate change and the environment. If we pry ourselves loose from the way numbers are currently produced and think more broadly, we will make a real contribution.

**Accounting standards and principles** have become so complex that most people trying to use the information can't really tell what net income even means. We are losing credibility because of that.

**A complex system** opens itself up to manipulation, as we've seen demonstrated recently ... or maybe it's just mystification.

**My interest in academia?** It may have started back when I went to a conference at York University in the 1960s, and ended up sitting up all night with a bunch of professors arguing fair value versus historical cost. I didn't know you could do that.

## The Dr. Michael Gibbins International Study Award

In recognition of his commitment to the pursuit of growth through education, the Dr. Michael Gibbins International Study Award has been created. This award will provide opportunities for students within the Alberta School of Business who are either enrolled in an accounting major or minor to receive support for studying abroad.

Partnering with world-renowned business schools in Europe, Asia, Central America and the US, students will enhance their education from the University of Alberta with a unique learning experience that will impact their future successes.

If you would like to contribute to the Award please contact Susan Robertson at 780.492.4083; toll-free in Canada and the US at 1-877-362-3222; or email [susan.robertson@ualberta.ca](mailto:susan.robertson@ualberta.ca)

**Without a doubt**, the most enjoyable part of my career has been working with students over the years. Helping people to choose and reach their goals is very satisfying. Close behind my teaching interest is working on research and scholarly issues with great colleagues here and around the world.

### **My most significant achievement?**

It seems immodest to even try and answer that.

**Retirement?** My father says retirement is getting up in the morning with nothing to do and going to bed at night with only half of it done.

**My wife Betty and I** are going to do more what I call active travelling ... we've been to Antarctica, the Arctic, deserts, the rain forest ... we like to go out and rub ourselves up against the world. 



The University of Alberta School of Business is proud to announce the establishment of the

### **Dianne and Irving Kipnes Chair in Finance and Development**

The ultimate goal of the Chair is to develop effective policy options for raising living standards in low income countries.

We are grateful for the investment that the Dianne and Irving Kipnes Foundation have provided our community and our University and invite you to celebrate with us at an inaugural public lecture:

Dr. Bernard Yeung, Professor of Global Business New York University Stern School of Business

“From Product Safety to China's Long Term Structural Problems – The Need for Healthy Capital Markets”

Friday, February 8, 2008 – 3:00 pm  
TELUS Centre Lobby and Room 150  
University of Alberta Campus

**RSVP – 492-2348**

**[external.business@ualberta.ca](mailto:external.business@ualberta.ca)**



UNIVERSITY OF ALBERTA  
SCHOOL of BUSINESS

# Princeton Distinguished Lecture

BRUCE RIGAL, DEUTSCHE BANK

The Princeton Developments Ltd Distinguished Lectures in Finance focus on today's economic issues by bringing leading authorities to the University of Alberta School of Business to discuss and share their insights about Canada's economic and business future. The Princeton Lectures are made possible by the generous support of Princeton Developments Ltd, in conjunction with the Stephen A Jarislowsky Distinguished Chair in Finance.

## Bruce Rigal – Be Bullish and Be Bold

The 2008 Princeton lecturer was **Bruce Rigal, '84 BCom**. Bruce is presently the Chief Operating Officer of Global Banking (GB) at Deutsche Bank United Kingdom where he is responsible for the world-wide operations of GB including: budgeting and planning, human resource management, cost management, communications and marketing, and infrastructure. GB has more than 8,000 employees in 37 countries.

Bruce first joined Deutsche Bank in 1995 in Equity Capital Markets. Prior

to that, he worked at S.G. Warburg (now part of UBS) and was a management consultant with Oliver, Wyman and Company in New York. From 1984 to 1987, Bruce worked in the Treasury Department of Canadian Utilities Limited in Edmonton. Bruce holds an MBA from the University of Chicago Graduate School of Business (1989).

“By the time I got to Chicago I found out that I knew more math than the average Ivy League student! In the end I graduated at the top of the class. This was partly luck, partly innate ability – or according to my father Wynne Rigal it's a 50:50 combination of my innate ability and South African background. But I think the biggest part was the education I got here. This was and is a great University.”



## Distinguished U of A Connections:

Bruce has a strong connection to the University of Alberta; in addition to receiving his BCom in 1984, his wife, Lisa Tedeschini, received her BA in 1986. Bruce's father, Dr. Wynne Rigal, was on the medical faculty for more than 30 years and his late father-in-law, Dr. Mario Tedeschini, was the Distinguished Medical Alumnus of the Year in 2001, and

pediatrician to scores of business alumni. Bruce was joined at the lecture by his 10-year old son Joseph.

When introducing Bruce, Princeton Developments Chairman, **John Ferguson, '64 BCom**, highlighted his own connections – in addition to Dr. Tedeschini being the pediatrician for his own children, Lisa Tedeschini was his children's long-time babysitter.

Lisa Tedeschini will be returning to campus this spring to commemorate the establishment of the Mario Tedeschini Pediatric Annual Lecture Series. **R**



Karina Low, '08 MBA,  
Corporate Citizenship Manager

## Servus Credit Union: Recognizing Past and Future Leaders

At last year's Annual General Meeting for Servus Credit Union, the company announced that they would be contributing \$75,000 towards a new leadership scholarship for mature students obtaining their undergraduate business degree at the University of Alberta. The announcement was a pleasant surprise for Harry Buddle who is recently retired after being CEO for 20 years. Named after Harry and his

wife Judy, this scholarship is a doubly fitting honor as it will be matched dollar for dollar by the Alberta School of Business. These funds will be endowed to create two \$3000 scholarships, one for undergraduates and one for MBA students. The first award will be presented this Fall during the U of A's centenary. **R**



Harry Buddle

# Changing Calgary's Skyline – EnCana

EnCana – The Leader  
Brian Ferguson.

**E**nCana CFO and Executive Vice-President **Brian Ferguson**, '80 BCom, was the guest speaker at the March 19 Eric Geddes Breakfast Lecture in Calgary at the Hyatt Regency Hotel where he spoke on “Today’s Economic Reality of Oil and Gas Development” to over 150 friends and alumni.

On the same day in Edmonton, Calgary-based EnCana Corporation made one of the largest corporate donations to date in the U of A’s Campaign 2008, a \$7.5 million donation earmarked for the advancement of research on energy and the environment campus-wide. The gift includes scholarships available to students studying in the School’s Natural Resource and Energy MBA specialization.

On May 11, EnCana Corporation, Canada’s largest energy company, announced that they would be splitting into two distinct businesses. It was also announced that Brian is the designated President and CEO of the oil sands company, which will be named before the close of re-structuring expected in early 2009.



Brian Ferguson

EnCana – The Builder  
Judith Athaide

**Judith Athaide**, '85 MBA, transfixed MBA students at a recent MBA Forum where she discussed her latest “little” project. Judith has senior responsibility (VP, Bow Engineering and Project Execution) on behalf of EnCana Leasehold Limited Partnership for the Bow Building. The Bow Building will be the tallest building in Canada outside of Toronto when it opens in 2011. “The concrete pour for the raft slab underlying the building started on May 9 and finished on May 11 on schedule. It was the third largest continuous concrete pour in the world and the largest in Canada.”

Judith also holds an '89 Engineering degree, is a member of the School’s Business Advisory Council, is a sought after speaker for business students, helps with alumni events in Calgary, and sits on the boards of Cognera Corporation and FortisAlberta Inc.



Judith Athaide

EnCana – The Future  
Michael Clark

**Mike Clark**, '07 BCom, feels lucky to have joined the “premier” employer in Calgary after graduating. Originally from Calgary where he spent a few years in forensic research and as an emergency response driver, while closely following and researching the stock markets in the downturns, Mike chose the U of A because of its financial strength and opportunity to join PRIME (see page 6), the highly-regarded student-run investment program. Participating in PRIME was a key factor in his summer internship stint with BMO Capital Markets, and in securing his present position as Analyst, EnCana Corporation, Global Energy. Mike particularly enjoys the EnCana work week of 8.5 hour days with every second Friday off and is excited about new opportunities for the company with the recent re-structuring. 

## The VIEW from Vienna

International exchange student, winner of Export Development Canada award, Anna Marie Beatch blends adventure with studies

**A**nn Marie Beatch, has gone from a high flyer to couch surfer in the past few months, all in the name of education with a European twist.

The tandem flight with Hang Gliding Interlaken, high above Interlaken, Switzerland was “a blast,” said Anna Marie. And the couch surfing wasn’t merely sitting in front of a TV with a remote control in hand.

Using [www.CouchSurfing.com](http://www.CouchSurfing.com), Anna Marie met people who opened their homes – and provided sleeping arrangements – to strangers as an effort to create educational exchanges. Her couch surfing was part of an adventurous bicycle trip to Austria’s Burgenland, a wine growing region, with a friend.

Anna Marie, who is going into

Cooperative Education, just finished her third year with a Marketing major and a Business, Economics and Law minor. This spring she has been studying abroad at Wirtschaftsuniversität Wien (Vienna University of Economics and Business Administration), also called WU, in Vienna, Austria as part of an international student exchange program.

Anna Marie was one of 11 students going to Vienna and received this year’s Joseph and Melitta Kandler Scholarship for International Student Exchange with Austria.

