

ALBERTA
SCHOOL

of

BUSINESS

U of A

ALUMNI
MAGAZINE

SPRING/SUMMER 2012



builders of
Culture
Diversity
Reputation

events '12

- July 11** Calgary Stampede Breakfast
Ceili's Irish Pub and Restaurant, Calgary
- August 9** MBA Alumni Speed Networking Event
Location TBC
- September 5** BAA Golf Tournament – The 2012 CMA Cup
Windermere Golf & Country Club, Edmonton
- September 20-23** University of Alberta Alumni Weekend
University of Alberta Campus, Edmonton
- September 21** Business Class of '52 Dinner
University of Alberta Faculty Club, Edmonton
- September 21** Business Class of '62 Dinner
Fairmont Hotel Macdonald, Edmonton
- September 22** Alberta School of Business
Open House and Brunch
Alberta School of Business
5th Floor Stollery Centre, Edmonton

- October 3** Henry Singer Award Presentation
and Networking Dinner
Shaw Conference Centre, Hall D, Edmonton
Speaker: Karen Flavelle, Chief Executive Officer,
Purdy's Chocolates
- October 18** 11th Annual Report to the Community and
Networking Luncheon
Enterprise Square Atrium, Edmonton
- October 24** Eric Geddes Breakfast Lecture
University of Alberta Calgary Centre
Speaker: Joseph Doucet, Interim Dean,
Alberta School of Business
- November 6-7** Alberta Business Family Institute
Signature Event
Hyatt Regency Hotel, Calgary, November 6
The Sutton Place Hotel, Edmonton, November 7
Speaker(s): Richardson Family, James
Richardson & Sons, Limited
- November 22** BAA Annual Dinner
Kick Off to the Year-Long Celebration
of the BAA's 25th Anniversary
Shaw Conference Centre, Hall D, Edmonton

this issue

Builders and Leaders

In this issue, you may recognize buildings and skylines, both here at home and around the world.

My personal favourites are the Duomo Milano - the fourth largest cathedral in the world - and most poignantly - HUB Mall. You will also read about your fellow alumni - builders of culture, diversity, networks, and reputation - leaders across campus - including an interview with our new Dean - and leaders in boardrooms across Canada, and globally in their fields.

And you will read that "what a company stands for is becoming more important than what a company does". Is reputation everything? Is ROI everything?

ROI - Reputation, Opportunity, Innovation

The spirit of a place allows innovation to occur, opportunities to unfold, and a reputation to flourish.

The spirit of our people - our alumni, our faculty, our students - is why the Alberta School of Business continues to thrive. The return on investment of spirit is immeasurable.

Monica

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building Culture

• • • GREG BURGHARDT

WHEN GREG BURGHARDT,
'91 MBA, AND A SELECT GROUP
OF PARTNERS FOUNDED ARROW
ENGINEERING INC. IN 2006,
**THEY SET OUT TO
BUILD SOMETHING
EXTRAORDINARY.**

They shared a vision: to create a company where team members are treated with care and compassion, where work is fun and enjoyable, and where a positive work environment will foster a team-based, values-centred business approach. The objective: to be the best engineering services firm in western Canada for the “built environment.” For Arrow, being the best is not about being the biggest though they are well on the way to achievement on both counts.

Growing up in Edmonton, Greg had a passion for tinkering and discovery, which in turn sparked his interest in learning about how things worked. He was also very much inspired by his uncle, a civil engineer. He would go on to graduate from the U of A with a civil engineering degree in 1988 followed by an MBA. Upon reflection, Greg sees that having this strong foundation, in two very different vocations, helped to light the entrepreneurial fire that drives his perseverance and a strong desire to succeed.

With 15 years in construction and product development under his belt, Greg was able to recognize an opportunity when it appeared. This is how Arrow Engineering Inc. was established with partners Paul Burdett and Robert Prybysh. Since that time, Greg has remained steadfast in Arrow's aspiration to become a highly sought after engineering firm within the building construction industry.

Greg states that his personal mission is to "provide a great career experience for as many great people as possible" and that his role as President and CEO is empowering in this regard. (Since inception, Arrow has grown exponentially with more than fifty individuals employed today.) The company has a proven track record for both performance and profitability in each year of operation with an average revenue growth rate of over 40 percent per annum, realizing a remarkable 69 per cent in 2011, and a less than three per cent turnover rate, which is well below the industry average.

Greg credits this success to several factors including leadership style, management discipline, a strong vision, and meaningful

ONE OF OUR UNSUNG SUCCESS STORIES:

Gary Lamphier, *Edmonton Journal* – November 29, 2011

LARGE COMPANIES GET LOTS OF MEDIA ATTENTION. SMALL ONES USUALLY DON'T. TODAY, LET ME TAKE A SMALL STEP TOWARD RECTIFYING THAT IMBALANCE BY TELLING YOU ABOUT JUST ONE OF EDMONTON'S MANY OVERLOOKED SUCCESS STORIES: ARROW ENGINEERING. ITS PORTFOLIO INCLUDES THE AMA'S SLEEK KINGSWAY BRANCH, THE RENOVATED KINSMEN ARENA, PROCURA'S OFFICE-TOWER RENOVATION ON JASPER – NOW HOME TO AIMCo – AND THE U OF A'S EAST CAMPUS VILLAGE.



relationships with colleagues, clients, family, and friends, which include his wife Kim, their four children, and long-time friend and colleague, **Jim Evans**, '92 MBA. Those who have selected Arrow as their employer of choice enjoy a work environment that is designed around the values of respect and responsibility. It is a place of work where people unite in their shared effort and commitment toward meeting the needs of clients consistently and with enjoyment.

Greg believes that "happy employees make for happy customers." As such, he strives to create an atmosphere where people are encouraged to share their ideas, provide input, and take the initiative to help make Arrow an exciting workplace.

Lifelong learning is also an important aspect of the culture at Arrow, where professional and personal development tend to be the norm. And, of course, staying in tune with advancements in technology is a critical component to engineering success. Arrow underpins employees with financial reinforcement for learning to further individual and team development.

Greg, Arrow Engineering Inc., and members of the Arrow team, are "dedicated to the communities that we serve." With this in mind, numerous charities, specifically where staff or clients participate, are supported.

When asked about what the future might hold, Greg is quick to share that Arrow "is just getting started." Greg, alongside his leadership team and staff at Arrow, is looking ahead to the future, with optimism and great expectation.

building Diversity

• • • JANET WOOD

OF ALL THE ADVICE JANET WOOD, '82 BCOM, HAS RECEIVED DURING HER CAREER, THE MOST USEFUL CAME FROM **A BOSS AT IBM** WHERE SHE WORKED FOR 16 YEARS: **FOCUS ON YOUR JOB, DO YOUR BEST, AND OTHER OPPORTUNITIES WILL COME YOUR WAY.**

“That has absolutely worked for me,” says Janet, who, in January, was named SAP’s Executive Vice President for Global Strategic Service Partners. The German-based multinational software giant (second behind Microsoft) has 60,000 employees, 190,000 customers, and annual revenues of more than \$17 billion US.



Janet is one of SAP's top 100 executives and is responsible for leading the company's largest global service partnerships. Based in Vancouver, she spends about 70 percent of her time travelling to the United States, Europe, South America, and Asia. Her main focus is ensuring that the company's largest partnerships are successful in terms of the value they bring their joint customers and in helping SAP remain the market leader for Enterprise software applications.

It's not as simple as downloading a few programs. Because no package can meet every company's requirements, SAP's biggest customers choose service partners – SAP calls them “Global Strategic Service Partners” – to customize and implement their software, a process that can, depending on the company size and software they have acquired, take years and cost millions of dollars.

“We have customers that buy small amounts of software, but we also have customers who are spending \$20, \$30, or \$40 million at a time,” Janet explains. “For every dollar they spend buying software, they can spend up to \$6 on the services to implement it so the role of our Strategic Service Partners is very important to both SAP and our customers.”

Janet works with those partners to make sure they understand and support SAP's strategy and help the company grow. Increasingly, that strategy includes cloud technology to meet customer demand for the option to have some software “on premise” and some “in the cloud.” In May, SAP acquired Ariba, the leading cloud-based commerce network, for approximately



US\$4.3 billion. Several months earlier the company spent \$3.4B to acquire Success Factors, a cloud-based human resources company.

SAP doesn't often make such significant acquisitions although it has “bought lots of little tuck-ins,” Janet says. “Sometimes, it makes more sense to acquire technology than to develop the software ourselves.”

Working for such a powerful company isn't what Janet had in mind when she arrived at the U of A in 1977. Back then, she was an aspiring phys ed teacher. By the end of her first year, however, she realized that as much as she loved sports, she didn't necessarily want to teach sports. She preferred the flexibility of business, which she suspected – accurately – would provide a lot of opportunities.

After graduation, Janet worked as a sales rep for Xerox in Edmonton, a job she calls “the best experience possible for me both personally and professionally.” Making cold calls, literally and figuratively, forced her to overcome her shyness, a personality trait that could have held her back. “You'd park your car in the dead of winter and start walking through doors saying, ‘Hi, I'm Janet Wood and I'm from Xerox.’ You have to come out of your shell to do that.”

She also developed a thick skin. “Nine times out of ten you get rejected,” she says. “Nothing ever intimidated me again.”

Among the most important lessons she learned: how to listen. “You can't go in and talk too little,” she says. “You can't go in and talk too much. You learn quickly how to figure out what's important to people and their business.”

Listening is something Janet does often in her extracurricular work at SAP. She recently spent a year as co-chair of the company's North America Diversity Council, and currently serves on the Global Diversity Council. “To be a successful business, you have to attract and retain the best talent that you can,” she says.

“IT'S NOT JUST ABOUT WHITE MEN, IT'S NOT JUST ABOUT WOMEN, IT'S ABOUT DIVERSITIES OF EVERY KIND. TO ME, THAT'S THE RIGHT THING TO DO, BUT IT'S ALSO THE BEST BUSINESS THING TO DO, AND SAP IS REALLY COMMITTED TO THAT.”

When Janet entered the business world, men outnumbered women. In upper management, they still do. And while gender hasn't been a disadvantage for her, she knows that's not the case for others. “I want everyone else to have that opportunity where you rise to the level you're capable of and are interested in and not have some false ceiling that stops you from reaching your potential.”

building
Reputation



The Reputation Institute (RI) in New York City not only builds overall reputation management strategies for some of the world's most complex organizations but also continues to foster a bond between two men strongly tied to the Alberta School of Business.

DAVID DEEPHOUSE

Professor **David Deephouse** is the Reputation Institute's Academic Representative for Canada as well as a Research Fellow at Oxford University's Centre for Corporate Reputation.

ROB JEKIELEK

Based in New York, **Rob Jekielek**, '03 BCom, helps lead reputation consulting projects for multinational companies in pharmaceuticals, consumer goods, banking, financial services, and energy. A Director at the RI, in June, he joined David at the 16th International Conference on Corporate Reputation, Brand, Identity, and Competitiveness in Milan.

SINCE 2006, THE RI HAS BEEN CONDUCTING THE GLOBAL REPTRAK PULSE STUDY THAT RANKS THE REPUTATION AND PUBLIC WARMTH TOWARDS THE WORLD'S TOP BRANDS. WHAT ARE THE BIGGEST FACTORS YOU LOOK AT THAT INFLUENCE A COMPANY'S REPUTATION?

We have been working with *Canadian Business Magazine* studying the 50 largest Canadian companies. There are seven broad dimensions we look at: products and services, innovation, workplace, citizenship, governance, leadership, and financial performance. If you wanted to simplify things, you could break down all of those into two categories: the products a company delivers and the holistic enterprise. We help organizations quantify things that seem intangible, deconstructing what drives relationships and how that influences behaviour. What we are seeing now is that the ideas around the enterprise are actually more influential to reputation than the tangible products and services themselves. What a company stands for is becoming more important than what a company does. Those figuring out how to leverage that are making huge gains.

SOCIAL MEDIA IS NOW A BIG PART OF OVERALL BRAND STRATEGY. DOES IT RUN THE RISK OF DESTROYING REPUTATION BY OPENING UP A PUBLIC PLATFORM FOR POSITIVE AND NEGATIVE OPINION?

The conversation right now is how to proactively drive an openness agenda that fits with business priorities. Social media is a very direct forum for people to engage in, but we've seen that, as a stand-alone strategy, it is quite weak. We often look at priority investment pathways, and social media is definitely one of those channels as long as it's part of a bigger overall stakeholder engagement strategy. One of our clients, Allstate Insurance, is running a program called "X the Text", around teen safe driving. In that campaign, it's not just about putting out an ad but also about creating a direct forum that engages people and opens a dialogue. Again, in this case, it's part of a fully-integrated outreach and engagement strategy that can show the investment as having business value.

WHAT ARE THE BIGGEST THINGS A NEW BRAND CAN DO TO ENSURE THEIR REPUTATION BUILDS TO A POINT OF EVENTUALLY "TIPPING" INTO MAINSTREAM SUCCESS?

While RI generally tends to work with large complex organizations, when beginning the most important things to be focused on are your current customers, your potential customers, and anyone who influences them. Create a brand that's credible, that's distinctive, that's relevant, and that's sustainable – this is the place where the idea of reputation takes root.

WHAT CAN ALBERTA DO TO MAINTAIN ITS REPUTATION, GIVEN THE CURRENT DEBATE ON OIL SANDS?

I am not sure it's a matter of maintaining. I would more so say that the focus should be on leveraging and enhancing its reputation. Leverage all the good things Alberta has to offer in terms of natural beauty, entrepreneurial spirit, and leadership in science, health, and engineering, while building a more robust and credible dialogue around the more complicated aspects of its reputation.

WE OFTEN TALK ABOUT THE POWER OF NETWORKING. HOW DO WE BUILD A PERSONAL BRAND THAT MEETS PROFESSIONAL GOALS?

Trusted relationships are key. Being authentic to who you are is critical in attracting the right people to you. You might be the person at the front of the room or the one focused on personal relationships. If you have a goal of where you want to be and what you want to be doing, you can have really compelling conversations that people will react to instead of just schmoozing.

