

UNIVERSITY OF ALBERTA SCHOOL OF

BUSINESS

SPRING/SUMMER 2007

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ALUMNI MAGAZINE



DARE TO DEVELOP
DUBAI

EVENTS 2007

- June 5** MBA Spring Convocation
Northern Alberta Jubilee Auditorium,
Edmonton
- June 6** Eric Geddes Breakfast Lecture
Michael Lang, Calgary
- June 7** Spruce Meadows Show Jumping Event
and Dinner, Calgary
- June 13** Spring Convocation, Business
Undergraduate Students
Northern Alberta Jubilee Auditorium,
Edmonton
- June 14** BAA Annual General Meeting and Members'
Reception
Fairmont Hotel Macdonald, Edmonton
- June 30** Canadian Business Leader Award
Nomination Deadline
- July 11** School of Business Stampede Breakfast,
Calgary
- August 13** Business Alumni Association
Golf Tournament
Derrick Golf and Winter Club, Edmonton
- September 15** Dr. Bill's Annual Equalizer Fun Run/Walk,
Faculty Club
- Sept. 27 – 30** 2007 U of A Reunion Days
- September 27** 2007 Alumni Recognition Awards
Winspear Centre, Edmonton
- September 28** Alberta School of Business Report to the
Community
- September 29** School of Business Open House and Brunch
Business Building, U of A
- Sept. 30 – Oct. 2** Women on Board Corporate Governance
Symposium
Kananaskis, Alberta
- October 10** BAA Annual Dinner
Fred Singer, Henry Singer Fashion Group,
Edmonton
- October 18** EPCOR/CABREE Distinguished Lecture,
Edmonton
- October 25** CIRAS Henry Singer Award Dinner,
Edmonton
- November 17** Cliff Lede Vineyard Wine Tasting,
Napa Valley

THIS ISSUE

Dare to Discover is the challenge the U of A's President Indira Samarasekera presented shortly after her arrival on campus two years ago.

Dare to Deliver - to be top 20 globally by 2020 - is what we are committed to today.

Dare to Develop is what the Alberta School of Business has been, and is, all about.

Beginning with our first Director, Francis Winspear, and our first Dean, Hu Harries, the dare continues with our present Dean Mike Percy: First, we teach you to run a business. Then, we encourage you to take risks.

In this issue, you can read about our past and one of our first three graduates, Robert Page, in our new historical section called "Pages in Time."

You may also read about the present, our "duo in Dubai", Lorne Braithwaite and Alfred Sorensen, who are developing dreams of global proportions.

And you can read about our future dreamers, one of whom, Kendal Harazny, is the winner of the 2007 Canadian Student Entrepreneur of the Year Award; another, Lesley Scorgie, a recent graduate who dares all her peers to be "rich by 30" in her bestselling book.

Higher education is very much about the dare.

May we all continue to embrace the dare to dream.

Monica

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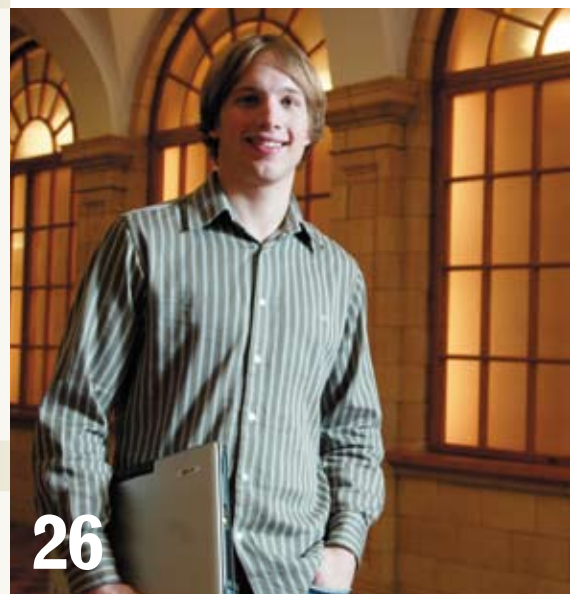
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Stantec: Strategy and Structure

GERRY DEVINE

When Kelly Gibbon, '06 MBA, calls his boss, Gerry Devine, '99 EMBA, “the head honcho of Strategic Management,” he’s not joking.

In the five years since Gerry was hired to put together the Strategic Management team at Stantec, it has grown to 15 employees, eight based at company headquarters in Edmonton and the rest in Stantec offices in Calgary, Vancouver, Toronto, Boston, Portland, and Palm Desert.