The daunting task of finding her way in a strange country was made easier when she met other international students travelling to Vienna on February 4, and she was teamed with a WU ‘buddy’

upon arrival.

“My buddy, Kurt, picked me up from the airport, helped me get settled in the dorm, took me for groceries, and introduced me to all of his friends. Because of this, I think that my first few days were a lot less scary than I imagined them to be,” said Anna Marie.



She described her six classes as very hands on, case-based and presentation style learning. Her classes include International Business Policy and Strategy, Global Consumer Behaviour, and European Law and Economics. The class schedules are different from the U of A; for example one course will be every Monday for eight hours a day for one month.

With the block class schedule, there is still plenty of time for travelling, and the roads have led from hitchhiking in Switzerland, to skiing in “really ugly second hand snowsuits” in the Alps, to a huge festival in Strasbourg, France, plus Hungary, Belgium, Monaco, Italy, Slovakia and Bulgaria for a couple of days or a few weeks at a time.

She also has trips planned to Poland, Greece and Croatia during her study trip and more backpacking through Europe throughout the remainder of the summer. “All of my trips have been adventures. I am a very spontaneous person and you only live once so you need to live life to the fullest.”

Back in Edmonton, Anna Marie is a member of Rotary International’s Rotaract Club, and in AIESEC, an international student organization that promotes global understanding. Anna Marie is also the Marketing and Public Relations Director for the Business Students’ Association (BSA).

This spring, she received an Export Development Canada (EDC) International Business Scholarship worth \$3,000 towards her studies. The EDC supports and develops Canada’s international trade.

“My proposed career path includes employment in economics research and analysis of foreign markets at a financial institution or with a crown corporation to improve Canada’s trade relations and negotiations,” she said. “International experience turns today’s students into tomorrow’s successful business people.” 

## Another Export Development Canada winner!

**What would make a 19-year-old woman pick up stakes and move to the other side of the world, without knowing a soul?**

**Y**uliya Wawrykowicz, a third-year BCom student majoring in Finance, traded life in Ukraine for Edmonton because of the large Ukrainian population here. “Alberta just sounded like a good place with good community support.”

She had studied finance for two years at the National University of Ostroh Academy when she left her father and older sister, both doctors, to come to Canada. “No one wanted me to go, but I was a stubborn kid, I’m ambitious. Most of my friends were very academic and had travelled to many countries and I wanted to do so also.”

Soon upon her arrival, Yuliya (who speaks Ukrainian, Polish, Russian, English and a smattering of German) landed a position with the Ukrainian Canada Congress – Alberta Provincial Council as a project coordinator and was later promoted to acting Executive Director.

She entered the School’s third year undergraduate degree program in 2007 with credits from the Ostroh Academy. “The U of A has a very good reputation, with good feedback from students and it has earned many teaching awards,” she said.

When Yuliya returns to class in the fall, it will be with the help of a \$3,000 Export Development Canada (EDC) International Business Scholarship to help her prepare for a career in international trade. The EDC provides finance, insurance, and bonding to help Canadian companies that export goods or services, or invest in other countries.

“I was incredibly happy. I was really hoping to get this,” said Yuliya about the EDC award. She wants to do a co-op placement in addition to her summer job this year working for Alberta Finance and Enterprise as a policy analyst for insurance. “I do like international business very much because it’s challenging and the business environment changes all the time.”

A third U of A student, Patricia Elhatton-Lake, also won an EDC award, one of five new scholarships this year for students combining business with sustainable management or environmental studies. 



## A Semester of HIGHLIGHTS

This semester was a showcase of the Alberta School of Business at its finest – receiving prestigious and very rare invitations to top-level business competitions around the world for the first time – putting forth a strong showing (and top awards) at each business case competition that it was involved in. This year, the School has competed at the Hong Kong

University of Science & Technology Case Competition (Hong Kong), McCombs International Business Competition (Texas), Manitoba International Marketing Competition (Canada), Undergraduate National Case Competition (Canada), JDC West Business Competition (Canada), and the Inter-Collegiate Business Competition (Canada).

In addition to showcasing the talent of our students around the world by travelling abroad to compete against other Universities, the students of the School of Business also demonstrated their leadership and commitment to bringing other students to Edmonton, through hosting the Roundtable 2008 conference on March 7-9, 2008.

### JDC West Business Competition

On January 18-21, the Alberta School of Business sent a team of fifty top students to compete in the JDC West Business Competition in Lethbridge, AB. The team consisted of second, third and fourth year students competing in nine academic cases, one social challenge, one debate competition, one sport competition, and charity challenge in order to compete for the title of School of the Year. The team from the University of Alberta did extremely well, winning six medals.

The team placed 4th place overall for School of the Year and is looking forward to hosting the competition in Edmonton on January 23-26, 2009. JDC West Business Competition 2009 will be hosted by student leaders within the School of Business and will bring together over 600 top business students from Western Canada, and for the first time, teams from Ontario to compete for School of the Year in 2009.



#### *JDC West Business Medals*

##### **Gold**

- Taxation case (Robyn Evans, Chauncey Beggs, Evelyn Riedlinger)

##### **Silver**

- Debate competition (Tyler Dahlseide, Jordan Munns, Paul Natland, Ryan Stasyne)
- Social competition (Katie Berg, Lindsey Hornland, Chris Bright, Thomson Leung)
- Sport competition (Vince Urness, Erin Gallivan, Melissa Ball, Kevin Marin, Tyler Shapka, Lucas Portwood)

##### **Bronze**

- Marketing case (Jessica Leung, Nick Nemish, Dawid Chmiel)
- Finance case (Jared Coulson, Andre Chan, Graham Starko)

## Inter-Collegiate Business Competition

For the first time in close to a decade, the Alberta School of Business sent four student teams to compete in the Inter-Collegiate Business Competition in Kingston, Ontario hosted by Queen's University. The prestigious competition is known to be one of the premier business competitions to exist in Canada and involves a rigorous selection process that begins with an internal competition round within the School, followed by a written case submission and ending with the top six of the written submissions being selected and invited to compete at ICBC. The University of Alberta had teams selected in Accounting, Management Information Systems and Labour Arbitration and submissions in Marketing, Finance and Ethics. Based on the ranking of these submissions, the University of Alberta was ranked in the top 6 for its submissions, resulting in being invited to send a team to compete in the debate competition.

## Undergraduate National Case Competition SILVER Medal

On January 23-27th, a group of four undergraduate students from the Alberta School of Business were invited to compete in the prestigious Undergraduate National Case Competition hosted by Concordia University's John Molson School of Business in Montreal, QC. The team of four consisting of senior fourth year students, Kaleen Olansky, Robyn Evans, Artem Barsukov and Evelyn Riedlinger, placed 2nd place internationally.

They competed against 16 other schools from Canada, the United States and abroad, completing three cases over the span of the conference. The University of Alberta team placed first in their tier, qualifying them for the finals alongside Budapest and Nanyang Institute of Technology of Singapore.

The final case portrayed issues currently faced at Luxury Retreats International, asking students to analyze key international markets for expansion.



(Left to Right): Evelyn Riedlinger, Robyn Evans, Kaleen Olansky, Artem Barsukov

The end of the competition saw Nanyang finishing first, the U of A second and McMaster University third.

## Congratulations Jessica:

### Winner of Prestigious Lou Hyndman Award

Jessica Leung never expected to receive the most prestigious undergraduate scholarship on campus because of the fierce competition from throughout the U of A.

"I'm really honored to be selected," she said about the \$12,500 award which is given over two years. "It's great to be chosen for this, not only for the money to help offset the costs of school, but for the recognition amidst an amazing group of peers on campus".

The campus-wide award recognizes individuals who demonstrate outstanding leadership qualities and potential. Jessica was feted at an intimate luncheon at the Faculty Club January 30, with President Indira Samarasekera, Mary Hyndman, Dean Mike Percy, past recipients, present committee members, and her proud Mom, among the attendees.



Mrs. Leung, Jessica Leung, President Indira Samarasekera

### The Lou Hyndman Award – A Business Tradition

This year marked the 20-year anniversary of the award. To date 11 business students have been recipients.

Trina McCaroll, '07 BCom  
Queenie Lung, '04 BCom  
Rahool Agarwal, '03 BCom  
Dipesh Mistry, '01 BCom  
Joel Tennison, '00 BCom

Nina Sharma, '99 BCom  
Chad Park, '99 BCom  
Mimi Liu, '96 BCom  
Trevor Hoffman, '95 BCom  
Dennis Oswald, '91 BCom.



# Student and ALUMNI Study Tour Europe's ENERGY Mix

Driving through the picturesque German countryside, the busload of Alberta MBA students, faculty and alumni witnessed a compelling view of an advanced, diversified energy landscape. In quick succession, the Canadians passed by a coal power plant, a nuclear power facility and a wind farm. Yet the physical landscape isn't the only thing that's different about Europe's energy mix. Unique environmental, social and political factors also play important roles, as the group would discover on this enlightening study tour.

As featured in the April issue of the *Globe and Mail Report on Business Magazine*.