HOW DID YOUR TIME ON CAMPUS INFLUENCE YOUR OWN PERSONAL BRAND AND CAREER?

The work led by Erhan Erkut was an instrumental part of my career path. He was able to use models to make numbers accessible, and I think that is tremendously advantageous to any student's decision making. I had an amazing toolkit right out of school and, in talking to people from universities all over the world, I feel that this kind of education is quite atypical. I was also involved as a very proud member of AIESEC and can't say enough about it.

50 COMPANIES WE LOVE

Company	Rank change	Rank 2011	Rank 2010	RepTrak™ Pulse Score 2011	Change
Jean Coutu Group	★	1	2	78.95	-3.26
Tim Hortons	★	2	1	78.24	-4.99
Shoppers Drug Mart	★	3	11	75.73	0.75
WestJet	★	4	10	75.38	0.16
Research In Motion	★	5	8	75.17	-3.27
Bombardier	★	6	3	74.42	-6.44
Yellow Pages	★	7	4	73.37	-6.44
Alimentation Couche-Tard	★	8	15	72.20	-0.31
Canadian Tire	★	9	7	71.23	-7.98
Saputo	★	10	6	71.16	-8.18
Rona	★	11	5	71.06	-8.33
Canadian Natural Resources	-	12	-	69.13	-
TD Bank	★	13	31	68.63	-1.94
Metro	★	14	9	68.42	-9.80
Loblaws (George Weston Ltd.)	★	15	13	67.46	-5.65
Rexall	★	16	20	67.09	-3.36
Manitoba Hydro	★	17	27	66.79	-0.40
Sobey's (Empire Co.)	★	18	28	65.90	-0.95
Polash Corp.	-	19	-	65.78	-
Forzani Group	★	20	34	65.71	-0.89
Manulife	★	21	33	64.25	-2.35
National Bank of Canada	★	22	42	64.16	0.45
Sun Life Financial	★	23	12	63.40	-9.77
Royal Bank of Canada	★	24	32	63.40	-3.21
Scotiabank	★	25	18	63.37	-7.63
Air Canada	★	26	25	63.17	-4.63
EnCana	★	27	24	62.86	-5.54
Air Transat	★	28	16	62.82	-9.65
Husky Energy	★	29	38	62.56	-2.81
Maple Leaf Foods	★	30	46	62.52	0.50
Fortis	★	31	14	62.43	-10.37
Bank of Montreal	★	32	21	62.27	-7.31
Manitoba Telecom Services	★	33	23	62.02	-6.50
BC Hydro	★	34	30	61.94	-4.77
Magna International	★	35	22	61.54	-7.13
Canwest Global Communications	★	36	40	61.50	-2.43
Coll	★	37	36	61.42	-4.57
Shaw Communications	★	38	29	60.51	-6.35
CIBC (Canadian Imperial Bank of Commerce)	★	39	35	59.39	-7.02
ATCO	★	40	26	59.35	-8.07
Hydro Québec	★	41	43	58.95	-4.12
Power Corp. of Canada	★	42	45	58.64	-3.50
Petro-Canada (Suncor Energy)	★	43	37	57.50	-7.97
Enbridge	-	44	44	57.30	-5.04
Telus	★	45	41	56.29	-7.51
The Brick	★	46	47	54.11	-7.21
Rogers Communications	★	47	49	53.38	-3.95
Hydro One	-	48	48	49.69	-8.45
Syncrude	-	49	-	49.59	-
Bell Canada	-	50	50	48.61	-6.11

Chart source: Reputation Institute

Printed from Canadian Business Magazine, May 2011.
Look for this year's list in their upcoming August edition!



REPUTATION - SCHOLARSHIP

The idea that a business needs to actively work at building and maintaining its reputation is as old as the marketplace itself. But globalization and outsourcing have made that task more challenging, says Dr. David Deephouse, Professor in Strategic Management and Organization.

“In the past, products spoke for themselves,” says David, who is also an international research fellow at the Oxford University Centre for Corporate Reputation and Canada’s Academic Representative to the Reputation Institute, which describes itself as “the world’s leading reputation management consultancy.” “Now inputs are coming from all over the place, and each of those inputs could be a potential weak link in your organization,” David explains. “Each of your suppliers and employees is a reputational risk.”

The Mattel Toy Corporation learned that the hard way in 2007, when it had to issue recalls for toys that contained lead paint – a product used by a subcontractor. Ensuring that weak links don’t hurt your company requires improving quality control, which doesn’t come cheap. “It’s costly to have corporate programs to teach your suppliers to be more ethical and keep the customers’ best interests at heart,” David says, but it’s worth it.

A positive corporate culture is also needed. “People are concerned about what a company stands for, and how the company acts,” he says, citing as examples the 2010 BP oil spill in the Gulf of Mexico, and the 1984 Union Carbide gas leak in Bhopal, India. “You can have the best products in the world,” David says, “but if you’re causing industrial accidents, then people are not going to be that interested in your product.”

Going Global in the Reputation Economy was the theme of the Reputation Institute’s 16th annual conference, held in late May and early June in Milan. The focus was on how to think globally about your reputation, how it translates around the world, and how it’s interpreted.

At the conference, David, who helped choose the academic papers, didn’t limit himself to thinking about the theme merely in terms of private enterprise. As the incoming Associate Dean of the Doctoral Program, he found himself considering how the Alberta School of Business’s reputation translates internationally.

“One of our goals is to increase the quality of our PhD program,” says David, who received his PhD from the University of Minnesota. “To do that, we need high quality students coming

in. We have to do well by our current students, so the potential recruits see that it’s a good program. We have to focus on what we can do to attract them here. We have to convince them that Edmonton is a good place to be a student.”

One thing that makes the Alberta School of Business a good place to be a student is Edmonton’s size. “We’re a relatively small metro area where it’s easy for faculty members to come in – a lot of people are in their offices a lot of the time,” he says. “Our faculty are very engaged with the students, and the students are very engaged with the faculty,” he says. Given the U of A’s strong international reputation, many doctoral and post-doctoral students from European universities have also come to the U of A to study for a term as part of their program.

Also appealing for students (and David himself) is the wide range of things to do in addition to scholarship. “We have great festivals, a vibrant cultural scene, and a wide variety of restaurants matching the diverse pattern of immigration to Edmonton. Moreover, our river valley park system is the largest park in North America.”

“I’m looking forward to helping students have fulfilling careers as scholars.”

REPUTATION - INGRATIATION

DAVID’S RESEARCH INTERESTS INCLUDE CORPORATE REPUTATION LEGITIMACY, STAKEHOLDERS, AND THE BUSINESS PRESS. HIS MOST RECENT PUBLICATION, “AVOIDING BAD PRESS: INTERPERSONAL INFLUENCE IN RELATIONSHIPS BETWEEN CEOs AND JOURNALISTS AND THE CONSEQUENCES FOR PRESS REPORTING ABOUT FIRMS AND THEIR LEADERSHIP,” APPEARED IN THE JOURNAL OF ORGANIZATIONAL SCIENCE LAST YEAR. CO-AUTHORED WITH JIM WESTPHAIL, UNIVERSITY OF MICHIGAN, THE PAPER DEMONSTRATES HOW CEOs USE INGRATIATION TO AFFECT NEWS REPORTS.

BUSINESS alumni association

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KEEP IN TOUCH

Please take a moment to update your current contact information and send a classnote for a future issue of *Business Alumni Magazine*.

Please go to page 37 or visit business.ualberta.ca/alumni.



JOIN **facebook**
U of A Business Alumni Association (BAA)

and



JOIN **LinkedIn**
<http://tinyurl.com/baa-linkedin>

Formed in 1988, the University of Alberta Business Alumni Association represents more than 23,000 BCom, MBA, and PhD graduates of the Alberta School of Business with branches across Canada and around the world.

BUILDING A NETWORK

Tricia Cisakowski was the social convenor of the MBA Class of 1985, a most social class indeed, that still gets together annually for what are affectionately called “gang” lunches. But when faced with graduation Tricia, and later fellow alumni **Karl Funke**, '87 MBA, now a Business Advisory Council member, and **Bonnie Lovelace**, '87 MBA, said: “Now what? We’ve got to stay connected; we’ve got to do more than lunch,” and so marked the beginning of the BAA with Tricia as its first President.

And while it would take three years for the organization to become “association official,” under then supportive Dean **Roger Smith**, the BAA has not looked back. Today, 25 years later, the BAA represents over 23,000 alumni, has active chapters in Edmonton, Calgary, Vancouver, Toronto, Ottawa, and Hong Kong, engages with more than 3,000 alumni on an annual basis, and has a growing social media presence via Facebook and LinkedIn with over 1,400 registered members. Chief among them, and the longest serving Director, is **Ross Bradford**, '85 MBA, an award-winning instructor in the Bachelor of Commerce Program.

And what better time for Tricia to get reengaged than as a member of the Steering Committee for the 25th BAA Anniversary. Along with outgoing President **Chris Grey**, '95 MBA, incoming President **Cheng Hsin-Chang**, '06 MBA, and Vice-President **Charlene Butler**, '09 MBA, big plans are underway for the 2012/2013 school year. “I have so many great memories, so many great friends from the BAA,” shares Tricia. “And it is so great to see some of those early programs are still going strong and the difference we have made.” A favourite for her was the BAA Annual Dinner and, in particular the tenth anniversary which saw Canada’s greatest Premier of the past 40 years,

KICK OFF THE **25** ANNIVERSARY
YEARLONG CELEBRATION

SAVE THE DATE - 25th ANNIVERSARY BAA DINNER - November 22, 2012

CMA CUP

September 5, 2012
BUSINESS ALUMNI
 GOLF TOURNAMENT

SEPTEMBER 5, 2012
 WINDERMERE GOLF &
 COUNTRY CLUB, EDMONTON

Join us, and register early as the tournament sells out every year! For more information and to register, please visit www.business.ualberta.ca. For more information on sponsorship, please contact **Jami Drake** at 780 492-1192 or jami.drake@ualberta.ca. See you on the course!

BUILDING ENGAGEMENT NEW ALUMNI FUND

Established to celebrate the 25th anniversary of the Business Alumni Association, a new fund will support the building of relationships between the BAA and its members, and will also be used to provide operational support for educational opportunities of current students in any of our four programs (BCom, MBA, PhD, and Executive Education). Terms are broad to ensure diversity and creativity in the projects selected on the basis of enhancing relationships and building reputation.

For more information please contact **Mike House**, Assistant Dean Development & Stakeholder Relations at 780 492-9195 or mike.house@ualberta.ca.

Peter Lougheed, as a keynote speaker. “He is definitely on our list to return to participate at this year’s kick-off event, the 25th BAA Annual Dinner on November 22” says Tricia.

The BAA has been a trailblazer. To put things in perspective, UBC only organized a stand-alone business alumni association in the past year. The BAA Golf Tournament, which has grown significantly over the years is now an annual sell-out with funds raised going towards the BAA endowment fund and support for alumni and student events. The endowment fund provides two BCom awards of \$1,000 and one MBA award of \$2,000 annually.

And Tricia herself with a BSc (Hons) in Biochemistry, an MBA, and later a CMC designation has also been a trailblazer in helping build a local cluster in the area of technology commercialization in the health and life sciences. For the past 19 years, Tricia has been the Principal in CHRYSOROS, a consulting firm that specializes in assisting early stage start-ups. “The best course I ever took was New Ventures Creation from the late Professor **Charles Lee**. To have the vision to have students creatively working with inventors, mentors, and the investment community and presenting a real-life business plan under pressure was truly ahead of the times,” says Tricia. “I also really like the focus on mentorship programs that the BAA has implemented over the past many years,” she adds.



Another favourite BAA event is the annual Dean’s luncheon for present and past BAA Directors. This year’s group included Tricia, seated centre, with Chris Grey to her left and Cheng Hsin-Chang to her right. “The support of the Faculty and Deans over the years has been amazing” says Tricia at this year’s annual event May 24. The BAA Anniversary year will also be a great year for meeting new Interim Dean **Joseph Doucet**, host of this year’s event.

THE BEARS' DEN

JANUARY 27, 2012

Family hockey night is always an event we look forward to and we were happy to enjoy pizza, snacks, and laughter while cheering on the team action. The 2012-13 season will see the Golden Bears celebrate their 100th anniversary. See you next year!



EMBA and MBA ALUMNI NETWORKING EVENTS

MARCH 28 & APRIL 12, 2012

More than 50 MBA alumni enjoyed catching up with one another at a reception hosted at Stantec's headquarters in Edmonton. The creativity and diversity of our graduates was well showcased as a few of them took to the mic and did short presentations on their businesses. Alumni speakers included **Bjorn Morisbak**, '99 MBA, VP Acquisitions and Strategic Planning at Stantec, and **Jeff Skripitsky**, '96 MBA, Co-Founder, CEO & President of the Terranom Group, who shared: "You can't meet the business challenges of today with yesterday's tools and expect to be in business tomorrow."

In April, over 20 attended a winter term Executive MBA alumni and student networking reception at Alumni House, reconnecting EMBA graduates from the last 14 years.



WELCOME BRENT

After five years at Executive Education, **Brent Collingwood** has joined the MBA office as Director, Corporate and Alumni Relations, and is a face you will certainly be seeing around alumni events and MBA activities.



"With the creation of this new role dedicated to reaching out to our MBA alumni, I am looking forward to working with External Relations and the Business Alumni Association to create new networking and engagement opportunities for our MBA grads."



1. Families enjoy an evening with the Bears. 2. Renee Rykes; Mike Richard, '06 BCom; Chris Yatscoff, '08 BCom; and Andrea Yatscoff. 3. Greg Shaw, EMBA Candidate, with Caroline Simpson and Keith Tilley, MBA Candidate. 4. Jamie Bagan and Bo Stachniak, '98 BCom, '02 MBA. 5. Patricia Porter, '91 MBA; Andrei Dmitriev, '09 MBA; Max Varela Arevalo, '09 MBA; and Dan Stickney, '08 MBA.

YOUNG ALUMNI MENTORSHIP

WRAP UP MAY 3, 2012

In its first year, the new program connected 28 pairs of protégés - five years away from graduation or less - with experienced mentors in cities across Canada.