The team makes up a fraction of the

company’s 6,500 employees, most of whom are engineers, architects, planners, environmental scientists, surveyors, designers, and project managers. Stantec’s award-winning projects include airport terminals in Chicago, Edmonton, and Ottawa and a Frito-Lay distribution centre in Rochester. Stantec is the managing consultant on the Edmonton LRT. It also played a major role in designing the Confederation Bridge, the fixed link between New Brunswick and Prince Edward Island.

Stantec works on a broad range of projects with timelines ranging from

months to years. Long before the first shovel of earth is removed from a potential site, the government, institution, or private sector developer has to determine feasibility and viability. That requires examining every angle: business, financial, technical, and operational. To conduct that sort of due diligence, many clients turn to accounting and management consulting firms that often rely on outside sources for information on engineering and operations. But Stantec has it all including business and financial expertise, which are offered by the Strategic Management team.

Waiting for the parties to come together can take time. Gerry, a civil engineer with 30 years in the field, is also the son of a chartered accountant. He had long seen the lack of efficiency inherent in the due diligence process as a problem waiting to be solved. His goal in joining Stantec in 2001 was to implement a solution.

“It was a chance for me to build my dream: to strategically help clients with their proposed capital projects in a range of industries,” he says. “I felt engineering firms should be offering clients business and financial advisory services to help them make investment decisions.”

The Strategic Management team offers consulting on facility and infrastructure projects, working with clients to provide a better understanding of the business, financial, and technical implications of the projects they’re considering. The team has provided its advisory services for the development, evaluation, and implementation of over \$10 billion worth of projects. About 40 percent of those projects have been financed. The other 60 percent are either pending or not viable.

“In a nutshell, what our group does is not a lot different from what a lot of other management consulting firms would do with one key difference,” says Kelly, a recent hire of Gerry’s. “Because we’re a part of Stantec, we’re able to leverage all the services Stantec offers and bundle them together with our work.”

A recent project was to develop a business case for the University of Alberta’s downtown campus, Enterprise Square. That involved researching downtown campuses all over North America as well as the potential Edmonton site to determine the demands, scope, benefits, costs, and risks of operating a campus in a former department store in a busy section of the city.

One of the team’s pending projects is a \$2 billion rail line that would allow freight to be delivered from all parts of North America to the Fort McMurray region. The parties involved – the provincial and federal governments, rail companies, and the oilsands companies that would benefit from the enhanced transportation option – have yet to commit for a variety of reasons.

“Not all projects will be viable,” Gerry says, adding that this one is viable “only if the risks are acceptable”. He believes that “clients are well served only if they understand the risks and the terms and conditions necessary for a project to be financially viable and technically feasible.”

For most of Gerry’s pre-Stantec career, he was focused

primarily on what was technically feasible. After earning a degree in civil engineering from the U of A in 1976, he worked first with a structural engineering firm and then for a general contractor to get a better sense of the practical side of construction. Gerry’s construction job was to advise project managers on best practices to tackle and complete jobs. It gave him his first taste of management and he loved it.

“I was helping to solve problems and that’s what engineering and business is,” he says.

Two years into that job, Gerry was approached by a colleague who had his own engineering company and wanted to expand. Again, Gerry embraced the challenge. “It was very entrepreneurial,” he recalls, and it required him to draw on skills from marketing to human resources.

Twenty years later, the company had grown to 80 employees in Edmonton, Calgary, and Yellowknife. Gerry was a partner and the second-largest shareholder. He was also stretching the limits of his skills, and so, in 1995, he enrolled in the Executive MBA program at the School of Business. This led to his expanded role as Chief Operating Officer.

At the time, his children were two- and three-years old. His wife Kay, now a professor at the Centre for Innovative Management at Athabasca University, was a full-time professor in the U of A School of Business. Asked if she helped him with his homework, Gerry demurs. “I never asked her to,” he says.

The EMBA program “was a major commitment,” he recalls. “I’d leave work at 6 at night, go to the library, and work on my books until midnight and on weekends.”

It was a sacrifice for Gerry and his family, but it was well worth it. “I wouldn’t have the financial skills,” he says. “Accounting and finance are fundamental to evaluating investments in capital projects, but more important is having a basket of new functional skill sets to draw upon and serve clients at the front end of projects.”

Five members of the Strategic Management team have either BComs or MBAs from the University of Alberta. Two team members come from the Faculty of Arts at the U of A.

“We’re attracting people who have the necessary skill sets and looking to grow through strategic transfers within the firm and by acquisition,” Gerry says. “We’ve created a wonderful team. We have unbelievable individuals who are so talented and committed. Their leadership skills are very apparent to the rest of the organization. They stand out and clients see the same.” **R**

It was a chance for me to build my dream, to strategically help clients with their proposed capital projects in a range of industries.