The twelve participants hail from a range of backgrounds, but all have one thing in common – they are affiliated with the University of Alberta's Natural Resources and Energy MBA specialization – a 10-year-old program unique in North America. On this particular study tour, the goal is to advance an understanding of Europe's energy makeup and its role in our increasingly integrated world.

International tours, weekly site visits, summer internships and applied research opportunities like this are part of what attracts students from around the world to the Alberta MBA program and, in turn, contributes to their preparedness for

global opportunities.

For students **Casey McKenzie** and **Dan Stickney**, the capstone European study tour perfectly supplemented their summer internship in Peru's rainforest. "The priority of the program to incorporate alternative energy education in an energy-rich province shows its global perspective," says McKenzie. For Stickney, pursuing a joint MBA and Masters of Forestry degree enabled him to efficiently achieve his academic goals. International business specialist **Rose Liu** of Vancouver says the program's rigour and site visits were a big draw for her.

Clearly in his element, Enbridge Professor of Energy Policy **Joseph**

**Doucet** fuels discussion on the bus.

"Everything is more and more global. Conversely, that means that local issues can have global implications. Look at fair trade coffee; someone in Vancouver or Calgary who demands fair trade coffee will impact labour practices in Brazil."

He notes energy markets everywhere have different preoccupations – financial, environmental, transportation, fuel prices among them. Bringing the group to Europe enables them to explore opportunities as well as Europe's commonalities and contrasts with Canada and Alberta.

"Our future leaders, not just in business but in politics and civil society, have to be in



## NATURAL RESOURCES & ENERGY

### PEGAH SALARI ALBERTA MBA • 2008

**Focus:** Natural Resources & Energy

**Role model:** I've never found one person perfect enough to be a sole role model. I admire many people for different reasons.

**Recreational pursuits:** I'm very active in our Iranian Student Association. It helps us keep our traditions alive so that nobody misses home.

#### What brought you to Edmonton?

Growing up in Tehran, I always had a vision of who I could be. I realized that I couldn't achieve this in Iran due to its political and social barriers. Canada is a land of opportunity. I found out through research that the U of A offers an MBA specializing in energy and natural resource management. It's a perfect match.

#### Why the interest in energy?

As much as Alberta is energy, so is Iran. It's in my blood, and is the industry that my father, grandfather and uncles are in.

#### Has the program met your expectations?

It has surpassed them in so many ways. Professor Joseph Doucet is helpful and understanding. And I can't say enough good things about my classmates. Plus, we are often off campus; we meet people in industry. Networking is the key to success.

#### What next?

I feel very good about my prospects. I'm almost 25 and I have my MBA. I see many opportunities, but first I want to establish myself in Edmonton and Canada. If you are goal-oriented and hard-working, there is nothing that can stop you.

tune with the global phenomena as well as in touch with local stakeholders when they think about local projects – whether it's a new gas pipeline in the Mackenzie Valley or an offshore project in Newfoundland," says Doucet. "What do we have to do to get these projects developed, to get the social licences to move them forward?" he asks provocatively.

At a site visit at E.ON – Europe's largest utility provider – part-time student, mining engineer and EPCOR employee **Derrick Hollman** marvels at E.ON's scope and scale. E.ON, which serves nearly 1.2 million customers each day, aims to be the world's leading power and gas company. Its appetite for talent is not lost on the Canadians. The MBA candidates strut their stuff, delivering presentations on topics ranging from oil sands management, coal gasification and royalty regimes to biofuels, renewable energy technologies and corporate responsibility. In turn, students from Germany's Aachen University share insight on smart metering, geothermal energy resources, energy efficient buildings and indoor climate systems.

U of A alumnus and '06 MBA **Trevor Nichol** has business on his mind. The part owner of The Growing Power Group, an Alberta-based company that operates one of the world's largest biofuels plants, discusses potential involvement in the E.ON Energy Research Institute, a massive partnership initiative led by E.ON and Aachen University.

In Cologne, '07 MBA **Wilson Howe**, a Suncor Energy project manager, is captivated by the German Aerospace Centre's outdoor solar test facilities.

In Munich, a visit to government

offices of the Environment, Economy and Health illuminates important peripheral issues. A visit to Siemens held special meaning for student **Adesiji Rabi**, who worked as an IT specialist for Siemens in Toronto before joining the program.

Throughout the journey, the delegates forge relationships with one another and influential people they meet along the way. **Albrecht Hallbauer**, '73 MBA, is one of them. A former University of Mannheim professor, Hallbauer, who holds a PhD in Business, leads a company that produces lubricants for the oil and gas industry.

At a nearby schnitzel house, **Karl Funke** graciously greets the delegates. The '87 MBA is president and CEO of Bavaria-based Multitest, one of the world's leading makers of test handling equipment for semiconductors. The conversation over Bavarian cuisine and brew flows, intensifying as the topic turns to how the world will meet its energy challenges.

In Brussels, the tour concludes with discussions with European Union officials including Graeme Preston, principal administrator for the Directorate General Energy and Transport responsible for EU/North America relations. "How cleanly, safely and competitively we will be able to meet future energy requirements is one of this century's greatest challenges," says Doucet.

Back in Alberta, Doucet reflects, "All of our grads are prepared for traditional MBA leadership roles. But because of trips like this and the courses involved in the specialization, and their personal interests, a lot of the MBAs will choose the energy and resource environmental sectors. Their options truly are global." 

# From Roses to ROSETTES



Michael Holly

promotion, seeing what has worked in the past for them and what can be changed,” he explained about his role with the non-profit organization down under.

One may wonder how his background makes him the perfect fit for a health organization. The road has been admittedly lined with twists and turns to bring James to this point but it makes sense for someone with a technology commercialization specialization.

Armed with a BScE in Mechanical Engineering from Queen’s University, the Burlington native worked for Continental Conveyor Canada Ltd. for five years selling conveyor systems to coal, potash, cement and steel companies. As the major North American representative, it was his job to figure out client needs and solve problems. “It was a combination of business and engineering but that’s as high up as I could go with that education,” he said.

Recognizing the need for more skills, he decided a double degree from the U of A would be the right fit. The MBA MEng combination requires a major engineering project with a significant business component, and the Technology Commercialization specialization intrigued him.

“My initial inspiration to study engineering was a personal one – I witnessed friends who suffered through difficult diseases which were made more bearable through technology that significantly improved their quality of life,” said James, adding the Technology MBA seemed like a perfect fit.

Working with School of Business Professor Michael Lounsbury, James is completing a report taking a new technology called helical rosette nanotubes (HRN) at the National Institute of Nanotechnology from the lab to the patient.

“The HRN is a promising technology for joint replacements,” he explained. “A lot of joints need to be replaced every 10 years, or they’re not very successful the first time so there’s a revision surgery. In a laboratory setting, the HRN has shown to increase biocompatibility.” While probably 10 years away from being used on a person, James said it’s still exciting to be involved in the project. “It’s one of the first real applications of using nanotechnology.”

His ability to find out what a client needs and respond to that were also used last summer during an internship with Nortel in Calgary, where he worked on product placement, pricing, and bundling mixes, selling phones and networks to small and medium-sized businesses. It included services and software such as voicemail, call forwarding, conference calling, for one phone or multiple units.

All that experience led Cystic Fibrosis Australia to see how James could fit into their organization. “They were impressed with my MBA degree but also that I knew about medical clinical trial regulations, patent laws, drug research and funding initiatives, so the Technology Commercialization helped too. With my new skills and knowledge, I believe that I can help this organization succeed by finding a cure for cystic fibrosis,” said James. 

**Everything will be coming up roses this summer for James Lam, '08 MBA, MEng, when he spends his second internship with Cystic Fibrosis Australia, working to increase awareness and results for their 65 Roses annual fundraising event.**

It will be far different from his former career as an engineer in technical sales, but James’ experience will be a definite asset as he completes this step of his education.

“In the past few years, the campaign for Cystic Fibrosis Australia hasn’t been as successful as it possibly could be, because of date changes, theme changes and other challenges. I’ll be looking at rebranding it and implementing the

**Working with School of Business Professor Michael Lounsbury, James is completing a report taking a new technology called helical rosette nanotubes (HRN) at the National Institute of Nanotechnology from the lab to the patient.**

# MBA Games team shines academically at McMaster

In early January, a team of 38 MBA students travelled to McMaster University in Hamilton, Ontario for the annual MBA Games competition. Consisting of academic, spirit and sporting events, the MBA Games is a fantastic opportunity to apply the lessons of the MBA program to real problems

and make solid contacts for the future. The University of Alberta team finished fifth overall.

The team shone academically, finishing fourth overall in the academic competition. Strong finishes were recorded in the strategy case competition (4th), negotiating challenge (3rd) and stock trading simulation (2nd).

In the strategy and marketing case competitions, our teams confronted the challenges of environmental sustainability in banking, and how to sell designer bags and purses made from recycled materials in the developing world.

The trip would not have been possible without the generosity of our sponsors: Syncrude, Enbridge, Melcor, North American Construction Group, Ipsco, and Mary Ritchie. Thank you for your support! 