There is still room available in the 2012 program especially for protégés. If you are interested, contact **Jami Drake** at jami.drake@ualberta.ca.



"It was great meeting a driven young alum. Our time focused on helping Margarita learn about the Vancouver market and what potential jobs are out there. We also worked on the interview process and preparation when she had a great opportunity for a new position - it was rewarding to assist in her career change."



"Coming out of university my main thought was to get a job, any job, related to my industry. And once that happened, it was a bit hard to see a direction my career could head. As a young business professional, you almost have too many options and Jon was able to help me set goals. I found his advice to be valuable in not only building my skills set but also shaping my confidence enough to move my career to the next level."

1. Shirley Quan, '05 BCom, and former senator Kjersti Powell.
2. Mentor, Jon Sharun, '04 BCom, Managing Partner at Venexo Corporation.
3. Protégé, Margarita Orlov, '09 BCom, Marketing and Communications Specialist at Salesworks Systems Inc.

REUNIONS

CLASS ORGANIZERS - IS IT YOUR YEAR?

- 1942 **Glen Patterson** and **John Denholm**
- 1952 **Gordon Wright** and **Merritt Chisholm**
- 1957 **Jack McMahon**
- 1962 **Keith Anderson** and **Gary Coskey**
- 1967 **Al Anderson** and **Peter Nichols**
- 1972 **Frank Gibson**
- 1982 **Terry Freeman**
- 2002 **Tim Wong** and **Kyle Watson**

ALUMNI RECOGNITION AWARDS
SEPTEMBER 20, 2012

Scott Gilmore, '95 BCom, will be receiving a Distinguished Alumni Award, the University's highest honour. He is a social entrepreneur with a track record of innovative success connecting local businesses to global supply chains in developing and frontier economies. We are delighted Scott has agreed to be a speaker at this year's 25th BAA dinner on November 22.



CLASS OF 1962 ANNIVERSARY DINNER
SEPTEMBER 21, 2012

OPEN HOUSE AND BRUNCH
SEPTEMBER 22, 2012

Enjoy a chance to meet new students and old classmates, tour the School, and learn firsthand from Interim Dean **Joseph Doucet** of our newest developments.

ALUMNI DINNER AND DANCE
SEPTEMBER 22, 2012

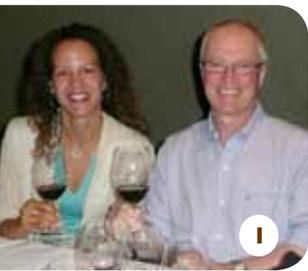
The marquee event of the weekend at the Shaw Conference Centre, \$75 includes a meal, photo, complimentary wine, and a chance to dance the night away.

If you would like more information on these events or to be a class organizer next year, please contact alumni.business@ualberta.ca.

WINE TOUR SONOMA

APRIL 21, 2012

Alumni were treated to a great day of good food, good wine, and good conversation as they started a tour of Sonoma's vineyards, hosted by Interim Dean **Joseph Doucet**, bright and early at Lancaster Estate. Next, the group visited Simi Winery for a tasting, lunch, and presentation by **Dr. Trish Reay**. Trish's insight on the different management models of family wineries was appreciated as the group moved throughout various vineyards during the day. The final stop was Mazzocco Winery for a tasting and tour, and alumni enjoyed the chance to experience some new flavours, and make some new friends!



1



2



3

WINE TASTING CALGARY

MAY 24, 2012

What better way to begin the official launch of our reinvigorated Calgary chapter than with a wine-tasting. Over 40 alumni and friends gathered at the International Hotel for a tasting led by Paul Martzoukos, Sommelier and President of Tannin Fine Wines Ltd.

SAMPLED WINES:

Matisse Sauvignon Blanc
Alpha Estate Malagousia
Château de Calvières Maligno Rouge
Sisters Run Cabernet Sauvignon



4



5



6

1. Melynnie Rizvi, '95 BCom, with Interim Dean of Business Joseph Doucet. 2. Rick Fedick, '74 BCom; Dr. Trish Reay, '00 PhD; and Dave Thomson, '77 BCom. 3. The group enjoy their first tasting at Lancaster Estate. 4. David Ladner, '77 BCom; Joanne Ladner; Craig Stanford, '90 MBA; Calgary BAA Branch President Karen Taguchi, '86 BCom; and Jason Toews, '99 BCom. 5. Mike Richard, '06 BCom; Adam Strynadka, '05 BCom; and Kendall Harazny, '08 BCom. 6. Ryan Mo, '09 MBA; Gaurav Malik, '09 MBA; and James Aguas, '08 MBA.

The suggestion for the wine tasting came from **Craig Stanford**, '90 MBA, Managing Director and Portfolio Manager for TriVest Wealth Counsel Ltd., who has used Paul for client wine-tastings. TriVest was created in July 2009 and is wholly owned by Craig and his partner, **Martin Pelletier**, '97 BCom. They also look forward to the contributions of **Breanne Shmry**, '09 BCom, who has recently joined them as an intern analyst.

"It's great to keep our new firm a "family" firm," shares Craig.

CALGARY BRANCH:

Karen Taguchi, '86 BCom - President
Manj Dhillon '95 BCom
Gaurav Malik '09 MBA
Craig Stanford '90 MBA
Gary Stosky '85 BCom
Lacey Suen '11 BCom
Holly Tomte '03 BCom

STAMPEDE

JULY 11, 2012
 CEILI'S IRISH PUB
 CALGARY



"The Calgary Stampede is the essence of western hospitality" says **Mike Casey**, '69 BCom, President and Chairman of the Board of the Calgary Stampede. Mike is certainly hoping that many Albertans and Alberta alumni visit Calgary for the Stampede's special Centennial celebration. The Alberta School of Business is again looking forward to seeing many of our Calgary alumni and friends at our always popular 6th Annual Stampede Breakfast!

Register by contacting **Traci Wilson** at (780) 248.1101, or alumni.business@ualberta.ca

VICTORIA and VANCOUVER

APRIL 14 & 15, 2012

The 2012 Annual Alumni Spring Brunch took place at the Ocean Pointe Resort in Victoria. An enthusiastic table of business alumni enjoyed a presentation by Dr. Alex Clark, a world leader in cardiac rehabilitation with an innovative approach that focuses on the connection of mind and body. With eight out of ten Canadians developing heart conditions, Alex provided helpful tips for staying heart healthy. The next day, another group of Vancouver alumni gathered on a beautiful Sunday for the annual Vancouver Spring Brunch at the Royal Vancouver Yacht Club and were lucky enough to also hear Alex's presentation.



1. Meritt Chisholm '52 BCom; Brenda Yanchuk, '89 MBA; and Keith Anderson, '62 BCom.
2. Alvin Chow '91 BCom; Joanne Sarkissian; and Douglas Sarkissian, '74 BCom.



“LLOYD” OF LONDON!

Nestled in London’s historic Kensington area, sits one of the world’s great science and technology universities, the Imperial College, with an unrivalled reputation for commercializing world-changing discoveries, including the discovery of penicillin. Thanks in large part to alumnus **Nelson Phillips**, '95 PhD, Chair in Strategy and Organizational Behavior at the Imperial College London Business School, it is here where five of our MBA students, and 17 Imperial MBA students and alumni, took a course from our very own Professor **Lloyd Steier** titled Entrepreneurship, Innovation, & Family Enterprise.

At a dinner featuring local English cuisine, students and London-area alumni enjoyed animated conversation at Bumpkin Restaurant. With London being one of the world’s leading financial centres, it is no surprise that several of our alumni work in the finance and consulting areas. A great evening

of reminiscing about **ALBERTA MOMENTS** lead to mentions of Wayne Gretzky, professor favourites, as well as appreciation for cinammon buns, case competitions, international opportunities, and alumni events!

LONDON
- BIG BEN
IMPERIAL COLLEGE
MAY 1, 2012

my *Alberta* moment



ALEXANDER BATCHVAROV,
'92/'93 MBA, KNEW LITTLE ABOUT
ALBERTA WHEN HE HOSTED A
SMALL GET-TOGETHER FOR A
VISITING FRIEND ATTENDING
JOHNS HOPKINS UNIVERSITY
IN BALTIMORE, AND
HER CANADIAN
BOYFRIEND, IN HIS
NATIVE BULGARIA.

• • • **ALEXANDER BATCHVAROV**

Much of the conversation circled around Alexander's acceptance to Johns Hopkins where he hoped to continue his studies at a leading American university. With a PhD in International Economics from the National Academy of Sciences in Bulgaria, his options were many. However, as fate would have it, his application encountered visa difficulties and was ultimately denied.



Alexander and Alastair in Scotland

While exploring alternatives, he one day received a surprise phone call from someone with the University of Alberta – an eloquent and soft-spoken man named **Sandy Mactaggart**. As it happened, although not known to Alexander, the very distinguished Mr. Mactaggart was both the Chancellor of the University of Alberta as well as the father of his friend's Canadian boyfriend, and could be very persuasive.

Alex would arrive in Edmonton in late August, was warmly welcomed by his friend's Canadian boyfriend, Alastair, and was promptly given a generous loan with the proviso to pay it back when you can; and indeed he did, in 1997. He fondly remembers the seventh floor of Lister Hall. "A great floor," he recalls with a smile, "adding it was also the nurse's floor." Other memories include great classmates - including his three fellow Europeans - one from Germany, and two from the Netherlands - and the great teaching.

And while he considers himself a classmate of the MBA Class of 1992 - his transcript reads 1993 as again facing visa issues, he purposefully did not fare well in one class, and his graduation was delayed. But, as luck would have it, the extra year allowed him to complete his last course, teach a few courses in Real Estate Economics for Professor Stuart McFadyen, and buy good shoes for his eventual New York interview with Citibank. He still has these \$200 Holt Renfrew shoes and identifies them as a start to a most rewarding career, which has spanned all continents and included stints at Citibank, Moody's, ABS Group, and finally Merrill Lynch, which will simply not let a most valuable asset go.

Alexander has served as Merrill Lynch's head of International Structured Product Research since 1997, was promoted to sole head of Global Structured Finance Research in 2007, and has continued on in that capacity after the merger with the Bank of America in late 2008. Based in London and Tokyo, the group provides leading-edge research on securitization and structured finance to global institutional investors.

In reflecting on his career he begins easily by saying it's all about the people; it's all about the team. Alexander's team publishes a number of regular award-winning publications which provide in-depth analysis of market developments, and suggest relative value opportunities for areas including commercial real estate, bonds, securities, and loans.

THE DOWN-SIDE? You are only as good as your last deal.

THE HARDEST THING? Firing capable people.

WHY HE HAS LASTED? Client demand.

HE ATTRIBUTES HIS LONGEVITY IN PART TO:

- **these client relationships, who seem to like his contrarian/ uncensored approach;**
- **living in London, where people are not afraid to speak their minds; and**
- **the opportunity to continually learn and stretch his knowledge base.**

Logging 90 hour work weeks and often travelling half the year, Alexander clearly loves the thrill of discovery, of not knowing what could be around the corner, of what he might learn. An appreciation for the education he has received that has provided him with these opportunities is also never far from his mind.

AS FOR WHAT ALEXANDER DOES TO RELAX?

- near daily early-morning sessions with a nasty trainer;
- long week-ends, when markets are closed, allow him to take in four to five theatre productions or opera; and
- summers might find him enjoying his parent's destination mountain retreat – Villa Gella - in Bulgaria, enjoying their bi-annual trip to India for a yoga retreat, or spending time with his second family - the Mactaggarts - at their family reunions in Scotland.



Villa Gella - Bulgaria

And hopefully the fall will find him back in Edmonton at another reunion, as it is the 20th anniversary of the MBA Class of 1992. Alex last visited in 2002 for the 10th anniversary. No pressure Alex – you can always come home to Alberta!



NEW YORK - BIG APPLE

CARNEGIE HALL
MAY 7, 2012

The Edmonton Symphony Orchestra, celebrating its 60th anniversary, made its triumphant debut at Carnegie Hall on May 8, in front of a proud and packed house of former and present Edmontonians.

Former ESO Board Chair and alumnus **Stephen Le Poole**, '68 MBA, had encouraged Interim Dean **Joseph Doucet** to participate in this event, and the night proved unforgettable for the group which included Mayor Stephen Mandel, former senator Tommy Banks, MP Rona Ambrose, and newly-elected Chancellor of the U of A, **Ralph Young**, '73 MBA. Prior to the show, alumni, and guests packed into the Trattoria Dell'Arte right across from Carnegie Hall and had a chance to hear greetings from U of A Alumni Association President **Jane Halford**, '94 BCom, whose brother **Michael Halford**, '91 BCom, now lives in NYC. Great conversation, food, and drink guaranteed a wonderful event.

The previous evening of May 7, the BAA was delighted to host 35 business alumni at our networking reception. **Pat Kiernan**, '90 BCom, Morning Anchor at Time Warner NY1 News, recommended PJ Clarke's at Lincoln Square, which seemed to be the perfect venue for both those living in NYC and alumni, students, and friends from Edmonton to mingle and exchange stories. Those in attendance included **Sudha Chinniah**, '01 BCom, who was encouraged by his former U of A instructor, **Paul McElhone**, to pursue further studies at FIT (Fashion Institute of Technology) in New York. Sudha's outstanding career has included working with some of the world's leading luxury brands like Bergdorf's, Zegna, Moncler, and Belford. **Julianne Fraser**, '11 BCom, who started attending FIT last fall, and **Ryan Payne**, '08 BCom, '13 Masters of Fashion candidate at Ryerson, were pleased to connect with him. Thanks to all who attended!

START SPREADING THE NEWS: Executive Professor of Finance **Amit Monga** will be taking a group of students to NYC in October and we are hoping for another great networking reception with our alumni at that time.