You Can't Plan for Everything

TAMMY FALLOWFIELD



Tammy Fallowfield, '86 BCom, calls herself a compulsive planner so it's not surprising to learn that she began mapping out her career when she was in grade four. That's when she decided she wanted to work in an office when she grew up. "I saw myself carrying a briefcase," she recalls.

Like most elementary school children's glimpses of the future, circa 1970, hers came while watching television. But it also came true: after earning a BCom with distinction in 1986 – she had double majors in finance and management science – Tammy took a job at AGT.

She worked her way up the corporate ladder, from planning manager to senior business analyst to director positions in finance and general services. She also found time to earn her Certified Management Accountant designation in 1991.

In 1990, AGT was privatized and became TELUS. In 1999, when it merged with BCTel, corporate restructuring eliminated Tammy's job. She took a buyout package and soon found herself on a whole new career path.

The TELUS package encouraged its former employees to volunteer for not-for-profit organizations. It paid them for half their time. Among the arts organizations on the TELUS list was the Citadel Theatre. Tammy had had some exposure to amateur theatre, but she'd never been involved with a professional arts organization, which is one reason she thought it would be interesting to volunteer at the theatre.

Very quickly, she learned that the Citadel was not a traditional briefcase-carrying environment. In short, it was nothing she had ever planned for. But that turned out to be a positive.

"It was a completely different culture and completely wonderful for that reason,"

You can put the best plan together, and then something will happen in the environment, something will change on the client's side, or something will change on our side. Things don't always roll out the way you imagined and that creates a lot of freshness – and sometimes a lot of stress too.

she says. “It was an excellent way to learn to be effective in a different kind of environment.”

While at the Citadel, Tammy returned to school. She'd always wanted to take the Master Gardeners Program at the Devonian Botanic Gardens and now she had the time. In 2000, she earned the designation. She also enrolled in the U of A's inaugural Master of Arts in Communications and Technology degree program, earning a degree in 2002.

Around that time, the Managing Director position came open at the Citadel and Tammy was hired. Working there from 2001 to 2003, she grew to admire the arts community even more. “When people think of the arts, they often think of loose structures, blurry lines, and creative whimsy. But for a group of strangers to come together for just a few weeks, deliver on cue and on budget, and reliably get that curtain up every night at 8 o'clock, that takes solid organization.”

The Citadel provided ideal training for Tammy's current position, Vice President and General Manager of the Edmonton office of Leger Marketing, the largest Canadian-owned market research firm. Its Alberta clients include the Edmonton Oilers, EPCOR, ATCO, Capital Health, Servus Credit Union, and various municipal and provincial government departments.

“The work we do at Leger is important because it provides a meaningful way for people to express their opinions about a

huge range of things - issues, politics, customer service, and new product ideas,” she says.” It is a way for our voices to be heard.”

Deadlines and time-lines are critical, which is another similarity to the work situation at the Citadel. “What I like about both of these jobs is that every day is different,”

Fallowfield says. “Short term in one person's world might mean a week, and short term in others might mean a month, but there certainly is an


acute awareness of time, and that requires diligent attention to detail and strong management skills.”

Tammy has applied her management skills outside the office as well. She's into her second term on the University of Alberta Senate, which has provided her with a new appreciation of all that goes on at her alma mater. She also serves on the Board of Directors of CKUA Radio and Firefly Theatre.

The mother of two children, ages 11 and 13, Tammy still finds the time to enhance her education. In 2004, she completed the Masters Certificate in Project Management through the University of Lethbridge and York University.

The additional training has helped her at Leger. “You can put the best plan together, and then something will happen in the environment, something will change on the client's side, or something will change on our side. Things don't always roll out the way you imagined and that creates a lot of freshness – and sometimes a lot of stress too. No day is the same.”

In other words, you can't plan for everything. But in her more than 20 years in the work force, Tammy has come to appreciate that rather than be intimidated by it.

“When the merger with BCTel came, when I was at TELUS, I wasn't one of the people thinking, ‘oh, I want to go,’ because I truly enjoyed my work. But when the job I was doing didn't exist in the same structure, I thought, ‘what a fabulous opportunity.’ It was nothing I would have planned but, boy, did it turn out well. I loved my time at the Citadel – the learnings were rich and invaluable. And I had no idea that this position would come up at Leger but, wow, did this turn out well. I could not have planned the career path I've taken and it's been fabulous.” 



The Dean Who Dreams

BING XIANG



Unconventional, non traditional, confident, and passionate are words that former professors use when describing Bing Xiang, '91 Ph.D. These words could also be used to describe the place he has helped create as founding Dean of the Cheung Kong Graduate School of Business (CKGSB), the first private, free-standing, and independent business school in China.