**James Lam:**

*Captain, MBA Games*

*VP, External MBA Association – MBA Forums*

## MBA Forums: January – April

**January 22**

Edward Kennedy, President and CEO, Northwest Company

**January 24**

Michelle Perrett, Manager of Community Relations, Enbridge

**January 29**

Paul Martin, Former Prime-Minister

**February 5**

Guy Kerr, '95 MBA, President and CEO, Workers Compensation Board

**February 7**

Gordon Pitts, Author and Journalist, *Globe and Mail*

**February 26**

Tony Franceschini, President and CEO, Stantec Inc.

**February 27**

Judith Athaide, '95 MBA, President and Founder, The Cogent Group

**March 4**

Chuck Szmurlo, VP Energy Technology & Power Generation, Enbridge

**March 11**

Paul Bokenfohr, '78 MBA, Human Resources and Administration, CV Technologies

**March 13**

Harry Roberts, '73 BCom, VP Finance, Petro-Canada

**March 20**

Greg Draper, Forensic Services Leader, Meyers Norris Penny

**March 26**

Mark Albion, Professor, Author, Co-Founder of Net Impact

**March 31**

Leonard Waverman, Dean, University of Calgary Haskayne School of Business

**April 1**

Roger Phillips, Past CEO, IPSCO

## UNIVERSITY OF ALBERTA MBA GAMES TEAM

would like to thank our sponsors.

The 2008 MBA Games were hosted in Hamilton, Ontario and were a huge success with the Alberta School of Business finishing **2nd Nationally** in the Academic Competition

**Gold Sponsors**



**Silver Sponsors**




**Bronze Sponsors**




Innovative Thinking. Proven Results.



The Alberta MBA is built on Alberta tradition: great ideas, hard work and outstanding people. A host of degree options, coupled with small class sizes, an applied hands-on learning style, and close ties to over 17,000 alumni and the business community, translate into incredible opportunities for those who choose an Alberta MBA. Choose a solid foundation for your future.

Thank you from the 40 team members and from Lazine Shamseer, Lauren Aebig and James Lam (JLam2@ualberta.ca)  
"A-Team" Captains



# Dr. Mark Albion

## ENHANCING THE SUSTAINABILITY OF BUSINESS

On March 25-26, 2008, the School of Business welcomed *New York Times* bestselling author and Net Impact co-founder Dr. Mark Albion. Net Impact is an international network of more than 15,000 MBA students and professionals that focuses on making a positive net economic, social and environmental impact.

The highlight of Mark's visit was the Eric Geddes Breakfast Lecture Series titled "Growing People, Growing Products, Growing Profits," where attendees learned how to create high-performance organizations through values-based leadership. In an MBA Forum titled "More Than Money: Questions Every MBA Needs to Answer," Mark discussed values-based careers for business graduates—the topic of his new book.

Other highlights included Mark sharing his company-building experiences with technology entrepreneurs at TEC Edmonton, and guest lectures about social entrepreneurship, environmental marketing and corporate social responsibility.

Based on the momentum from Mark's visit, a professional Net Impact chapter will be launched in Edmonton in the coming months. Please contact Casey Mckenzie (cmm15@ualberta.ca) if you are interested in receiving more information. 



Lin Ma  
Camron Rahmanian  
Rick Dowell  
Poornima Ganesh  
Chris Miller  
Christopher Lynch  
(Missing: Kei Wang)

## Congratulations Team Alberta

WINNERS – *Financial Post*  
National MBA Portfolio Competition

# Alberta MBA

- + Top 100 Globally
- + Fourth in Canada
- + Best in the West
- + Number One in Canada Value for Money  
2008 *Financial Times of London* rankings

global options  futures unlimited

[www.MBA.net](http://www.MBA.net)

UNIVERSITY OF ALBERTA  
SCHOOL of BUSINESS



## ANNOUNCEMENTS

'08 **Xin Ge, PhD (Marketing)**, successfully defended her PhD dissertation on November 21 entitled "Losing the Battle to Win the War: Strategic Use of Information Delay and Search Cost." Her supervisors were Professors Gerald Häubl and Terry Elrod.

'08 **Federica Pazzaglia, PhD (Finance)**, successfully defended her thesis, "Essays on the Choice of Organizational Form" on February 1, 2008. Her co-

supervisors were Professors Mark Huson and Felipe Aguerrevere.

'08 **Rajshree Prakash, PhD (Organizational Analysis)**, successfully defended her PhD dissertation on September 21, 2007 titled "The Influence of Organizational Forms and Client Relationships on Professional Behaviour." Her supervisor was Professor Royston Greenwood.

'08 **Karan Sonpar, PhD (Organizational Analysis)**, successfully defended his thesis on March 25, 2008 titled "Top Managerial Attention and Organizational Response to Institutional Pressures." His supervisor was Professor Karen Golden-Biddle.

**PhD students Igor Semenenko (Finance)** and **Blake Phillips (Finance)** have passed their candidacy exams.

## AWARDS

Several of our Business PhD students received Faculty of Graduate Studies and Research (FGSR) Scholarships/Fellowships from the FGSR 2008 General Awards Competition:

### KAREN HUNTER

#### *Dissertation Fellowship (HRM/IR)*

Karen's research examines how and why employees' perceptions that their organization supports and appreciates them influences their citizenship behaviors, which include a variety of conscientious and altruistic behaviors which benefit the organization.

### MEGAN MCDOUGALD

#### *Dissertation Fellowship (Org Analysis)*

Megan's research focuses on how professional service firms maintain and transfer their 'social capital' – their relationships - during mergers or acquisitions.

### NEIL BRIGDEN

#### *Queen Elizabeth II Scholarship (Marketing)*

Neil is a second-year doctoral student studying how consumer beliefs about whether and how advertising works affect the impact ads have on them, such as whether they change attitude toward brands or purchases.



### LIANNE LEFSRUD

#### *Queen Elizabeth II Scholarship (Org Analysis)*

Lianne's research

interests are corporate and professional ethics. She is particularly interested in conflicts of interest, such as those that arise in the adoption of corporate environmental responsibility in the petroleum industry or the management of outsourced engineering.

### ERIN MARSHALL

#### *Queen Elizabeth II Scholarship (Accounting)*

Erin's current research involves examining professional conflicts of interest under differing situations.

### FLORA STORMER

#### *Andrew Stewart Memorial Graduate Prize (Org Analysis)*

Flora is interested in how organizations in various sectors are increasingly adopting market values.

### TYLER WRY

#### *Andrew Stewart Memorial Graduate Prize (Org Analysis) Dissertation Fellowship (Org Analysis)*

Tyler's research focuses on the cultural impact of innovative activity, in emerging techno-scientific fields such as nanotechnology. In particular, he is investigating cultural sources of identity that shape technological development and scientific careers.

## FINANCIAL TIMES OF LONDON

In 2008 the Alberta School of Business was ranked 37th globally for research output.

As well, '10 **Monica Popa, PhD (Marketing)** was awarded a SSHRC Doctoral Fellowship.

The following students received Graduate Teaching Awards from University Teaching Services and the School of Business:

- **Brad Pomeroy** (Accounting)
- **Christian Schmid** (Marketing)
- **Tyler Wry** (Organizational Analysis)

**Carmen Stefanescu** (Finance) also received a Graduate Teaching Award from the School of Business.

### VISITORS

We welcome two new visiting PhD students:

- **Mariannunziata Liguori** from SDA Bocconi, Italy and
- **Aafke Raaijmakers** from Tilburg University, Netherlands.





# PAGES IN TIME

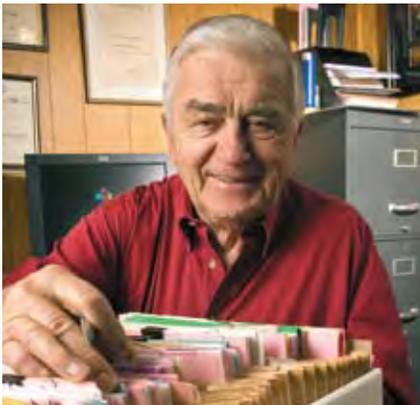
BY MONICA WEGNER

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

## A CHRONICLE OF COMMERCE



In recognition of the 90th anniversary of the Department of Accountancy, School of Accountancy, School of Commerce, Faculty of Commerce, Faculty of Business Administration and Commerce, Faculty of Business, and Alberta School of Business, as we are known today, Professor Emeritus Bill Preshing has been commissioned to capture the journey: “A journey that follows the growth of an extremely small localized organization that has grown into an entity with an international reputation.” The book will be available mid-September.



Thanks Dr. Bill!



### Chapter 1: The Initial Years (1916–1929)

#### PRAIRIE VISION

*‘A University should be the most practical of all institutions. It should strive to find the answers to the economic and social problems of common everyday people and then share its knowledge with them.’*

— Henry Marshall Tory  
First President  
University of Alberta, 1908

#### FIRST GRADUATES

- In 1917, there were no students in Accountancy due to WWI.
- In 1918, the University closed because of the Spanish flu epidemic.
- Donald Allan, Max Palmer, and Robert Page graduated in 1923.

### Chapter 2: The Depression & World War II (1929–1945)

#### FRANCIS WINSPEAR

- Francis Winspear was appointed the first Director of the School of Commerce in 1954.
- He received the School’s first Canadian Business Leader Award in 1982.
- The Winspear Business Reference Library opened in 1984.
- The Francis and Harriet Winspear Business Students’ Centre opened in September 1998.