LONDON: **1.** Professor Lloyd Steier and students: Cameron Geldart, Lisa Hryniw, Bartek Kienc, Kelly Bickford, Trevor Howery. **2.** Alexander Batchvarov, '95 MBA; Merrill Lynch. **3.** Mike Chalk, '03 BCom; McKinsey & Company. **4.** Daryn Edgar, '90 BCom; Avana UK Ltd. **5.** Neal Eiserman, '02 BCom; PA Consulting Group. **6.** Nelson Phillips, '95 PhD, Imperial College London. **7.** David Fildes, '90 BCom, Phibro. **8.** Jason Frank, '97 BCom, Jet Program Japan. **9.** Warren Nicholson, '79 BCom, Ernst & Young Global Ltd. **10.** Ashok Parekh, '97 BCom, White Lake, Strategic Advisory Group. **11.** Paul-Michael Rebus, '95 BCom, Eversheds (International Law Firm). **12.** Trevor Udell, '00 BCom, HSBC. **13.** Michael Woronuk, '10 BCom, BBC. **14.** Megan Watson, '87 BCom, Office of Gas Supply.

NEW YORK: **1.** Bob Hahn, '79 BCom; and Sean Price, '95 BCom. **2.** Gay and Ralph Young, '73 MBA. **3.** MBA Student Mike Meldrum with Pat Kiernan, '90 BCom. **4.** Pernille Ironside, '95 BCom. **5.** Jane Halford, '94 BCom; Michael Halford, '91 BCom; and Julianne Fraser, '11 BCom. **6.** Jack Ondrack, '66 MBA; and Lynne Bigam, '91 MBA.



LEADERS ON CAMPUS BUSINESS

JOSEPH DOUCET

As an economist, **Joseph Doucet's** interest in energy was sparked in the 1980s when he was a graduate student at the University of California, Berkeley and wrote his PhD dissertation on electricity service contracts. At his first academic posting at Laval University in Québec, much of his research focused on Hydro-Québec. Upon joining the faculty at the Alberta School of Business in 2000, Joseph turned his attention to broader energy issues including the oil and gas industry while helping to develop and nurture the Centre for Applied Business Research in Energy, and the Environment (CABREE) as well as the MBA specialization in Natural Resources, Energy and the Environment (NREE).

With Alberta's oil sands making international news lately, these are especially exciting times to be focusing on the energy industries. But on January 1, Joseph made a commitment to broaden his horizons when he began a two-year position as Interim Dean of the Alberta School of Business. Read on to learn what motivates him and why he's looking forward to his latest challenge.

WHAT INSPIRED YOU TO BECOME THE DEAN OF THE ALBERTA SCHOOL OF BUSINESS?

It's a combination of two things. One is that we have a great reputation that I think is well deserved. We have fabulous faculty, wonderful students, world-class programs – BCom, MBA, EMBA, PhD, Executive Education - a great alumni network, and a tremendously supportive Business Advisory Council. We're in a wonderful university. We're in an attractive university. It's an outstanding institution. The second part is that, for me it's a very stimulating and energizing challenge. We are a fabulous school and, like all fabulous schools, we can do even better.

WHAT DO YOU SEE AS THE SCHOOL'S STRENGTHS?

We have been quite active in collaborating on joint programs including MBA/MEng and MBA/LLB, and we have a new joint program with the Faculty of Medicine. We want to do more of those kinds of collaborations. We have a very active MBA group, Net Impact, which focuses on corporate social responsibility

and not-for-profit opportunities. Our students are exposed to a lot of opportunities that reinforce academic learning. For our undergrad students, there are a large number of student clubs as well as case competitions and mentorship programs. We have a cohort system where students enter first year of business and build up a sense of community by doing group work.



2012 Study Tour: MBA specialization in Natural Resources, Energy and the Environment, Washington.

IT'S NATURAL FOR A DEAN TO WANT TO PUT HIS OR HER STAMP ON A FACULTY. WHAT NEW PROGRAMS ARE YOU PLANNING?

THIS FALL, WE'RE GOING ROLL OUT A LEADERSHIP CERTIFICATE PROGRAM FOR OUR BComs. WE SEE IT AS A WAY OF PROVIDING A LITTLE

MORE FOCUS FOR STUDENTS WE JUDGE TO HAVE OUTSTANDING LEADERSHIP SKILLS AND POTENTIAL.

I also want to strengthen our alumni network and build our relationships with the alumni; from alumni who have been out for 20 years and may have lost touch with us to alumni who have been out for only a few years. I want students coming in this fall to realize that, in a couple of years, they will be alums; it's speaking to a broad set of relationships and connectedness and linkages I want to develop.

Continued on page 20.



31st Canadian Business Leader Award

CBLA

March 14, 2012

Joseph Doucet, Interim Dean

Allan Markin, Recipient and Chairman, Canadian Natural Resources Limited

Guy Turcotte, '76 MBA, and Chair, Business Advisory Council

Special thanks to Guy for his engaged leadership as Chair, 2007 - 2012. Welcome Neil Manning, '71 BCom, incoming Chair. Please see inside back cover for the complete BAC listing.

WHY ARE THOSE KINDS OF CONNECTIONS SO IMPORTANT FOR CURRENT STUDENTS?

We recognize that they go into a wide range of professional careers and jobs. Some become accountants, some go on to law school, some go into light manufacturing, and on and on and on. Our charge in some sense is to provide students with the tools to become leaders and critical thinkers. Part of what they need is classroom learning: whether that's the science or psychology behind marketing or the theories behind organizational change. Part of it is experiential: being able to meet, for instance, with professionals who are practicing in the field or in the discipline or in the outside world, being able to ask people who graduated five years ago or twenty-five years ago about their career paths or challenges.

THIS PAST YEAR, THE ALBERTA SCHOOL OF BUSINESS DELIVERED THE FIRST COHORT OF A MASTER IN FINANCIAL MANAGEMENT (MFM) PROGRAM IN CALGARY. HOW WILL YOU BUILD ON THAT SUCCESS?

Yes, Calgary is very important to us given the large number of alumni there. Our Executive Education Calgary office, housed within the U of A Calgary Centre, is also very active.

WE'RE ALSO EXCITED TO ANNOUNCE THE APPROVAL TO DELIVER THE MFM IN CHINA WHERE WE HAVE GREAT LINKAGES.

China has a large educated population that is looking for programs from leading global institutions. We'd like to be able to do more in India as well. We will be more global in terms of recruiting students in terms of recruiting faculty, but we want to balance this global outreach and global view with the fact that we're also very much anchored and committed to Alberta.

LEADERS ON CAMPUS - SENATE & BOARD OF GOVERNORS



RALPH YOUNG
'73 MBA

**Chancellor,
University
of Alberta**

"My commitment to education has been the most significant area of my life beyond my family and career. The U of A has been one of the most significant contributors to my life and my family's life. I have a passion for the fundamental importance of education and I am committed to uphold and enhance the mission of our university for the betterment of all of its stakeholders."

President & CEO at Melcor Developments Ltd.



DOUGLAS GOSS
'81 BCom

**Chair, U of
A Board of
Governors**

"Our job is to deliver the greatest possible return on investment to the people of Alberta — students, taxpayers and industry. We must keep pushing the envelope and, when we've done the best we can, push it a little further. The exciting part is that the potential is here."

Counsel to the law firm of Bryan & Company LLP

LEADERS ON CAMPUS - STUDENTS



**ASHLYN
BERNIER**

MBA

**President, U of A
Graduate Students'
Association**

"The U of A is a giant organization. Getting to ask questions at the highest levels, and seeing the voice of graduate students being recognized within those structures is really fulfilling. There is an extensive amount opportunities that make the student experience meaningful and I want to showcase these and their value."



**COLTEN
YAMAGISHI**

BCom

**President, U of A
Students' Union**

"My time at the University of Alberta has been nothing less than spectacular! I have had so many opportunities to get involved in campus and residence life which have led me to amazing leadership opportunities. I plan to make every effort to open up these opportunities to all students in my role representing the Students' Union."

HOW DOES BEING NAMED INTERIM DEAN FOR TWO AND A HALF YEARS AFFECT YOUR LONG-TERM VISIONS FOR THE SCHOOL?

I don't think it's productive for me or the School or the U to just say, I'm an interim for two years so I'm only going to make decisions that have an impact for the next two years and I won't think about the future. I have to be doing things with

an eye on the long term. **UNIVERSITIES ARE LIKE CRUISE SHIPS: YOU DON'T TURN THEM AROUND ON A DIME. YOU HAVE TO THINK ABOUT STRATEGIZING SO YOU HAVE YOUR EYE ON THAT 20 OR 30 YEAR GOAL.**

ONE VERY CONCRETE EXAMPLE THAT RELATES TO THAT IS HIRING.

One of the very solid accomplishments I can point to is that we hired nine new faculty members in January and February – the largest number we've hired recently. When you hire someone who is 30-years-old, you're really talking about a 30-year decision, a 30-year investment.

HOW MUCH OF A CHALLENGE IS IT TO PUT ASIDE YOUR FOCUS ON ENERGY AND INSTEAD TAKE THE HELM OF THE SCHOOL AT LARGE?

I'm an energy guy. I think that is a strength because Alberta has tremendous energy in the general sense and the disciplines we focus on in the Alberta School of Business; the opportunities for new development build on not just the energy sector but all business and leadership skills. I feel very good about being able to leverage what I've learned.



JDC WEST

In January, we hosted over 500 undergraduate students for the largest business competition in Western Canada. Over 30 business alumni volunteered to judge the various academic debates and competitions encapsulated in the Fueling Productivity theme. To recognize sponsors and those running the competition, Productivity Alberta helped to host a wrap up event at Pampa Brazilian Steakhouse in Edmonton. The evening included remarks by **Sean Collins**, '09 BCom, a board member of JDC West, on the lasting value of engaging students and connecting them with the corporate community. **Oscar Lopez**, '02 BCom, also spoke as the owner of Pampa and shared the many opportunities and skills that his education provided him.

22 CASE COMPETITIONS

– WE'VE GOT THE EDGE

Taking home the top spot for a second year in a row, **Michael Fok, Kyle Parrotta, Hassan Qadri, Leif Williams and Chris Smith** joined students from 17 schools across Canada as we again hosted the second annual EDGE Case Competition in February. Given real life cases, they were tested in areas including accounting, finance, marketing, public relations, and operations management. Congratulations!



23 LEADERSHIP STUDENT CLUBS

Newly founded in September 2011, the Next Generation Leadership Club (NGLC) is designed to be a platform to connect business students to the resources necessary to develop them to be the leaders of tomorrow. The club's key event, sponsored by CEFE, was a rotating dinner where students and corporate executives were paired and assigned to either prepare a course of a meal or attend a course at somebody else's residence. Each group started at the first home to enjoy appetizers, travelled to a second home for a main course, and went to a third home for dessert. After all three courses, the evening concluded at a single venue for drinks.



NEW BCom

LEADERSHIP CERTIFICATE

REMEMBER RMBS?

While some took time off in February during Reading Week, nearly 100 business students spent time at the Jasper Park Lodge, learning from top business leaders. As usual, the 46th RMBS offered a phenomenal opportunity to meet other students and corporate executives from across Canada, and included the annual CMA Case Competition. Alumni speakers included:

- **Brian Ford**, '88 BCom, Vice President of Payments and Cash Management at HSBC
- **Daniel Haight**, '97 BCom, Director of the Centre for Excellence in Operations
- **Marv Holmen**, '91 BCom, Chief Operating Officer at 20 Vic Management Inc.
- **Brent Jensen**, '08 BCom, HSBC
- **Sandra Johnston**, '92 BCom, Johnston Research Inc.
- **Jeff Prentice**, '01 BCom, Senior Investment Analyst at ARC Financial Corp.
- **Heather Prentice Schmidt**, '90 BCom
- **Taylor Rolheiser**, '05 BCom, Senior Manager at KPMG
- **Jared Smith**, '97 BCom, and Co-founder of Incite



GRAD BANQUET 2012

After several years of hard work, the Class of 2012 was finally able to let its hair down and enjoy a night dedicated to their achievements. On March 24, the graduates enjoyed a night of toasts and tributes at the Westin Hotel in Edmonton. Hosted by outgoing BSA President, **Kimberley Menard**, and VP Events/Acting VP Finance Clint Peter, the evening featured a family toast by **Nicholas Williams** and his mother Sheila, a faculty toast by **Nicole Farris**, and an inspiring keynote address by **Bryan Smith**, '02 BCom of Bluetrain Inc. Congratulations!



ROMAN PETRIW (IMAGES OF DISTINCTION PHOTOGRAPH)



Photos by Merle Prosofsky

MOVEMENT SEEMS TO BE A RECURRING THEME FOR THIS YEAR'S CO-OP STUDENT OF THE YEAR AND NEW GRADUATE ASHTON PAULITSCH, '12 BCOM. PERHAPS IT WAS FATE FOR THE WORLD-TRAVELLING **COMPETITIVE IRISH DANCER** THAT A JOB POSTING FOR A MARKETING ASSISTANT AT THE EDMONTON INTERNATIONAL AIRPORT AND THEIR STRONG BRAND MESSAGE, *WE'LL MOVE YOU*, CAUGHT HER EYE DURING HER FINAL WORK TERM.

marketing moves

• • • ASHTON PAULITSCH

With a \$1.1 billion expansion plan for the EIA in the works, Ashton knew that promoting the immense project to the community was bound to provide valuable experience. "When I saw the position, I just knew it was for me. For some reason, I didn't even apply anywhere else. Edmonton's economic development is hugely affected by this expansion, especially since the airport is a needed and vital gateway to sustain growing activity in northern Canada," she shared.

Her passion for creating greater vibrancy in the city quickly won over her interview panel; however, changes in leadership personnel, a maternity leave, and an illness meant the marketing team soon dwindled after Ashton's arrival.

EIA

we'll move you.

Always up to a challenge, she wasted no time in creating projects for herself and meeting with various divisions of the airport. A tremendous mentor also presented herself in the previous EIA co-op student, now Marketing Coordinator, **Allison Lennox**, '11 BCom, whom Ashton remembered seeing in some of her university classes. Ironically, an uncanny resemblance often caused the two to be mistaken for each other.

"Allison was so supportive and worked hard to ensure that I gained valuable



work experience since she had learned so much during her term," said Ashton.