#### ADDING UP

- The first external Advisory Committee was established in 1932.
- Links with the Institute of Chartered Accountants formed in 1935.
- Student fees increased by \$10 to \$145 with the beginning of WW II in 1939.



### Chapter 3: New Directions (1945–1960)

#### WEATHERING THE STORM

- Registration > 1945: 36 civilians and 64 veterans; 1947: 54 civilians and 232 veterans.
- In 1957, disputes over programming changes lead to the resignation of Director Ben Lindberg and other staff members.
- In 1959, a proposal was prepared to move the School of Commerce to Calgary.

#### BRANCHING OUT

- The Banff School of Advanced Management was established in 1952.
- Extensive study of other schools leads to broadening of the accounting focus.
- Hu Harries was appointed as Director of the School of Commerce in 1959.

### Chapter 4: The Turning Point (1960–1975)

#### HU HARRIES

- Faculty status was granted in 1960.
- The MBA program began in 1964.
- AACSB accreditation was first achieved in 1968.

#### NEW HEIGHTS

- Faculty of Commerce was renamed to Faculty of Business Administration and Commerce in 1965.
- International development assistance began with University of Nairobi in Kenya in 1971.
- Registration > 1960: 32 males and 2 females; 1975: 284 males and 34 females.

## Chapter 5: Growth and Change (1975–1990)

### A SOLID FOUNDATION

- Faculty of Business Administration and Commerce was renamed Faculty of Business in 1982.
- The PhD Program was established in 1983.
- The Faculty of Business Building opened on November 26, 1984.

### COMMUNITY CONNECTIONS

- Inaugural Canadian Business Leader Award presented in 1982.
- Business Alumni Association was formed in 1988.
- Business Cooperative Education program started in 1992.
- Executive Education program established in 1998.

## Chapter 6: The Recent Past and the Future (1990–2006)

### INNOVATIVE THINKING

- National leader in technology assisted teaching, research, and learning.
- More 3M teaching awards than any business school in Canada.
- Thirteen centres of applied business research.

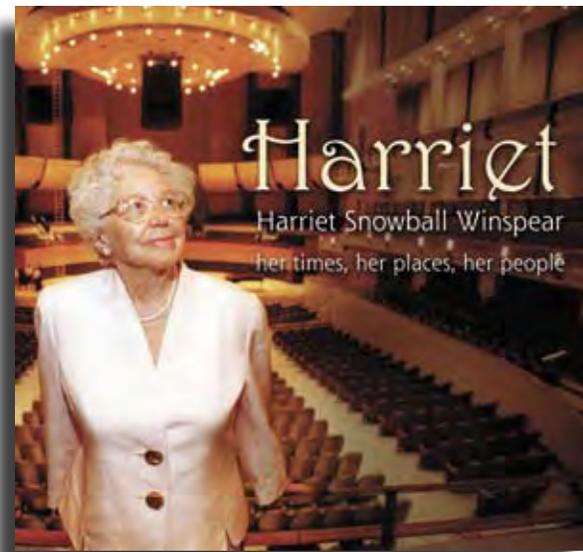
### GLOBAL IMPACT

- International specializations, study tours, and exchange opportunities for students.
- *Financial Times of London* 2006 research ranking: top 25 globally.
- Longest continually accredited business school in Canada. 



## REMEMBERING HARRIET: 1904–2008

The Alberta School of Business was deeply saddened by the passing of one of our best friends – Harriet Snowball Winspear – in her 104th year. She embodied the Winspear spirit; she embraced the Snowball spunk; she touched all with her heart of hope.



### The Winspear Way

It is most fitting and poignant that our 2007 Report to the Community was held in the lobby of Francis Winspear Centre for Music, in the heart of downtown Edmonton as there is perhaps no family that has shown greater heart for the future of our students and communities that have touched their lives.

The year 2006/2007 marked the 90th anniversary of the School of Business and the legacy of the Winspears was at its every turn, whether it was teaching, research, or community service.

In 1930 Francis Winspear was hired as an accounting lecturer and was later appointed the first Director of the School of Commerce in 1954. He received the School's first Canadian Business Leader Award in 1982. The Winspear Business Reference Library opened in 1984 and the Francis and Harriet Winspear Students' Centre opened in September 1988. The year 2007 marked the tenth anniversary of his death.

**Harriet Snowball Winspear again attended the Undergraduate Awards Ceremony in January and presented each of the five recipients of her annual scholarship with one of her highly anticipated hugs. The year also saw the release of her memoirs. It was a pleasure and honour for the School to contribute to the Harriet Winspear Book Project, and to help celebrate her 103rd birthday last August.**

At the University of Alberta's Reunion Week-end 2006, William Winspear, '54 BCom, received the Distinguished Alumni Award in recognition as one of North America's outstanding business leaders and philanthropists.

Bill, who passed away in June 2007, was also a valued member of our Business Advisory Council where in his last meeting with us again reiterated his desire and enthusiasm for how best we can prepare well balanced students for their futures. To honor Bill, the Dean has established the William Winspear Business Advisory Council Dean's Citation.

**Harriet Snowball Winspear's memorial service was held at the Winspear Centre on March 31. Alberta School of Business Dean Mike Percy spoke on behalf of the University; Alberta School of Business student ambassadors and Harriet Snowball Winspear Scholarship in Business recipients served as ushers.**

As we look forward to the future, and celebrating the University of Alberta's Centenary in 2008, may the Winspear spirit continue to lead the way. 

# CLASSNOTES

'40

'42 **John Denholm, BCom**, of Calgary, Alberta, attended the University of Alberta Centenary Choir of Choirs event on March 2 at the Jack Singer Concert Hall in Calgary.



'42 **Glen Patterson, BCom**, of Vancouver, British Columbia, writes: "I just got back from a week long tour of the colourful Death Valley in California with my son Dennis. It was a most exciting trip with all the wildflowers and fascinating landscapes of greatly diversified rocks of all colours and shapes as well



as constantly shifting sand dunes! I am leaving for a 3 week tour of Libya and Tunisia later in April to explore the ancient and well-preserved Roman, Greek, Phoenician and Byzantine ruins." Glen attended the Spring Alumni Lunch in Victoria, British Columbia, on April 12. He shared these photos with us.

'60

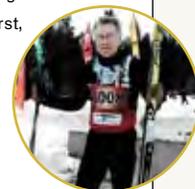
'65 **James Banks, BCom**, of Edmonton, Alberta, retired in 2003 as the President of Banks-Hill Systems, an

Edmonton-based computer systems company that will be celebrating its 25th year of business success in 2008. Jim founded the company (originally called Banks-Isaak Systems) with John Isaak back in 1983 and was simultaneously involved in other business ventures and not-for-profit organizations. Jim says with the freedom of retirement, he has had more time to enjoy his hobbies of world-travelling and making stained glass.

'70

'72 **Garry Beres, BCom**, of Calgary, Alberta, was recently named Vice President of NIT Calgary.

'72 **Frank Gibson, BCom**, of Edmonton, Alberta, has recently received two interesting acknowledgements. First, being the recipient of the Haakon Haakonsson Award after skiing all three World Birkebeiner races in one year (Norway, USA, Canada 55 km cross-country skiing). Secondly, being awarded the Silver Medal by the International Wine and Food Society – a medal rarely awarded, Frank was a President for four years and made significant contributions to the Edmonton Chapter. He also was a Senior Partner of NAI Commercial Real Estate.



'73 **Harry Roberts, BCom**, of Calgary, Alberta, is the Executive Vice President and Chief Financial Officer of Petro-Canada. Harry is the speaker at the next Eric Geddes Breakfast Lecture in Calgary on June 19, at the Calgary Chamber of Commerce. His topic is: "Post Doctorate Degree in Corporate Restructuring."

'74 **Jim Gillespie, BCom**, of Edmonton, Alberta, recently merged his Chartered Accounting practice (Gillespie Farrell LLP) with Meyers Norris Penny LLP in Edmonton. He continues to sit on the boards of Edmonton Economic Development Corporation and Glenora Rotary.

'75 **Bill Burn, BCom**, of Edmonton, Alberta, recently retired as the City of Edmonton's Manager of Asset Management and Public Works. He began working for the city shortly after receiving his business degree from the U of A.

'76 **Joseph Bronneberg, BCom**, of Calgary, Alberta, was recently named Executive Vice President and Chief Financial Officer of AltaLink, a transmission provider responsible for maintenance and operation of approximately 260 substations in Alberta.

## A+ athletics and academics

The University of Alberta Sports Wall of Fame celebrated its 25th anniversary at a gala dinner held at the Shaw Conference Centre on Thursday, May 8th, 2008.



John Devaney, Darrell Zapernick, Dave Breakwell, Jim Lomas, Don Spring

Among the Bear's hockey alumni being inducted in 2008 from the '78, '79 and '80 Championship teams were:

- Dave Breakwell** (BCom '79),
- Darryl Zapernick** (BCom '79),
- Don Spring** (BCom '81),
- John Devaney** (BCom '82),
- Jim Lomas** (BCom '82),
- Bradley Schneider** (MBA '82),
- Mike Broadfoot** (MBA '83),
- Garnet Brimacombe** (BCom '84),
- Terry Sydoryk** (MBA '88).