With a green ticket to take on her own projects, Ashton soon started managing a travel agent program for jetSet parking, developing and executing a social media strategy, creating promotions for

community events like the Edmonton Indy, Edmonton Eskimo games and the Heritage Festival as well as overseeing airport campaigns and volunteer teams. The innovative contests she created helped triple the airport's Facebook followers over her four-month term. Edmonton's numerous summer events also meant that Ashton worked twenty consecutive days at one point, though she assures getting out of bed with enthusiasm was never a problem. By taking on more responsibility, she learned not only to make high-level decisions, but also to confidently stand behind her ideas.

"The EIA brand has been so well thought out that it was easy to use my skills to promote it. The airport truly does move people – not just physically. I saw soldiers coming home, families reunited, adopted babies meeting their new parents; there is so much emotion running through the halls that it's hard not to be moved," she said, noting that the airport is either the first or last impression many people have of Canada and creating a good experience is critical.

In turn, Ashton's dedication has made a strong impression on many of her colleagues. "In over 20 years of welcoming co-op students into my workplace, Ashton is without a doubt the most enthusiastic and motivated student I have had the pleasure of working with," shared Carol Hutchins, Director of Route Development.

Though she stayed on as a consultant for the EIA expansion project once her co-op term ended, Ashton was soon hired into her current position as Communications and Marketing Associate at the Alberta Cancer Foundation. Their motto: **ALBERTA'S CANCER-FREE MOVEMENT.**

FLIGHT & FINANCE

Monica Norminton, '92 MBA, recently moved into a new role as Chief Financial Officer at the Edmonton International Airport. "What attracted me to EIA was its dynamism, enthusiasm, and forward thinking," said Monica. "I am a staunch supporter of the Capital Region so the opportunity to be part of an organization that's dedicated to helping the region be all it can be is truly exciting."

Most recently, Monica served as Chief Executive Officer and President of Alberta Pension Services. Prior to that, she was Assistant Deputy Minister for Alberta Environment's Corporate Services, Chief Administration Officer for the Office of the Auditor General of Alberta, and held several other senior roles in both government and the private sector.

In addition to her impressive career history, Monica boasts a truly remarkable educational background. She holds a law degree, an MBA, and is a Chartered Accountant with specialization in Information Technology. In 2009, she received the prestigious Queen's Counsel designation from the Law Society of Alberta Bar for her contributions to the legal and professional communities. In 2008, the Women's Executive Network named her one of Canada's Most Powerful Women: Top 100 in the Corporate Executive category.



MBA GAMES



As last year's champions, Alberta hosted over 500 students from 19 schools across Canada in the annual competition centred on technology and innovation - this year's theme being "Into the Future." With case competitions, team spirit challenges, and sporting events tallied in the

final scoring, a number of alumni volunteered their time, experience, and knowledge in judging events. "I love the energy of the students, and the unique and diverse ways they approach their cases. I also appreciate the personal learning I get by hearing the questions and perspectives from the other judges, and always enjoy opportunities to participate in these kinds of student-alumni activities," shared **Tammy Fallowfield**, '86 BCom, Executive Director, Quality of Life with EEDC. Closing ceremonies at the Westin were a highlight, as the Alberta students presented a video taken throughout the games, the various competitions, and spirit building social events. But even the most spirited of participants were lulled to a hush as **Court Carruthers**, '93 BCom, President of Grainger US, took to the podium during the final address (see p. 41). He urged students to continue learning and to live authentically – advice they will surely heed as they prepare for next year's games in Hamilton.



DID YOU KNOW?

- We offer three new combined programs: MBA/ Pharmacy, MBA/ MD, and an MBA/ CMC.
- For the second year in a row, our chapter of Net Impact has received Gold Standing for using the power of business to create a more socially and environmentally sustainable world.
- Our students placed second at an international real estate competition centred on an actual 90-acre property in Tacoma, Washington.
- Our first six students graduated from our FastTrack MBA program in June, which officially launched last year.

MBA FORUMS and EXECUTIVES-IN-RESIDENCE

- We welcomed 19 dynamic business leaders to present since January, including alumni **Rohit Gupta**, '06 MBA, Vice President, Rohit Group of Companies; **Andrew Birkby**, '00 BCom, VP Investment Banking for Cannaccord Capital; **Darren Bondar**, '98 MBA, Founder & President, WATCH IT!; and U of A **Senator Kurian Tharakan**, '86 BCom, Marketing Strategy Consultant at Acton Consulting Ltd. Thank you!



perfect form

Alberta Ballet Company artist Nicole Caron performs for MBA students attending a Managing Arts Organizations class on the set of Swan Lake. Hosted in part by the Rozsa Foundation.

STUDY TOURS INTERNATIONAL

EUROPEAN FAMILY STUDY TOUR (BCom, MBA)

“One thing is for sure, we are forever changed. This trip has been chocked full of learning, bonding, and taking in the European culture. We covered all kinds of unknown territory on this trip, including the topic of family business and entrepreneurship and meetings with executives and representatives from a number of European businesses and organizations.”

- **Thai Javate**

NEW - FAMILY ENTERPRISE COURSE IN LONDON

“It was a privilege to be part of such a high calibre group of MBA students from Alberta and London. Our group was welcomed enthusiastically by our counterparts, making the social experience equally as rewarding as the academic experience. I would encourage anyone who has the opportunity to study with students from another leading university to embrace it. The things you will learn will be exceptional.”

- **Lisa Hryniw**

CHINA STUDY TOUR (BCom, MBA, FastTrack, EMBA)

“China is a beautiful country filled with so much potential and so many opportunities. Learning about the country from a business perspective was very valuable and any assumptions made before the trip were proven completely wrong! I’ve gained a little more knowledge, seen a little more of the world, and made lifelong friends at the same time.”

- **Carolyn Truong**

CONGRATS GRADUATES

On June 9, thirteen Executive MBAs celebrated their graduation with a special ceremony at the TELUS Centre hosted by **Joan White**, Associate Dean of the MBA Program, and Interim Dean **Joseph Doucet** along with **David Cooper** and **Richard Field** as faculty representatives. Ron Gilbertson, CEO of Edmonton Economic Development Corporation (EEDC) gave a keynote address presenting grads with his collection of inspirational quotations. Unique to this celebration was the introduction of each graduate by a fellow classmate, giving the audience a chance to hear more about them beyond the classroom.



EMBA Class of 2012 in China.

On June 12, a group of 122 MBA students also celebrated their convocation. Graduates and their families gathered for a reception at the TELUS Centre after the formal ceremonies at the Northern Alberta Jubilee Auditorium.

SOWING SEEDS

Paul Sinclair, PhD, and '12 MBA, is currently working on a research project with a Saskatchewan-based agriculture company called Terramax-SeedTec Ltd. To make his research possible under the supervision of Professor **Barry Scholnick**, he has teamed up with Mitacs, a not-for-profit granting agency that supports research collaborations between companies and grad students across all disciplines.

The Mitacs Accelerate Program sees graduate students or Post-Doctoral Fellows undertaking research on site with companies within Canada to develop new tools and techniques to address high-level industry issues. The intern gains valuable industrial experience and an opportunity to apply their research to address novel issues while the industry partner gains access to highly-trained individuals (the intern and their supervising professor).

Paul's Mitacs Accelerate study investigates the import market for flax fibre in China and the feasibility of Canadian companies

providing feedstock for the linen industry. "In 2010,

China imported more than \$200 million dollars of semi-processed flax fibre," Paul explains. "But despite persistent interest in sourcing product from Canada, the general consensus on the Canadian producer side has been that our labour and production costs are too high to ever be competitive. In reality, little information in English exists about the economic fundamentals of China's chaotic flax market. Few Canadians have tried to imagine what the China import market for natural fibre might look like in five or ten years."

The project industry partner, Terramax in Saskatchewan, is a seed grower and exporter with 30 years' experience developing new crops. Together Paul and his sponsor put together a trip to Shanghai, Harbin, and Beijing in mid-May to talk with textile industry representatives, trade associations, and government officials. In the process, Terramax established a thorough understanding of the

Chinese import market for flax. **WHAT QUALITY OF FLAX FIBRE WOULD THE CHINESE INDUSTRY LIKE TO IMPORT FROM CANADA AND WHAT WOULD THEY PAY FOR IT?**

Do the Chinese really have the technology to make use of flax crop residue left in Canadian fields after the flax harvest? "This kind of market intelligence," Paul explains, "only comes into your hands if you go over there



POINTS ON PAUL

Recently completed an Alberta MBA in International Business.

Holds a PhD from the Osaka University of Foreign Studies (now Osaka University).

Worked in university administration and a regional government in Taiwan.

Joining the faculty at Paul Hill School of Business at the University of Regina in July 2012.



and sit across the table from industry players. You have to ask a lot of people in a lot of different places the same question even if you think you know the answer.”

Paul explains he brings Chinese language ability, research skills, and MBA training to the project.

“THE UNIVERSITY OF ALBERTA POSSESSES ONE OF THE BEST SETS OF BUSINESS DATABASES IN NORTH AMERICA.”

The ISI Emerging Markets allowed me to search Chinese language trade journals for real-time information on the flax industry. On the other hand, my industry partner has crop development expertise, export experience, and hard business skills I lack. His processing facility can load containers and rail cars. He has experience with growing contracts, freight forwarders, and port facilities. We had a lot to learn from each other.”

APPOINTMENTS

Congratulations to the following PhD candidates who have accepted positions starting July 1, 2012:

- **Albert James** (Strategic Management and Organization, supervisor Jennifer Jennings) at Bishop’s University in Sherbrooke, Quebec.
- **Lisa Yeo** (Operations and Information Systems, supervisors Ray Patterson and Ken Schultz) at Loyola University, Maryland.
- **Krista Fiolleau** (Accounting, supervisor Jim Gaa) Assistant Professor in the School of Accounting and Finance, University of Waterloo.
- **Kristina Hoang** (Accounting, supervisor Karim Jamal) at Tulane University in New Orleans, Louisiana.
- **Daniel Martinez** (Accounting, supervisor David Cooper) who starts his new position at HEC Paris in September.

AWARDS and PUBLICATIONS

- **Mia Raynard** and **Eric Zhao** took home the \$70,000 Izaak Walton Killam Memorial Scholarship.

Eric studies organizations in the context of social and technological entrepreneurship, hoping to solve problems like poverty, inequality and environmental degradation. Mia, also recipient of the Andrew Stewart Memorial Graduate Prize, examines how organizations in different geographic communities, primarily China, respond to broader social pressures to engage in CSR activities.



- *Entrepreneurship as Emancipation: Dream or Reality for Female Entrepreneurs?* **Manely Sharifian** won the Best Paper Award on Entrepreneurship and Gender at the proceedings of the Joint Australian Centre for Entrepreneurship (ACE) Research Exchange and DIANA International Conference.

'60s

'64 **John T Ferguson, BCom**, of Edmonton, Alberta, was appointed as a member of the Order of Canada on December 30, 2011. John was recognized for his contributions as a business and community leader. A strong supporter of his alma mater, he served as Chancellor from 2000 to 2004 and is the longest standing member of the Alberta School of Business Advisory Council.

'70s

'72 **Frank Gibson, BCom**, of Edmonton Alberta has once again been acknowledged as the #1 Real Estate Advisor in Canada with NAI Commercial Real Estate Inc. He is a Senior Partner with the firm, previously the owner of Indacom Real Estate. Frank is also active as a Foundation Member of the TELUS World of Science and Honourary Director of the Citadel Theatre. He recently competed in the International Cross Country Ski competition – Masters World Cup.



'72 **Craig Roskin, BCom**, of Edmonton, Alberta, was awarded the 2010 Fellowship Award by the Advertising Club of Edmonton. Craig was selected by a committee of past presidents of the club.

'73 **Ralph Young, MBA**, of Edmonton, Alberta, Chief Executive Officer of Melcor Developments and an Alberta School of Business Advisory Council member, was elected Chancellor of the University of Alberta officially assuming the post on June 3.

'74 **Rick Fedick, BCom**, of Pleasanton, California, is the Chief Financial Officer at Nibbi Brothers General Contractors. Rick attended the alumni Sonoma Wine Tour in April. This year's tour included the Lancaster Estate, Simi, and Mazzocco Wineries. Rick attended this event with his friend

Dave Thomson, '77 BCom, who travelled from New Westminster, British Columbia; they have remained friends since their BCom days.

'76 **Don Sieben, BCom**, of Edmonton, Alberta, is Partner at Peterson Walker LLP. Don was appointed as a member of the Local Authorities Pension Plan Board of Trustees.

'77 **David Thomson, BCom**, of New Westminster, British Columbia, attended the 2012 alumni wine tour in Sonoma, California, on April 21. He has travelled from Vancouver to attend this event for the past number of years and to visit one of his former classmates, **Rick Fedick, '74 BCom**. Dave is retired from TELUS.

'78 **Allan Franklin, BCom**, relocated to Orlando, Florida, in 1988, and recently retired after 30 years in corporate finance with the Dow Chemical Company. Allan writes, "The majority of my time is spent golfing, beach-going, and travelling. I have recently pursued pickleball in place of racquetball and tennis. My daughter **Alaina Franklin, '93 MBA**, now in Sydney, Australia, graduated from the U of A with a degree in psychology." Allan also notes his grandson and granddaughter now attend the U of A School of Business in second and fourth year, respectively.

'78 **David Robottom, MBA**, of Calgary, Alberta, is the Executive Vice President and Chief Legal Officer at Enbridge Inc. David was recognized as the "Top Chief Legal Officer" by Alberta Oil magazine. The achievements of Alberta's top-performing energy executives were celebrated at the 2nd Annual C-Suite Stars Awards Gala on February 2 held at the Westin Calgary. The Gala was sponsored by the Alberta School of Business Executive Education amongst other companies such as AON, ATB, CMA Canada, IBM Canada, and Clear Stream Energy Services.



Top Chief Legal Officer David Robottom, Enbridge Inc. and presenting sponsor Darren Campbell, Alberta Oil Magazine.

'79 **Karen Rackel, BCom**, of Edmonton, Alberta, was recently appointed as the first female president of the Royal Canadian Golf Association (Golf Canada) in its 116-year history. In January, the Canadian

Association for the Advancement of Women and Sport and Physical Activity recognized 20 women on its 2011 list of Most Influential Women in Sport and Physical Activity. Karen was one of the several U of A alumnae that were recognized as women "who share a passion for sport and physical activity — and use it to improve the lives of others."