The 2008 inductees join a select list of outstanding University of Alberta athletes on the Wall, including six other Business alumni. They include:

|                             |           |                     |
|-----------------------------|-----------|---------------------|
| <b>Albert (Pal) Power</b>   | 1928 BCom | Rugby/Hockey        |
| <b>Norman MacIntosh</b>     | 1957 BCom | Basketball          |
| <b>J. Lorne Braithwaite</b> | 1963 BCom | Football            |
| <b>Barry Kennedy</b>        | 1976 BCom | Swimming/Water Polo |
| <b>Don Spring</b>           | 1981 BCom | Hockey              |
| <b>John Devaney</b>         | 1982 BCom | Hockey              |

### Future Wall of Famer

Congratulations to business student, team captain and MVP **Harlan Anderson** and all U of A Golden Bears on their 13th national hockey championship. Harlan also signed a professional tryout contract with the Edmonton Oilers AHL farm team.



**'76 Phil Lachambre, BCom**, of Edmonton, Alberta, has been appointed to the Board of Directors of G.L.M. Industries and Flint Energy Services Ltd. Phil recently retired after 35 years in the oil and gas industry, most recently as Executive Vice President and Chief Financial Officer of Syncrude Canada Ltd. Recipient of a U of A Alumni Honour Award (2001), Phil was instrumental in managing the effects of major oilsands industry expansion with the goal of orderly and responsible growth with regard to environmental concerns. He also sits on the school's Advisory Council.

**'77 Ken Laloge, BCom**, of Kelowna, British Columbia, was appointed to the CICA Task Force on Tax Education to review the National Tax Courses for Chartered Accountants. He is a tax partner in the MacKay LLP Chartered Accountants' Kelowna office and a Rotary Club Director.

**'78 Robert Horen, BCom**, of Cal-

gary, Alberta, retired in June after 35 years with Canada Safeway and says it was an interesting career in Accounting. "Looking forward to travel and volunteering."

**'78 Laurie Pare, BCom**, of Calgary, Alberta, was appointed to Orbus Pharma's Board of Directors in March 2008.

**'79 David Chomik, BCom**, of Sherwood Park, Alberta, is currently the Vice President and General Manager for FAM Canada Inc. FAM is a private company, with their head office located in Magdeburg, Germany, that looks back on a history up to the first half of the 19th century with a long tradition as a manufacturer of materials handling systems.



**'79 Herbert Chui, BCom**, of Edmonton, Alberta, came from Hong Kong in 1974 and worked as a carwash at-

tenant and busboy to help put himself through school. After graduation, he worked for Mutual Life of Canada. In 1984, Herbert started his own successful insurance agency, Southgate Insurance & Financial Services Ltd. which became the largest Chinese insurance agency in Alberta. In 2007, Herbert sold his business to the Dutch giant ING Insurance. Today, Herbert is President and CEO of SIF Asset Management Group Inc and has business interest in Calgary, Edmonton and Vancouver. He is also the President of the Chinatown and Little Italy Business Association in Edmonton, the Vice President of the Hong Kong Canada Business Association and is active in other community service organizations.

**'79 Paul Bokenfohr, MBA**, of Edmonton, Alberta, is the Vice President of Human Resources and Administration of CV Technologies, based in Edmonton. CV Technologies is the maker of COLD - fX, Canada's #1 selling cold remedy.

Paul spoke to students at an MBA Forum on March 11.

## '80

**'81 Brian Vaasjo, MBA**, of Edmonton, Alberta, was appointed Chief Operating Officer of EPCOR Utilities Inc. Brian will also continue to serve as Executive Vice President, a position he has held since 1998. He is also President of EPCOR Power L.P., Canada's largest power income fund with 20 power generation assets.



**'83 Alfred Sorensen, BCom, CA**, of Calgary, Alberta, was the featured speaker at the March 7 Eric Geddes Breakfast Lecture at the Royal Glenora Club in Edmonton. Alfred spoke on the topic of "Capital in a Post Sub-Prime Market." He is the President and Chief Executive Officer of Galveston LNG.

# A+ AIESEC celebrates 50 years in Canada

On April 5th, members and alumni of AIESEC, the world's largest student-run organization, celebrated the 50th Anniversary of AIESEC in Canada. The Gala event took place in Montreal at the upscale 737 Restaurant, and played host to more than 250 alumni, students and other supporters, including 14 AIESEC Edmonton alumni.

AIESEC was founded in 1948 in Europe by a small collection of university students, with the goal of breaking-down cultural differences through international internships. Today, AIESEC is present in over 100 countries, and facilitates more than 4000 work exchanges annually in a variety of different fields.



The 50th Anniversary Gala was attended by high-profile alumni, such as Mr. Blake Goldring, Chairman

and CEO of AGF Mutual Funds and Mr. David Hughes, President and CEO of Habitat for Humanity, Can-

ada (also an alumnus of AIESEC Edmonton). "It was an event that truly showcased both the successes of our past generations, as well as the potential for today's membership to become globally minded leaders." said John Kelly, current President of AIESEC Canada, former President of AIESEC Edmonton, and Alberta School of Business alumnus. "I look forward to continuing our 50th Anniversary Celebrations throughout the year."

The 50th Anniversary celebrations will continue in Edmonton at Western Regional Conference in October, and will culminate in December in Vancouver, at AIESEC Canada's National Congress.

**'81 Doug Goss, BCom**, of Edmonton, Alberta, was named Chair of the Board of Governors of NAIT in October. Previously Doug was a member of NAIT's Board and chaired the successful Building on Demand campaign.

**'84 Dean Pasin, BCom**, of Edmonton, Alberta, has enjoyed a progressive and successful career since graduating with his BCom. Starting out in the accounting department for Fountain Tire and then moving on to be the manager of inventory control for the Brick gave him great experience not only in finance but logistics and management. These skills transferred over to his role at Liquor World where he was the VP of Finance and took the company from four stores to 18. Currently, Dean is enjoying the challenges of founding and managing his own company: JobSite Workwear where he is the Chief Financial Officer along with three other managing partners.

**'84 James Pratt, BCom**, of Langley, British Columbia, has been named Chief Executive Officer of Sepp's Gourmet Foods Ltd.

**'85 John Pinsent, BCom**, of Edmonton, Alberta, became a Founding Partner of St. Arnaud Pinsent and Associates in 2005 after 10 years with Ernst and Young LLP in Edmonton. He currently sits on three public company boards: Liberty Mines, Synodon Inc. and Innovotech. Recently, he was appointed as the Chairman of Special Olympic Alberta Athletes and Volunteers participating in the Canadian Special Olympics Winter Games in Québec City.

**'88 Bruce Alton, BCom**, of Edmonton, Alberta, writes: "After 7 great years at Micralyne, I have accepted the position of Chief Operating Officer at Nunastar Properties Inc. Nunastar is an Edmonton-based company with diverse operations in hotels, real estate, oil and gas exploration, and private equity investments. Bruce is a former member of the School's Business Advisory Council.

**'88 Thomas Beyer, MBA**, of Canmore, Alberta, continues to run and grow the Prestigious Properties Group of Companies – an invest-

ment firm with 300+ investors and assets exceeding \$80 M.

**'88 Herb Kuehne, MBA**, of Edmonton, Alberta, was congratulated by the Consulting Engineers of Alberta for his role on the Mill Creek Roper Pond. He received an award of excellence in sustainable design and an award of merit in community development. Kuehne and his team applied creative environmental design practices to address the technical challenge and restored the drainage course to its natural state. This stormwater management facility provides a naturalized wetland area for wildlife, birds, and waterfowl nesting. It serves as a multi-use recreational facility, improves the quality of stormwater, and reduces the risk of flooding.

**'88 Steve Stowkowy, MBA**, and his wife **Bonnie Stowkowy, '89 MBA**, are enjoying family life in Calgary. Steve is Regional Vice-President with UMA Engineering and has followed Bonnie's lead in serving on the Senate at the University of Calgary. Both engineers, Bonnie also has a degree in chemistry, and has worked for Enbridge and NOVA, as well as being seconded to the Canadian Energy Pipeline Association. Bonnie continues to consult in her spare time!

**'89 Nick Jaffer, BCom**, of Sydney, Australia, writes: "Last September, I made the decision to leave the University of Sydney where I was Director of Development, to accept an offer to establish the Sydney Office of Global Philanthropic, a worldwide group of strategic management professionals providing consulting services to the philanthropic sector.

With my Global colleagues across the world, I'm looking forward to continuing to work with universities as well as schools and a diverse range of other cli-

ents in Australia and abroad to help them advance their philanthropic goals during this stimulating change spurt."

**'89 Brett Marchand, BCom**, of Toronto, who led the development of one of Canada's most famous advertising campaigns, Molson's "I am Canadian", is Senior Vice-President, Managing Director, of Cossette Communication Group and Chairman of The Institute of Communications and Advertising.

**'89 Blaine Mathieu, BCom**, of Emeryville, California, was promoted to Chief Marketing Officer of Lyris, Inc., formerly J.L. Halsey, a leading provider of marketing technology solutions.

**'89 Robert O'Neill, BCom**, of Sherwood Park, Alberta, is a Partner with the law firm Ogilvie LLP in Edmonton, Alberta. Robert attended the Lou Hyndman Edmonton Glenora Award on January 30, along with other past recipients. He was the very first recipient in 1988-99.

## '90

**'90 Mike Burnyeat, BCom**, of Calgary, Alberta, has recently become Vice President Finance and Chief Financial Officer of Black Diamond Income Fund. The company rents modular structures for use as workforce accommodation and temporary workspace, and to provide complementary services including transportation, installation, dismantling, repair and maintenance of modular structures.

**'90 Lisa Davis, BCom**, of Calgary, Alberta, and her husband Doug are living in Calgary with their two children - Diana (4) and Robert (10 months). Together they own FentonLea Capital Corp. FentonLea is a private equity firm that invests in real estate developments. Lisa



## IN MEMORIAM

*The School of Business regrets the passing of these alumni:*

**Harold Houston Love '36 BCom**, of Calgary, Alberta.

**Dan Bowers '49 BCom**, of Edmonton, Alberta.

**Jean Mary Hughston '50 BCom**, of Edmonton, Alberta.

**James Kingford '55 BCom**, of Red Deer, Alberta.

**Thomas Arthur Jones '58 BCom**, of Calgary, Alberta.

**Tony Nugent '62 BCom**, of Victoria, British Columbia.

**Edward Kuhn '67 BCom**, of Calgary, Alberta.

**Peter Hans Hegholz '74 BCom**, of Sherwood Park, Alberta.

**Roy Frederick Buksa '78 BCom**, of Edmonton, Alberta.

**Barry Adam Rucka '80 BCom**, of Nampa, Alberta.

**Duane Kenneth Gillis '85 BCom**, of Calgary, Alberta.

**George Apostolakos '88 BCom**, of Edmonton, Alberta.

says: "By strategically aligning our company with strong developers in the western Canadian market, we are able to offer our investors an equity position in real estate development. Our formula offers advantages to the investor and developer alike. The investor has access to the ground floor of real estate developments that have the potential of high returns, and the developer has a strong equity partner allowing them to mitigate their risk as well as secure more opportunities". FentonLea currently has several industrial developments in Alberta under construction, as well as several residential subdivisions and two British Columbia recreational property developments. Lisa and Doug can be reached at [lisa@fentonlea.ca](mailto:lisa@fentonlea.ca).

**'90 Roberto Fazio, BCom**, of Toronto, Ontario, has joined Porsche Design of America, Inc as Chief Financial Officer.

**'90 Pat Kiernan, BCom**, of New York, is broadening his scope. In addition to celebrating ten years as

morning anchor of NY1 in 2007, Pat has appeared in the films, *The Interpreter* (2005) and *Night at the Museum* (2006), and has hosted several game shows.

**'94 Myron Borys, MBA**, of Edmonton, Alberta, has recently joined Westcorp Properties Inc as Vice President, Development. Myron's previous position was with Economic Development Edmonton.

**'95 Monty Balderston, BCom**, of Calgary, Alberta, joined Peak Energy Services Trust in May 2003 and was recently promoted to Chief Financial Officer in March 2008.

**'95 Christi Romansky, BCom**, of Santa Cruz, California, has joined David Lyng Real Estate home office in Santa Cruz as a Sales Associate. She started her own business, Precious Moments Videos, for wedding videos, in Edmonton, and has been a real estate investor.

**'95 Guy Kerr, MBA**, of Edmonton, Alberta, spoke to the MBA students at the School on February 5. Guy is

the President and CEO of the Workers' Compensation Board of Alberta. He is a former member of the Business Alumni Association Board.

**'97 Nelson Tonn, BCom**, of Edmonton, Alberta, works within Fountain Tire's Head Office in Edmonton. Nelson leads the marketing team as Director of Marketing and is also a member of their Leadership Committee. "Fountain Tire has provided me with mentorship, growth opportunities and an exciting career."

**'98 Perry Kiefer, BCom**, of Edmonton, Alberta, a chartered accountant, was recently named a Tax Principal with Kingston Ross Pasnak.

**'98 Doug McLean, BCom**, of St. Albert, Alberta, joined Incite Solutions Inc. as Marketing Manager. Doug was previously the Events Manager of the U of A Athletics department.

**'99 Ken Grimes, MBA, CGA**, of Edmonton, Alberta, moved from Sirva Canada LP to Flint Energy in March 2008.

**'99 Steven Visscher, BCom**, of Ed-

monton, Alberta, is a Canadian Investment Manager and Chartered Financial Analyst. He provided investment advice to alumni and guests in Calgary on May 28.

## '00

**'00 Ryan Maclean, BCom**, of Edmonton, Alberta, has been appointed the President of the Crossing Company which has the largest fleet of Horizontal Drilling Rigs in Canada. The Crossing Company has designed and executed over 300 HDD projects in varying lengths and diameters. Outside of work, Ryan and his wife Jill, are proud parents of Cole, Carter, and Mary, the newest addition to the family.

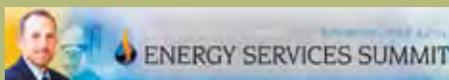
**'01 Neena Khera, BCom**, of New Delhi, India, is the International Relations Coordinator of the University of Alberta's International (UAI) office created in March 2007. The office which is located in New Delhi, explores opportunities for U of A academics in India and supports their interaction with academic partners, official authorities, corporations and U of A alumni. UAI also provides market intelligence of undergraduate and graduate recruitment amongst other activities.

**'02 Damian Davila Rojas, BCom**, of Honolulu, Hawaii, is currently doing a China-focused MBA degree at the University of Hawaii at Manoa in Honolulu. He is also doing procurement work for the Laboratory for Interactive Learning Technologies at the University.

**'03 Ryan Drury, BCom**, of Fort Saskatchewan, Alberta, toured with his band and lived in Japan for two years. Ryan now works in Fund Development for the MS Society of Canada.

**'04 Benjamin Block, BCom**, of Edmonton, Alberta, has won Alberta's top student entrepreneur award from Advancing Canadian Entrepre-

## A+ alumni with OOMPH!



These alumni, from OOMPH! Events, are working hard to ensure the success of the Energy Services Summit, a leadership forum exclusively organized for the oilfield ser-

vices and supply sector to be held in conjunction with the Rexall Indy on July 24 and 25 in Edmonton. In addition to their alma mater, the Alberta School of Business, other

sponsors include TELUS, Bennett Jones, Avison Young, Canaccord Adams, Petroleum Services Association of Canada, and AIM Capital. OOMPH! Events is a founding partner of the event along with JuneWarren Publishing and Canaccord Capital. Of note also is that the publisher of JuneWarren Publishing is **Agnes Zalewski**, '97 BCom.

From left to right:

- '02 Orville Ho, BCom
- '06 Anh Nguyen, BCom
- '08 Alan Hansen, BCom
- '96 Sue Wong Armstrong, BCom
- '99 Ian MacGillivray, BCom
- '09 Sean Collins, BCom
- '06 Mike Richard, BCom



neurship with his company, Sundial Graphics. The company is enjoying stellar sales growth. Benjamin is also studying towards his Law degree at the University of Alberta.

**'04 Jason Ding, BCom, CA**, of Edmonton, Alberta, a Senior Associate with Deloitte and Touche Corporate Finance, together with his wife attended the retirement dinner of his former accounting Professor, Dr. Mike Gibbins, in May 2008. Jason is also the University Senate's Representative on the School's Admissions Committee.

**'04 Erik Lizee, BCom**, of St. Albert, Alberta, writes: "After receiving my commerce degree, I started a B.A. honours program at the Uni-

versity of Alberta. After a few years of study, I am now in the midst of my Master's Degree in history, and plan to write my thesis on Peter Lougheed and the Alberta oil industry."

**'04 Nick Znak, BCom**, works at Meyers Norris Penny in Calgary. He recently passed the national Uniform Evaluation, the final challenge to become a Chartered Accountant.

**'05 Stephen Hanus, MBA**, of Hinton, Alberta, writes: "Debbie and I live in Hinton now - we moved from Jasper because we both got work here in fall of 2006. I still ski every weekend, about half of which is in the backcountry. I now work for the Town as Property & Project Manager - this is a recent promotion from Capital

Project Coordinator. To date, I've been in the 'hot seat' for undertaking major Town projects, such as the construction of a new Infrastructure Services Building (\$13.5million), new Protective Services Building (\$5.5million), and various road projects (\$3million). Besides spending big dollars, I have also managed to secure over \$6million in grant funding for the Town. It's been busy! it's also been very rewarding having a lead role on several great enhancement projects within the community! I also lead the development financially sustainable long-term capital plan, that identifies \$120million of projects up to 2021, and developing Canada's first eco-industrial park (Innovista). It's a far cry from

my previous Parks Canada work and consulting business I was doing in Jasper, and a further step from the wildlife work I did before the MBA. Ironically, I used to work in the floor above me where Alberta Sustainable Resource Development is based out of - it's nice to be close to friendly faces. On the side, Debbie and I are heavily involved with the Hinton Mountain Bike Association, and I am leading the construction of the first Mountain Bike Skills Park in the Yellowhead region - check it out at [www.bikehinton.com](http://www.bikehinton.com).