'80s

'80 **Howard Eng, BCom**, of Toronto, Ontario, was recently appointed President and Chief Executive Officer of the Greater Toronto Airports Authority. Previously, he worked at the Hong Kong International Airport.

'80 **David Janzen, BCom**, St Albert, Alberta, was just appointed the new Chief Financial Officer of Fountain Tire. Prior to this position, he was the Chief Financial Officer for NAIT.

'81 **Norman Eady, MBA**, of Whitehorse, Yukon, founded North of 56 Research and Economics, a small business based in Whitehorse, after he retired from his position as Assistant Comptroller with Northwest Inc.

'81 **Douglas Goss, BCom**, of Edmonton, Alberta, Counsel at Bryan & Company LLP, was recently named Chair of the U of A's Board of Governors.

'81 **Aroon Sequeira, BCom**, of Edmonton, Alberta, is the President of Sequeira Partners Inc. Aroon is also the President of the Citadel Theatre/Robbins Academy Board of Directors. Between being a busy dad, a world traveller and a successful businessman, he somehow still manages to find time to enrich the cultural lives of Edmontonians through his support and involvement with the Citadel. He was recently featured in the Citadel Theatre e-newsletter. Aroon was also a member of the Business Alumni Association Board of Directors at the Alberta School of Business.

'83 **Daryl Burd, BCom**, of Edmonton, Alberta, is Vice President Outreach and Corporate Engagement, for the Edmonton Professional Chapter of Engineers Without Borders. He recently sat on the organizing committee for their successful Fire & Ice Gala held on March 10, 2012.

in memoriam

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

Elizabeth Stubbs, '41 BCom, of Lethbridge, Alberta

Thomas George Halford, '48 BCom, of Aurora, Ontario

William Astle, '46 BCom, of Edmonton, Alberta

W Robert Grainger, '49 BCom, of Calgary, Alberta

Alfred J Theiss, '50 BCom, of Sidney, British Columbia

A Doreen Brown, '51 BCom, of St Albert, Alberta

Lawrence Joseph Donnelly, '55 BCom, of St Albert, Alberta

William Alexander Brennan, '61 BCom, of Foster City, California

Robert Smeaton Kergan, '61 BCom, '71 MBA, of Calgary, Alberta

Normin Knight, '61 BCom, of Calgary, Alberta

Harry Norenberg, '63 BCom, of Edmonton, Alberta

John Raymond Perraton, '69 BCom, of Calgary, Alberta

Raymond Smith, '70 BCom, of Camrose, Alberta

Edward Michael Hall, '72 BCom, of Edmonton, Alberta

Richard Schulli, '78 BCom, of Calgary, Alberta

Robert Moore, '83 MBA, of Edmonton, Alberta

Thomas Boyes Morrison, '84 MBA, of Vancouver, British Columbia

Barry Peter Laiss, '85 BCom, of Edmonton, Alberta

Maurice Lucien Bidaux, '02 BCom, of Calgary, Alberta

Rodney (Rod) Allan Shulha, '03 MBA, of Edmonton, Alberta

'83 **Chris Hanson, MBA**, of Balwyn, Australia, writes that he is retiring after 25 years as a financial planner. "Having sold my practice, I now intend to work on some community projects, my golf handicap and travel ubiquitously with my wife Dubravka," Chris says, adding, "hopefully the share market will cooperate."

'85 **Mark Jones, BCom** of Dallas, Texas, is the Chairman and Chief Executive Officer of TWG Insurance. Co-founded in 2003 by Mark and his wife Robyn, TWG has become one of the largest and fastest growing insurance brokers in the United States. Mark and Robyn are the proud grandparents of eight grandchildren, the eldest of whom is four.



'85 **Art MacNichol, BCom**, of Calgary, Alberta, is the Vice President of Finance and Chief Financial Officer at Progress Energy Resources Corp. Art was recognized as the "Top Chief Financial Officer" by Alberta Oil magazine. The achievements of Alberta's top-performing energy executives were celebrated at the 2nd Annual C-Suite Stars Awards Gala on February 2 held at the Westin Calgary. Art is featured in a photo with presenting sponsor Bruce Edgelow, ATB Corporate Financial Services.

'85 **Jennifer Koury, BCom**, of Saskatoon, Saskatchewan, accepted a position as Vice President, Human Resources, for BHP Billiton.

'85 **Michèle Stanners, MBA**, of Cambridge, Massachusetts, graduated from Harvard Divinity School with a Masters in Theological Studies this year. Michèle writes: "Following a year as a Fellow here, I decided to return for a Masters in Theological Studies with a concentration in Buddhism. Meantime, I've founded an Arts and Leadership Initiative here with the Kennedy School – reconnecting the arts and humanities to leadership development, practice and process. Still in nascent stage so not yet sure where and what is next!"

'86 **John Cameron, BCom**, of Edmonton, Alberta is a musician, entrepreneur and owner of a 3,000-square-foot, five-bedroom home that was recently featured in the *Edmonton Journal*. Cameron began playing piano at age five and attended the Central Tabernacle church, now demolished, where he was always in awe of The Singing Christmas Tree. Now the group's conductor, John jumped at the chance to own a home that featured glass blocks and salvaged materials from the old church.

'86 **Robert Moyles, BCom**, of Edmonton, Alberta, accepted a position as Senior Director, Strategic Engagement and Outreach, Office of Advancement at the U of A. In this new role, he will develop and implement strategic communications strategies and develop marketing materials for the University's highest-priority initiatives and campaigns

with a focus on individual, corporate and foundation donors, and prospective donors. He also will manage the Office of Advancement Events and Office of Stewardship. Prior to joining the U of A, Robert held the position of Director, Strategic Communications with the City of Edmonton. His work has been recognized with the International Association of Business Communicators (IABC) Canada Award for Merit for the Edmonton Stories project, the IABC Canada Silver Leaf Award of Excellence for the Succeed Sooner campaign, and the Premier's Award of Excellence as part of the Water for Life team.

'87 **Cidnee Stephen, BCom**, of Calgary, Alberta, is the Founder and Owner of Strategies for Success. She recently held a workshop on effective networking and survival tactics for networking in 2012 and she also discussed how to effectively network through social media outlets such as Twitter, LinkedIn, Facebook, and Google. The workshop took place on May 10 at the West Restaurant & Bar in Calgary. Cidnee also publishes a bi-weekly marketing e-zine called the Marketing Excelerator and will be launching a book in the next year.

'87 **Megan Watson, BCom**, of London, England, and her husband Wayne Lui attended the recent London alumni reception and wrote: "It was good to meet the MBA students and the other U of A Business grads living and working in London. We look forward to participating in more events with the U of A once we're settled back in Calgary next year. It will be Wayne's 30th anniversary of graduation from Engineering so I expect we will be at the homecoming in 2014 to celebrate that."

Institute of Corporate Directors - ICD Fellows NATIONAL 2012 CONFERENCE GALA DINNER

The Alberta School of Business was front and centre at the 2012 conference, held in Edmonton May 30, with the focus on Sustainable Development: Embracing Environmental, Social and Geopolitical Challenges Responsibly.

John Ferguson, '64 BCom, and ICD Fellow, served as a Chair of the Organizing Committee and moderator of the environmental risk panel;

Dick Haskayne, '56 BCom, and ICD Fellow, participated on the geopolitical risk panel;

Vice-Dean **Tom Scott** served on the organizing committee; Former Dean **Mike Percy** provided the wrap up; and

Robert Bertram, '71 MBA, and **Janice Rennie**, '79 BCom, were honoured as two of the four 2012 ICD Fellows.

The gala dinner was held at the Shaw Conference Centre. The 850 guests were greeted by Alberta School of Business Student Ambassadors. Several of the attendees were also graduates of Director's Education Program including Interim Dean **Joseph Doucet**. Several programs are offered by the ICD Edmonton Chapter through the Alberta School of Business Executive Education. The first module of the next Director's Education Program takes place November 23 - 25.

CONGRATULATIONS TOM SCOTT ON YOUR NEW POSITION AS DIRECTOR, SCHOOL OF ACCOUNTING AND FINANCE, UNIVERSITY OF WATERLOO, EFFECTIVE JULY 1, 2012.

A LIFETIME OF INNOVATION

ROBERT BERTRAM, '71 MBA

WHILE PURSUING HIS MBA AT THE UNIVERSITY OF ALBERTA IN THE EARLY 1970S, ROBERT (BOB) BERTRAM WROTE AN ARTICLE CALLING FOR SOME FORM OF CONTROL OVER MANAGEMENT SO THEY COULDN'T DO WHATEVER THEY WANTED. Instead, they would

have to act in the best interest of their shareholders. Too bad he doesn't still have a copy; he could have circulated it to corporate Canada and saved everyone a lot of time.

That's because, in his 18-year career as executive vice-president and chief investment officer for the Ontario Teachers' Pension Plan Board, Bob emerged as one of Canada's foremost proponents of strengthening boards of directors as a way to improve corporate governance. The issues he championed - such as the separation of the roles of chairman and CEO - and the organizations he helped found - from the ICD to the Canadian Coalition for Good Governance - have revolutionized Canadian business and spawned a new generation of confident, empowered corporate directors.

Today Bob is involved with Glass Lewis LLC, The Cadillac Fairview Corporation, Maple Leaf Sports and Entertainment, Nexen Inc., and Strathbridge Asset Management funds family as well as several not-for-profit boards and societies.



Excerpts taken from the ICD Fellowship Awards program and the recipient profiles in the Director Journal Magazine by Rick Spence.

HUMILITY AND CONFIDENCE

JANICE RENNIE, '79 BCom

ONE CHARACTERISTIC OF A GREAT DIRECTOR IS A PARADOX: TO BE MODEST ABOUT ONE'S OWN ACHIEVEMENTS, YET CONFIDENT IN YOUR ABILITY TO TAKE CHARGE AND ASK QUESTIONS. Edmonton-born Janice Rennie has

always excelled at this delicate balance. In business school at the U of A, she made the dean's list every year, and twice earned the faculty's highest grades. Yet, she recalls feeling constantly worried about her performance. "I studied like crazy," says Janice. "I think I was always concerned I was going to fail."



In 1980, while articling as a CA at Clarkson Gordon (now Ernst and Young), Janice felt equally nervous about her performance on the

CICA exams. "I wasn't going to open my results in front of anybody," she recalls. Yet she scored the highest marks in Alberta - and the second-highest in Canada. She would go on to be Senior VP at EPCOR Utilities Inc. and Princeton Developments Ltd.

At age 33, Janice was asked to join the board of resource giant Nova Corp. "It was intimidating. It was like drinking from a fire hose," she says. In 2011, she became the first woman to join the board of Calgary-based West-Jet. Today she sits on six boards - Greystone, West Fraser, Methanex Corp., Teck Resources, Major Drilling Group, and WestJet as well as several non-profit boards.

Janice is also a fellow of Alberta Institute of Chartered Accountants. The Chartered Accountants of Canada was the inaugural sponsor of the Awards Gala.

2012 FELLOWS OF THE CHARTERED ACCOUNTANTS



Tom Devaney, '70 BCom, of Edmonton, Alberta, Director, Video News Inc., is being honoured as a Fellow of the Chartered Accountants of Alberta for his extensive service to the profession as an educator to post-secondary students, developing CAs, and seasoned professional accountants.



Terry Freeman, '82 BCom, of Edmonton, Alberta, Managing Director, Northern Plains Investment Counsel, is being honoured as a Fellow of the Chartered Accountants of Alberta for his success in the Alberta business sector, his contributions to the development of young Chartered Accountants, his leadership in corporate governance education, and service to the community.



Jane Halford, '94 BCom, of Edmonton, Alberta, Chief Executive Officer and Executive Director, Institute of Chartered Accountants of Alberta, is being honoured as a Fellow of the Chartered Accountants of Alberta for her exceptional leadership of the Alberta CA profession as well as her record of community involvement including roles with the Alberta Economic Development Authority and the University of Alberta Alumni Association.

ERIC GEDDES BREAKFAST LECTURES

Established to honour the late **Eric Geddes**, '47 BCom, OC FCA, and his strong ties to the University, the School, and the Alberta business community at large, the lecture series highlights successful business leaders and brings our world-class researchers and their findings to the community. The series has lectures in Edmonton, Calgary, and Toronto and will soon be celebrating its tenth anniversary.



Interim Dean Joseph Doucet and Doug

'81 **DOUG GOSS, BCom**
Counsel to the law firm of Bryan & Company LLP
"We Give Where We Live - The New Era of Social Accountability"
January 31, 2012

- Younger employees expect the flexibility to multitask.
- Engaging people differently is key since relationships drive customer loyalty.
- Caring about a larger global stakeholder group is now the norm, not the exception.



Assistant Dean Mike House and Max

'91 **MAX LOF, BCom**
CFO, Surge Energy, Calgary
"Becoming an Entrepreneur in the Energy Sector"
February 15, 2012

- Education - learn from mistakes.
- Think strategically - have a vision.
- Work hard - move forward - don't get down/be optimistic.
- Relationships are critical - teams, mentors, partnerships.
- Integrity is essential.
- Be patient, be ready, be opportunistic - jump on it.



Bruce and his son Aaron

'84 **BRUCE RIGAL, BCom**
Managing Director, Deutsche Bank, London
HR & Investment Banking – Motivation, Compensation, Implications"
April 27, 2012

- Everyone compares; everything is relative
- Transparency drives prices up, not down
- People want to be paid up, not down.
- Expectations are critical • Vision motivates.
- Prices can seem and may be arbitrary
- Be data driven • Get rid of the jerks • It's not just about the money.

Thank you to all of our dedicated alumni lecturers and the presenters profiled in the upcoming pages.

'88 **Darcy Amendt, BCom**, of Drumheller, Alberta, is the President of Arctic Spas, a company that manufactures and sells spas and other related products. Arctic Spas paid \$80,000 for the naming rights to the Thorsby recreation centre over a ten-year term. "The communities give us a lot. The decision to move here was a great decision," said



Darcy, adding in a market where some companies are struggling to find employees and others are having to lay them off, they have found a good fit in Thorsby. "The quality of the work is unbelievable."