**'05 Patricia Newhart, BCom**, of Edmonton, Alberta, is a Chartered Accountant at Yaremchuk & Annicchiarico LLP and recently passed the Uniform Final Examination.

**'06 Kamren Farr, MBA**, of Edmonton, Alberta, is excited to be back for his third year on the 5 Peaks Team helping to grow trail running in Alberta. After many years of competing in running, cycling, skiing and adventure racing, Kamren is looking forward to providing a new style of racing to Edmonton's running community. Kamren is committed to an active outdoor lifestyle and is happy to see that 5 Peaks is committed to preserving our natural areas with its support of the Leave No Trace Campaign. He is currently working as a Management Consultant. To reach Kamren, email him at [kamren@5peaks.com](mailto:kamren@5peaks.com).

**'06 Alicia Doetzel, BCom**, of Edmonton, Alberta, accepted a position with Pearson Education, the leading publisher of educational materials. Alicia works with professors at various campuses to provide them with educational tools to ensure both instructor and student success in the classroom.

**'06 Nathan Haag, BCom**, of Edmonton, Alberta, writes: "I gradu-

## A+ accounting excellence

### Office of the Auditor General of Alberta:

The following U of A grads employed at the Office of the Auditor General of Alberta received their professional CA designations: **James Er**, '06 BCom; **Rosa-Maria Schwaiger**, '05 BCom; **Medley Russell**, '04 BCom; **Violet En**, '05 BCom; and **Diana Potapovich**, '03 BCom.

### Kingston Ross Pasnak LLP:



Kingston Ross Pasnak LLP, one of the largest full-service local chartered accounting firms in Alberta, was recently featured in the *Globe and Mail* as one of the best small and medium sized employers in Canada for 2007. As well, *Canadian Business* named KRP one of the best workplaces in Canada for 2007. The CEO and all nine partners of Kingston Ross Pasnak have BCom degrees from the U of A's School of Business: CEO **Robert Wilson**, '78, and Partners **Marty Anderson**, '78, **Barth Bradley**, '81, **Neil Cockburn**, '81, **Robert Heron**, '93, **Harold Kingston**, '73, **Deanna Muise**, '87, **Ken Pasnak**, '74, **Randy Popik**, '90, and **Dan Wiart**, '96.

### KPMG:

The following, all chartered accountants at KPMG in Edmonton who hold BCom degrees from the U of A, recently passed the Uniform Final Examination (UFE): **Jassie Kang**, '06; **Kerry Tham**, '05; **Ben Drummond**, '06; **Elisa Hung**, '06; **Tim Martin**, '05; **Hoi-Yee Wong**, '06; **Ravindar Basahti**, '01; **Tyler Reardon**, '05; and **David Kuryk**, '06. Congratulations!

# > keepintouch <

Graduate's Name \_\_\_\_\_ Year of Graduation and Degree(s) \_\_\_\_\_

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

Business Address \_\_\_\_\_ Organization \_\_\_\_\_ Title \_\_\_\_\_

City, Province/State \_\_\_\_\_ Country \_\_\_\_\_ Postal Code/Zip Code \_\_\_\_\_

Business Telephone \_\_\_\_\_ Business Fax \_\_\_\_\_

Home Address \_\_\_\_\_ Organization \_\_\_\_\_ Title \_\_\_\_\_

City, Province/State \_\_\_\_\_ Country \_\_\_\_\_ Postal Code/Zip Code \_\_\_\_\_

Home Telephone \_\_\_\_\_ Home Fax \_\_\_\_\_

Preferred E-mail Address \_\_\_\_\_

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

News or Comments \_\_\_\_\_

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

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

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

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ated in the summer of 2006 and immediately after graduation, got a job with TD Waterhouse. After working for eight months at TD, I got accepted into Nav Canada for their air traffic controller training program. Very tough program but extremely cool job which I am still pursuing. 11 of us started the program and only 4 of us are left. Who knows if I will make it? Fortunately for me, if things don't work out, I have a finance degree to fall back onto."

**'06 Jacqueline Rawson, BCom**, of Edmonton, Alberta, writes: "I graduated with a marketing degree in the spring of 2006. I then started working for the Multiple Sclerosis Society where I am currently the Communications Coordinator. I'm living in Edmonton and recently purchased my first home that I am still waiting to move into."

**'07 Priya Bhasin, BCom**, of Edmonton, Alberta, has just accepted the role of Marketing Director for the Sorrentino's Restaurant Group. The company has twelve locations throughout Alberta and is also significantly involved in Sorrentino's Compassion House, a home providing accommodation and support to those women and their families seeking treatment in Edmonton for Breast Cancer. Priya was Chair of RMBS during her final year in Business and she was also a student ambassador with the School.

**'07 Grace Choo, BCom**, of Edmonton, Alberta, is the Finance Manager for Earth Water International. Grace recently joined the TELUS Edmonton Community Board chaired by Dr. Bob Westbury. Grace co-founded Eonfire, an organization devoted to developing the potential of next generation changemakers.

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

## Canadian “Idle”

JAMES MATSUBA

**While James Matsuba, '07 BCom, isn't sleeping outside on the street, launching his first business has meant doing whatever it takes to get Idletime up and running, which means he's hardly been, well, idle.**

Idletime is the name of his new online marketplace and winner of this year's VenturePrize Student Business Plan competition. Described as “a cross between speed dating and e-bay” by one judge, the Website, [www.idletime.ca](http://www.idletime.ca), helps visitors post and find services.

James has been working odd jobs since finishing classes in December, both to finance the project and gain experience. One month he worked as a laborer in Grande Prairie for an oil field construction firm. “I needed the money and you can make good pay in a short time but it was horrible living conditions.”

Since then, he's been helping clients with jobs, like improving their information systems – jobs that would be perfect to post on Idletime. “Or say you're a junior accountant but you're good with PhotoShop. In your extra time you could do graphic design. The goal is to allow users to find work in their spare, or 'Idle,' time and to provide companies with an alternative short term staffing solution.”

The provincial VenturePrize competition, partially sponsored by the School of Business' Centre for Entrepreneurship and Family Enterprise (CEFE), yielded \$6,000 in prize money, plus valuable feedback from judges which he and technical partner Trevor Prutton will work through in their start-up phase. “They offered tips on the timeline of the business plan, financing, and how realistic it was, and what investors are looking for. They liked the concept and the possibilities.”

James also received this year's Winspear Cup during the graduation banquet in March, arriving on stage to the chant of



“Scuba, Scuba,” from his fellow graduates. “That was actually amazing. I didn't expect to win that at all. There's so many great people in the School of Business that to get that award was a real honour,” he said.

The Winspear Cup is given to a student who



*Five Days for the Homeless, 2007*

shows outstanding leadership during their time at the School, which James demonstrated with his participation in the Co-op Students' Association, Business Students' Association, JDC West Case Competition, and his personal favourite, Five Days for the Homeless.

Five Days for the Homeless was founded in 2005 by three U of A Business students, raising \$2,500. In 2007, James, along with fellow students and faculty, participated by sleeping outside for the five day event, going without amenities such as showers and relying on handouts for food.

This year's students, led by James as National Organizing Committee Chairman, rallied fellow students across the country in May to smash their financial goal.

In 2008 the original national goal of \$87,000 was shattered with over \$129,000 raised. The U of A passed last year's local total of \$25,000, with over \$29,000 raised for the Youth Emergency Shelter Society (YESS).

This is the first year the Five Days for the Homeless event spread beyond the U of A, to include 10 schools and nine other cities. No doubt, Idletime will also spread well beyond Edmonton in the near future. 

“Or say you're a junior accountant but you're good with PhotoShop. In your extra time you could do graphic design. The goal is to allow users to find work in their spare, or 'Idle,' time and to provide companies with an alternative short term staffing solution.”

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Alberta School of Business

## Van Colaco, '02 BCom

Group Controller, AutoCanada

## Jami Drake

Manager, Alumni Programs  
Alberta School of Business

## Russ Farmer, '04 MBA

Russell Farmer and Associates Consulting Ltd.

## Vanessa Goodman, '07 MBA

Trade Policy Analyst  
Alberta Agriculture and Food  
BAA Secretary

## Barton Goth, '03 MBA

Goth & Company Inc.

## Christopher C. Grey, '95 MBA

Investment Advisor and Financial Planner  
RBC Dominion Securities Inc.

## Jane Halford, '94 BCom

CEO & Executive Director  
Institute of Chartered Accounts of Alberta  
U of A Alumni Council Business Representative

## Harvey Lawton, '73 BCom

Aon Reed Stenhouse Inc.  
BAA Past President

## Darryl Lesiuk, '91 BCom, '07 MBA

BAA Vice President

## Jeff Martens

President, Business Students' Association  
Alberta School of Business

## Stephanie Minnema

President, MBA Association  
Alberta School of Business

## Robert Parks, '99 MBA

Manager, Public Consultation  
EPCOR

## Stephanie Van Den Biggelaar, '03 BCom

Education Coordinator  
Regional Quality, Capital Health

## Christoph Wilser, '06 MBA

Manager of Business Effectiveness  
Trans Global Insurance

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e-mail: [alumni.business@ualberta.ca](mailto:alumni.business@ualberta.ca)