'88 **Cheryl Lockhart, BCom**, of Edmonton, Alberta, launched Omni Management Consulting Alliance, a collaborative consulting practice with four other consultants including **Jeff Cullen, '02 MBA**. They work with private businesses in a number of areas related to improving business performance and specialize in international business development. Cheryl, who has worked as an independent consultant since 2002, says: "This alliance will allow us to offer a broader suite of services to our clients as we all have complementary skills related to business growth and improvement."

'89 **Peter Dobbie, MBA**, of Vegreville, Alberta, has been appointed the new Farmers' Advocate for Alberta. The Farmers' Advocate Office has the role of ensuring rural Albertans have consumer protection, rural opportunities, and fair process and also administers the Farm Implement Act, which provides consumer protection through warranty, parts availability, and licencing provisions for farm equipment.



'89 **Joseph Gebran, BCom**, of Edmonton, Alberta, has recently been appointed Vice President, Corporate Affairs, at Alberta Innovates - Health Solutions.

'89 **Brian Olesky, BCom**, of Edmonton, Alberta, is a Forensic Investigator at the Law Society of Alberta. As a forensic investigator, it is his role to investigate a lawyer's practice and scrutinize for potential problems. "It is a significant use of my skills and work" says Brian. After receiving his CA designation in 1993, he started working for the Law Society of Alberta and 20 years later he is still happy to be there. He was featured in the Spring issue of

the Spotlight magazine published by the Institute of Chartered Accountants of Alberta.

'90s

'90 David Fildes, BCom, of Surrey, United Kingdom, is Co-Head of Commodity Trading – Europe, for Phibro in London. He recently attended our London alumni reception and wrote: "Was great to see the U of A Business enthusiasm from both past and present ... the future certainly looks bright for the School."

'90 Lavonne Herbst, MBA, of Edmonton, Alberta, is co-owner of the Alley Kat Brewing Co. Their recent expansion will boost annual capacity at the microbrewery from 1.47 million bottles of beer to more than three million bottles a year for sale across Alberta and South Korea.

'90 Pat Kiernan, BCom, of New York, New York, morning anchor on NY1 News, co-hosted Live! with Kelly in March 2012. Was it his dream job? "There's no dissatisfaction with my current job, but this is one of those great jobs in television that it would be a privilege to do occasionally or a privilege to do regularly," Pat told FishbowlNY.

'90 Richard Iwaniuk, BCom, of St Albert, Alberta, Senior Director, BioWare Label, EA Inc., is being honoured with a 2012 ICAA Distinguished Service Award for his volunteer service in the Edmonton Community including his 30-season membership of the Hockey Alberta Referee Council.

'91 Leland Oberst, BCom, was recently appointed as the Managing Partner of Deloitte Edmonton. As a recognized leader, Leland has served business and the community for over 20 years. He leads a team of professionals who advise on all aspects of business and bring practical solutions to complicated business issues.

'91 Rhoneil Velasco, BCom, of Calgary, Alberta, and business partners **Tracy Marsden, '83 BSc, '86 BSc** (second from left), and **George Gillson, '85 PhD** (first from left) are celebrating their tenth year in business together as owners of Rocky Mountain Analytical (RMA). The Calgary-based company they founded in 2002



was named one of the fastest growing companies in Canada in 2011 and made the top 200 list in Profit magazine. RMA is accredited by the College of Physicians and Surgeons of Alberta to conduct patient tests not covered by medicare and is the only accredited laboratory in Canada providing wellness-testing services specifically for practitioners of complementary and alternative medicine.

'93 Catherine Heggerud, MBA, '90 BCom, of Calgary, Alberta, accepted a new position as Assistant Vice President, Strategy and Credit Union Engagement, at Credit Union Central Alberta Ltd. Catherine also ran as a Public School Board Trustee in the last Calgary election.

'93 Shaheel Hooda, BCom, of Edmonton, Alberta, is Chief Executive at Element Industrial Solutions. Shaheel was interviewed recently by the Globe and Mail for a story about why large construction and engineering projects suffer delays due to "waiting time" with up to 15 percent of construction time wasted as workers wait around for parts to arrive or engineering drawings and ways to reduce wait time.

'94 Ross Phillips, MBA, of Toronto, Ontario, was appointed Vice President, Development, Potash Ridge Corporation. Most recently, Ross was Director of Business Development at Capital Power Corporation. Prior to Capital Power, he held various senior roles at Sherritt International Corporation.



'95 Eric Axford, MBA, of Calgary, Alberta, was recently promoted to the position of Executive Vice President, Business Services, Suncor Energy Inc Oil Sands. Eric is accountable for environment, health and safety, sustainability, and central technical services. His portfolio also includes responsibility for communications, stakeholder relations, supply chain management, and field logistics.

'95 Scott Gilmore, BCom, of Ottawa, Ontario, a social entrepreneur with experience in business,

keepintouch



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aid, and diplomacy, recently became president of Anchor Chain, a for-profit social enterprise that helps companies move from corporate social responsibility to creating shared value. He is also the Founder and Chief Executive Officer of Building Markets (formerly Peace Dividend Trust), a non-profit social enterprise that creates jobs and sustains peace in developing countries by championing local entrepreneurs and connecting them to global supply chains. In 2010, Peace Dividend Trust won the Skoll Award for Social Entrepreneurship. Scott will also receive a Distinguished Alumni Award at Alumni Weekend 2012 this September, and will be one of three panelists at the 2012 BAA Dinner.

'96 Stephen Kerr, MBA, '83 BCom, of Peoria, Illinois, was recently tenured and promoted to Associate Professor of Accounting at Bradley University in Peoria.

'96 Suzanne Scott, BCom, of Menlo Park, California, moved to the Valley after obtaining her MBA from Harvard. Suzanne has recently left e-Bay, where she was responsible for marketing of fashion and clothes. She is looking to build a new business: focusing on lighting fixtures and using the web to drive traffic and recoup revenues through third party sales.

'97 Bob Picken, MBA, of Sherwood Park, Alberta, has accepted a senior position with a multinational corporation with growing operations in North America, Europe and Asia, and has left the University. During his time at the U of A as Manager of Insurance and Risk Assessment, Bob has established himself as decisive manager with outstanding knowledge of a complex field. Building numerous positive relationships with faculties, administrative units, staff associations and students, Bob helped establish Risk Management Services as an organization committed to helping the University find ways to "say yes to risk" to meet its objectives.

'97 Sheldon Wagner, BCom, of Edmonton, Alberta, is a Senior Manager of Treasury Operations for Capital Power Corporation. While completing a Masters degree in Developmental Economics at the University of London, he became interested in micro-finance. Over the past five years he has completed four overseas postings in Africa and Southeast Asia as a technical consultant with the Canadian Co-operative Associate and the Canadian Executive Service Organization. He and his partner Christine Causing, '97 BA, enjoy spending time with their daughter, Sloane.

'98 Joelle McLaren, BCom, of Edmonton, Alberta, is the Owner and operator of the California Closet Franchise for the Edmonton and Calgary locations. Joelle is enjoying life with husband Cameron Johnson and son Garrick.

'99 Stuart Cullum, MBA, of Sherwood Park, Alberta, accepted a new position as Vice President, Agriculture, at Northlands Park.

'99 Sushila Sahay, MBA, '99 BCom, of San Francisco, California, is the Director of Account Management at Mashery Inc. Sushila and her husband Chris Ward attended the 2012 alumni wine tour in Sonoma, California, on April 21. Sushila appreciated the opportunity to meet Dr. Joseph

Doucet, the new Interim Dean of the Alberta School of Business, and network with other graduates in the area.

'99 Aly Virani, BCom, of Edmonton, Alberta, is the new President of Hoxton Homes Inc. He attended the Eric Geddes Breakfast Lecture in late April with alumnus Bruce Rigal, Deputy COO, Corporate and Investment Banking, Deutsche Bank, London. Aly, with his extensive European experience, was interested in Bruce's presentation on the EU Crisis and its implications on HR - motivation, compensation, and implications.

'99 Larry Yakiwczuk, MBA, of Edmonton, Alberta, is the owner of Larry Yakiwczuk Enterprises

PRESENTER *profiles*



MBA SPRING FORMAL BANQUET
APRIL 13, 2012

Brian Vaasjo
'81 MBA

As President and CEO of Capital Power, he has been involved in moving the company toward prominence in green energy economy, such as wind, in addition to generating coal-fired electricity.

HIS INSIGHTS...

- *You create the perfect role by seeking opportunities consistent with your values.*
- *Focus on good work and open mindedness - see your career as an adventure.*
- *Great careers are not personal journeys but team efforts.*

and Buckaru Auctions. Larry was one of the 30 applicants who participated in the Dragons' Den auditions for a chance to pitch his next million-dollar idea to a panel of wealthy Canadian business moguls - the Dragons. The two CBC producers in attendance were tough in their evaluations of the innovative products and services that were being presented but also displayed a great sense of humour. The auditions were hosted by the Alberta School of Business in the Stollery Executive Development Centre on Saturday, March 10, 2012.

'99 Pei San Chan, BCom, of Edmonton, Alberta, Partner, Donnelly and Co. LLP, is being honoured with a 2012 ICAA Early Achievement Award for her professional achievements and her

extensive volunteer commitments including her work with the Edmonton Chinese Lions Club.

'00s

'00 Andrew Birkby, BCom, of Edmonton, Alberta, is Vice President, Investment Banking for Canaccord Capital. Andrew spoke to an engaged group of MBA Students about his professional journey on February 16 at the Alberta School of Business.

'00 Aaron Rosland, MBA, of New Delhi, India, has been appointed to a diplomatic role as the Ontario Representative to India in New Delhi. Aaron notes: "In this role, I raise Ontario's profile in India and represent Ontario interests, industry and government in India." Aaron encourages his classmates to come to New Delhi to visit anytime.

'00 Cindy Lieu, BCom, of Edmonton, Alberta, recently returned from travelling in China where she spent time at the Chengdu Research Base of Giant Panda Breeding in the Sichuan province. She writes: "It was definitely one of the most thrilling travel experiences I've ever had." Cindy also serves on the Board of Directors and as Communications Co-Chair for the Red Shoe Society Northern Alberta, a group of young professionals who participate in philanthropic activities to build awareness of Ronald McDonald House Northern Alberta. It is the first Red Shoe Society in Canada.



'00 Lisa Werstiuk, BCom, of Edmonton, Alberta, accepted a position as Marketing Manager at Grant Thornton LLP. "My role here is very similar to what I was doing with BDO except that I'm focusing only on northern Alberta rather than Alberta and interior British Columbia," says Lisa. Grant Thornton LLP was recognized as one of Canada's best workplaces for their fourth consecutive year.



'01 Amanda Babichuk, BCom, of Edmonton, Alberta, has joined the Focus Communications team as Director of Marketing and Business Development, from her most recent endeavour as

owner and Creative Warrior of d'Lish Urban Kitchen & Wine Bar. Focus Communications is a boutique public relations, social media, and marketing firm in its tenth year of operation. The firm has a staff of nine serving clients in all three sectors.



'01 Binh Huynh, BCom, of Los Angeles, California, writes: "I have been living in Los Angeles for close to seven years now where I enjoy skiing, surfing, and playing tennis year round. I

currently work in the International Theatrical Finance Group at Sony Pictures Entertainment in Culver City, California. Working here has numerous perks on top

presenter PROFILES

BCom GRAD BANQUET
MARCH 24, 2012

Bryan Smith
'02 BCom



As Owner and President of Bluetrain Inc., Bryan specializes in search engine optimization and internet marketing, fine tuning websites to rank higher on search engines like Google and Yahoo, and generating more on-line visits for his clients.

HIS INSIGHTS...

"The type of business I'm in didn't even exist when I graduated. There is such importance in ongoing learning, staying current, and being educated on what is happening around you, as well as maintaining the relationships that you have built."

CLASS notes

of the daily job, including attending various movie premieres and award ceremonies, primarily the Emmys and Oscars.

'02 Chris Burrows, BCom, of Edmonton, Alberta, is the Chief Financial Officer of K-Bro Linen Systems Inc., the largest owner and operator of laundry and linen processing facilities in Canada. He is also the Chair of the ICAA working group for Early Career Chartered Accountants and a Director of Goodwill Industries of Alberta. Chris has been re-appointed to the Board of NorQuest College.

'02 Ivor Lee, BCom, of Edmonton, Alberta, is the Director of Accounting, North Region, for Flint Energy Services. Ivor will be volunteering at Business Alumni Association's 2012 CMA Cup Golf Tournament in September that will be held at the Windermere Golf and Country Club in Edmonton.

'02 Anahita Rahimi, BCom, of Edmonton, Alberta, is a Senior Buyer at Enbridge Pipelines. She recently joined the Board of Directors of the Edmonton Women's Shelter, most commonly known as WIN House, a non-profit agency operating two shelters in Edmonton. Anahita helped organize the 22nd Annual Win FORE WIN women's golf tournament held on May 28 at the Highlands Golf Club.

'03 Kurtis Schultz, BCom, of St. Albert, Alberta, is a partner at Nobrega Financial Inc. Kurtis had been awarded the 2010 Certified Life Underwriter (CLU) Dunstall Award for the Province of Alberta. The Institute for Advanced Financial Education presents this award annually to the individual with the highest mark of all CLU students in Alberta. A notice of this achievement was published in the May issue of FORUM magazine and the award was subsequently presented at a meeting of the Financial Advisors Association of Canada chapter in Edmonton.

'04 Ian MacDonald, BCom, of St. Albert, Alberta, is being honoured with a 2012 ICAA Early Achievement Award for his volunteer work with the Compassion House Foundation and Edmonton Opera's encore! group and, in his professional life, where he is a Partner – and student mentor – at MNP.

'03 Shane Saskiw, BCom, of Edmonton, Alberta, was elected to a seat for the Alberta Wildrose Party in the last provincial election, and is MLA for Lac La Biche, St. Paul, and Two Hills.

'04 Kristen Clark, BCom, of Leduc, Alberta, is the Manager, Marketing and Communications, at the

Bissell Centre, an inner city agency with a vision to eliminate poverty in the community.

'05 Cameron John, MBA, of Edmonton, Alberta, joined Deloitte & Touche Corporate Finance Canada Inc. as Vice President and Director, coming from his time with a boutique energy services merger and acquisition advisory firm. Cameron is currently a member of the Board of Governors for NorQuest College, and over the last decade he has served in a number of capacities with the United Way. He has also been an active guest speaker at the School, and has been involved with a number of charitable and community organizations.

'05 Gabriel Poon, BCom, returned to campus with his father John Poon, a Law alumnus, to meet with Interim Dean Joseph Doucet for a formal gift



signing ceremony at the end of May. The Poon Family will be supporting students in the combined MBA/JD program starting this year for the next five years. Gabriel brought other good news also.

He just graduated with an MBA from China Europe International Business School in Shanghai and is the only graduate who was offered to join Credit Suisse's Private Banking Associate Program, based in Hong Kong, and will be going for training in Zurich in July.

'05 Lesley Scorgie, BCom, of Calgary, Alberta, is a best-selling author and a professional speaker. She was the featured speaker in the U of A's Educated Wallet speaker series on April 25 at the U

PRESENTER profiles



THE LAST LECTURE

APRIL 12, 2012

Evan Chrapko
'88 BCom

Asked by the Alumni Association to present a hypothetical "last lecture," the business mogul who sold his company DocSpace for \$811 million in 1998 and is now leading innovations in the world of biofuel, spoke of things a lot closer to home: his family.

HIS INSIGHTS...

- *"1,048,575 + 1 = YOU": We are products from generations of DNA with the capacity to influence generations after us.*
- *Perspective is everything.*
- *Take time to contemplate your unique views on divinity.*

of A Calgary Centre where she shared her guide to financial success.

'05 Holly Mah, BCom, of Edmonton, Alberta, is the owner of Bubble Buzz. Even though the business opened its doors in the summer of 2011, Holly maintains her career in public practice, working at Kingston Ross Pasnak (KRP) in the firm's Internal Audit and Consulting Department. Working at KRP has given Holly the opportunity to apply to her own business what she has learned through providing advisory services to clients on so many different issues. Holly holds a Chartered Accountant designation and was featured in the spring 2012 issue of Spotlight Magazine published by the Institute of Chartered Accountants of Alberta.

'06 Alissa Belseck-Mushaluk, BCom, of Edmonton, Alberta, Manager at Mowbrey Gil Chartered Accountants and Consultants, was interviewed in the Spring issue of Spotlight magazine published by the Institute of Chartered Accountants of Alberta (ICAA). In the spring 2010 issue of Spotlight, Alissa was introduced as one of the four 2010 graduates, members of the ICAA's Centennial Class. Spotlight revisits the four each year as they progress in their personal and professional journeys.



'06 Cheng Hsin-Chang, MBA, of Edmonton, Alberta, is a Financial Security Advisor at Freedom 55 Financial. Cheng and wife

Penny welcomed their first child Philip Edward born on March 6 at 9:49 am weighing 5 lbs 10 oz.

'06 Michael Richard, BCom, of Edmonton, Alberta, is an Investment Advisor with Canaccord Wealth Management. He recently relocated to the Calgary branch of Canaccord.

'07 Cam Linke, BCom, of Edmonton, Alberta, along with **Sam Jenkins, '05 BCom**, and Ken Bautista, '99 Ed, are on the leadership team of Startup Edmonton, a nonprofit with a goal of making Edmonton a hotbed for creativity and entrepreneurship. Recently, the group officially opened a space in the Mercer Building on 104th Street and Stony Plain Road, revitalizing the warehouse into an area where young companies can apply for shared office space, meeting room access, and the mentorship of Startup executives. Their goal is to help launch 500 creative entrepreneurs over the next five years.

'07 Lisa Squire, BCom, of Winnipeg, Manitoba, has accepted an appointment as Director of Marketing at Aboriginal Peoples Television Network. Lisa is based out of the network's Winnipeg head office. She is a First Nations citizen of Alberta's Saddle Lake Cree Nation.

'07 Damian Zapisocky, MBA, '00 BCom, of Red Deer, Alberta, is the Vice President and Chief Financial Officer of Studon Electric and Controls Inc. Studon has been recognized as one of the 2011 Canada's 50 Best Managed Companies.

'08 Jarrett Campbell, BCom, of Edmonton, Alberta has recently made a move to the field of Real Estate joining Procura Real Estate Services, an Alberta based property developer and manager, as their controller. Procura owns several properties in Edmonton and Calgary, is currently building a 237 unit apartment building in Edmonton and is exploring further development options. Jarrett recently became the president of his Oliver area community league and has joined the incoming board of the BAA.

'09 Jason Acker, MBA, and **David Alton, '95 MBA**, of Aquila Diagnostic Systems, will soon start market testing the Domino - a small plastic chip containing a gel that can identify cancer or blood-borne diseases in half an hour. When blood enters the chip, it flows into 20 separate gel compartments. The chip gets put in a small, automated, portable lab that runs a different molecular test on each compartment after putting it through a process that multiplies the scraps of genetic material in

presenter PROFILES

**MBA
GAMES**

JANUARY 8, 2012

*Court
Carruthers*
'93 BCom



As President of Grainger US, Court creates competitive advantage and accelerates growth in an increasingly turbulent global MRO market. Visiting from Lake Forest, Illinois, his words were appreciated by students from 20 teams across Canada as the Alberta School of Business hosted the MBA Games 2012 "Into the Future" in January as defending champions.

HIS INSIGHTS...

- *Sharing knowledge and being authentic is crucial.*
- *Success can be misleading and should never be chased for its own sake.*
- *We are learning organisms with unlimited learning potential.*

CLASS notes

the sample. Though its applications are vast, the Domino's first commercial test will come in the area of livestock management.

'09 **Nithya Ramachandran, BCom**, of Edmonton, Alberta, writes that she is on an internship through the International Association of Students in Economics and Business Management. She is working as a Communications Associate for PricewaterhouseCoopers in London, England.

'09 **Mohamed Walid Ibrahim, MBA**, of Edmonton, Alberta, is the Director of Al-Halim Enterprise Ltd. He was selected by the Alberta Chamber of Commerce as one of the 2012 Alberta Business Award of Distinction finalists under the Youth Entrepreneur category. Also, his company Al-Halim Enterprise was nominated for the Alberta Premier's Award of Distinction.

'10s

'10 **Raj Dhunna, MBA**, of Edmonton, Alberta, is the Chief Operating Officer for Regency Development. Raj was featured in the January issue of Alberta Venture magazine regarding the official launch of the Pearl – a 35-storey building set to soar above Jasper Avenue and 119 Street by 2014, making it Edmonton's tallest and most luxurious residential tower.

'10 **Jessica Leung, BCom**, of Toronto, Ontario, is Assistant Brand Manager at Procter & Gamble and was chosen as one of five National Finalists at the 2012 Cannes Lions Young Marketer of the Year competition, selected out of 90 competitors across Canada. Selection was based on developing a communications brief (in 24 hours) for a not for profit, the YMCA of Greater Toronto, and was evaluated based on breakthrough insights and big ideas that can inspire great results. Invited to the Globe and Mail headquarters to present to a judging panel, Jessica's team won Silver.



'10 **Chris Lynch, MBA, '03 BCom**, of Sherwood Park, Alberta, is the Director of the MBA program at the Alberta School of Business.

Chris was interviewed recently by the Globe and Mail for a story about the new ways of thinking in MBA programs. "Yes, there's certainly

something to be said for "if it's not broken, don't fix it," said Chris, but he adds the school is always looking at teaching methods and techniques that are going to keep students up to date with the latest in business.

'10 **Sikandar Atiq, BCom**, of Edmonton, Alberta, is the Vice President, Portfolio Development, Next Equities. Alberta's newest private equity firm

launched in front of about 100 guests at Edmonton's Union Bank Inn on March 7 with a keynote address from Interim Dean Joseph Doucet, Alberta School of Business. New Equities is an Edmonton-based private equity firm that targets promising companies looking for funding and complementary expertise to accelerate growth and profitability.

PRESENTER profiles



INAUGURAL NETWORK FOR EMPOWERED WOMEN (NEW)

MAY 10, 2012

Michelle Beck

'93 BCom

As Vice President of People, Planning & Partnerships at ATB Financial, Michelle was clearly an inspiration to the seven students from the NEW club's executive who were inspired by her clear passion for people. We wish her the best as she welcomes her second child in June!

HIS INSIGHTS...

- *Be an "authentic you."*
- *Know your values - don't let these sway in personal and professional situations.*
- *Hard work, drive, and the ability to adapt are key to success.*



'10 Angelo Talamayan, BCom, of Edmonton, Alberta, is the owner and Vice President, Marketing and Communications, RUZE. The official launch of his new eco-fashion business was held in February at Lucid Lifestyle in Edmonton. The company diverts old billboards from the landfills by

reusing these discarded materials and transforming them into unique products.

'10 Guillaume Tardif, MBA, of Edmonton, Alberta, is an Associate Professor of Violin at the U of A. He is also teaching a course in arts management, the first of its kind in Western Canada. The Rozsa Foundation, a philanthropic organization that promotes the value of the arts, teamed up with the Alberta School of Business to offer the class,



which is built on the belief that business and the arts can learn a great deal from one another. The course started up in January for MBA students who can use it toward a degree specialization in sustainability. Arts students also have the opportunity to learn about the business end of things. Topics include design, adapting technologies for music and business, the impact of copyright and digital technology, and the importance of looking at business problems in creative ways.

'11 Maya Cieszynska, BCom, of Toronto, Ontario, works for Tostitos PepsiCo Foods Canada in Toronto as Assistant Marketing Manager. Maya likes to stay connected with the School and has agreed to help with a fundraising project for new grads and current students. Together with **Jessica Leung, '10 BCom**, who has also agreed to help with this project, the concept is to build giving habits of young professionals in their 20s and start their philanthropic support through social media assistance.

'11 Ashley Davis, MBA, of Edmonton, Alberta, joined the Office of Corporate and Foundation Relations at the U of A as a Corporate Relations Officer. Ashley will manage a portfolio of corporate relationships and be responsible for resource development for Alumni Affairs programming including expanding existing affinity partnerships and selling sponsorship inventory. She will also work on sponsorships for key U of A events and provide guidance and expertise to the various units involved in sponsorships. Ashley started her career working for Alberta Children and Youth Services before joining the world of advancement as a Development Officer at NAIT. Most recently, Ashley has been working as a Special Consultant for Canada West Military Museums, a non-profit organization created by HCol (R) Stanley Milner, OC.

'11 Danielle Wiebe, BCom, of Edmonton, Alberta, accepted a marketing position at Kinnikinnick Foods Inc.

'12 Thibault Golfetto, MBA, of Paris, France, writes: "I am finally done with my studies and I will soon receive my degrees both from EDHEC and the University of Alberta. The NREE Program really encouraged me to work in the energy industry. I am now back in France working for a consulting company called Sia Conseil as an Energy Consultant. I am currently on a mission for the semi-public company ErDF that manages the public electricity distribution network in France."

presenter PROFILES



INAUGURAL REAL ESTATE INDUSTRY NIGHT

FEBRUARY 1, 2012

Tim Melton
'69 BCom

As Executive Chairman of Melcor Developments Ltd., Tim is also a proud supporter, along with family and friends, of the Stan Melton Chair in Real Estate. The inaugural event was an opportunity for students to network with industry professions, and a chance for industry to connect with students – both to share their expertise and to meet with potential recruits.

HIS INSIGHTS...

- *Treat others as you would have them treat you.*
- *You must first give to receive.*
- *Surround yourself with good people and be transparent.*
- *Create win-win transactions.*



UPlifting the whole people

Institutions must be conducted in such a way as to relate them as closely as possible to the life of people. The people demand that knowledge shall not alone be the concern of scholars. The uplifting of the whole people shall be its final goal.

Henry Marshall Tory
First President
University of Alberta



When **Katherine Tsang**, '78 BCom, came back to Edmonton and visited campus for the first time in over 25 years, she reminisced about many things, including her time in residence at HUB Mall, her home away from home.

When we featured Katherine, Chairperson for Greater China at Standard Chartered Bank in Hong Kong, on the cover two years ago, her photo was taken in front of HUB Mall, a place that for the last 25 years has been connected to the Business Building both physically and psychologically.

The entrances, to both the Business Building and the Tory Building, are a mere 127 steps along the walkway from the entrance to HUB Mall and the convenient banking machines which many of us have stopped at countless times. Most of you will also know now, that this is the very location where three security guards were tragically killed, including a U of A alumna, and another critically injured, allegedly by one of their own, on Friday, June 15, 2012.

THE INCIDENT HAS SHAKEN US TO THE CORE.

HUB MALL, WITH ITS UNIQUE DESIGN, HAS SERVED AS A HUB FOR SO MANY OF US.

A REFUGE FROM THE COLD - A SHORTCUT - A PLACE TO LIVE, WORK, EAT, SHOP, BE.

AN ESCAPE FROM CLASS - FROM WORK - TO LINGER OVER COFFEE, ANIMATED CONVERSATION.

A PLAYFUL PLACE OF MIND - FOR PROFESSORS, COLLEAGUES, STUDENTS - THE LOCATION OF MANY A FIRST DATE.

WE THINK OF THE LIVES LOST, DESTROYED - THE CHILDREN LEFT BEHIND, WHO WE HOPE ONE DAY WILL BE STRONG ENOUGH TO FIND THEIR WAY HERE.

Said Katherine in her profile:

"In my mind, the U of A stands strong and stands for what I value most - an unpretentious, encouraging, accommodating place. I remember the atmosphere, the ambience, the excitement, which resonated again with me today. I was very lucky to find a place that allowed me to learn and explore."

A favourite line of mine is that after 25 years, HUB Mall has helped keep me younger, as the faces coming at me never change - they remain full of youth, optimism, idealism.

Monica Wegner, Editor

HUB MALL. WE WILL ALWAYS REMEMBER. FOREVER YOUNG.

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