The world is increasingly looking to China as a world leading economic powerhouse for the 21st century and, according to recent articles in *Forbes* and the *Wall Street Journal*, prospective students are increasingly considering CKGSB as a top choice for business education in China. In addition to offering MBA and EMBA programs, CKGSB offers executive development including a "China CEO Program," a joint program with the Wharton

Business School of the University of Pennsylvania and France's INSEAD. Bing strongly believes that the EMBA should be the focus of the Chinese market "because when you have limited resources, you should start by training the CEOs. Eighty percent of our EMBA students are chairmen or CEOs of top companies in China – that's before they join!"

CKGSB was founded in 2002 by Li Ka Shing, the 2006 and first recipient of



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the Malcolm S Forbes Lifetime achievement award, where he was referred to as a “hero of entrepreneurial capitalism” for his balance of profits and philanthropy. According to the *Forbes* magazine’s 2007 ranking, Li is ranked the ninth richest man in the world with an estimated net worth of US \$23 billion. His Li Ka Shing Foundation is one of the largest donors to charities and community projects in the world and his philosophy of the art of management and his vision of creating future business leaders with “heart and soul” is very much behind his support of Bing and CKGSB.

Prior to joining CKGSB, Bing was a professor of accounting and founding director of EMBA and Executive Education programs at the Guanghua School of Management at Peking University. He also taught at the Hong Kong University of Science and Technology, Chinese University of Hong Kong, the China-Europe International Business School, and the University of Calgary. It was in 1995 when he first remembers receiving a revelation of sorts – that the North American model of business schools may not be in China’s best interests – that the platform and players are different.” It was then he decided to leave research and focus on the EMBA.

“In North America, the MBA is king; in China, it will be the EMBA. Given the pace of change in China, you must lead change with existing leaders first. North American schools under the globalization drive focus on their situation; they understand the

American scene better and understand Asia little. Their models study modern enterprises and mainstream enterprises, and the US is a mature market. The Cheung Kong model is derived from the lessons of the developed markets and an understanding of a developing China.”

Given the checkered past of China’s corporate world, central to their business model is a focus on managing with integrity and teaching management theories and practices that are deeply rooted in Chinese values and applying them to modern business practices. This now includes a compulsory course in humanities. “Humanities are essential” says Bing, “because successful companies are about interaction within the corporate culture – with customers as well as with the wider world – to ensure sustainable growth. Corporate behaviour goes well beyond corporate ethics. Importantly, business is about winning the hearts of the people.”

Part of Bing’s heart will always remain in Alberta where both his daughters, Alice and

Catherine, were born. Bing returned to visit his alma mater this past summer with his wife Lin Li, ’90 MBA, to show his girls their roots and to help celebrate the retirement of School of Business China Project Director Rolf Mirus.

“Incorporating the ideas of the past and the ideals of the present will give us, our students, and our children, wisdom for the future” says Bing thoughtfully, but, as always, confidently and with passion. **B**

In North America the MBA is king; in China it will be the EMBA. Given the pace of change in China you must lead change with existing leaders first.

China: Export Market Prospects and Alberta's Agriculture Sector

This new study by the School’s Western Centre for Economic Research (WCER) identifies opportunities and constraints to Alberta’s expansion of agricultural-based exports to China. The study’s summary findings suggest that “trends in consumption and the westernization of Chinese diets suggest a potential in the China import market ... (that) can be achieved by Alberta producers and exporters.” The results of the study reinforce Alberta’s longstanding emphasis on, and the importance of, agricultural trade liberalization and the elimination of market access barriers through the World Trade Organization negotiations.”

The study is co-authored by MBA student Cheryl Davies. Helmut Mach, ’77 MBA, ’72 BCom, is the Director of the WCER and is also the CN Executive Professor of Canada-US Trade Relations. The study is available on the WCER website at www.bus.ualberta.ca/wcer

The Perfect Pitch

GERARD MONAGHAN

As a chemical engineer at Syncrude between 1989 and 1999, Gerard Monaghan, '95 MBA, did everything from shift work in the Fort McMurray oil patch to developing upgrading technology and writing patent applications with a research and development group at Exxon's New Jersey research unit.

The work has all proven invaluable to Gerard in his latest incarnation, as CEO of his own company, Calgary-based ETX Systems. But he makes it clear that without the Alberta MBA, which he also earned while working at Syncrude, his current task of raising millions of dollars to develop workable technology for turning products from the oil sands into useful fuel would be much more difficult.

"I have great people surrounding me, but, as CEO, I am typically a focal point – I'm integral when it comes to pitching the cases," Gerard says. "The business school background gives me the tools so I can come in and be brought up to speed very quickly on what has been done to promote the cases. We're not a large organization so I certainly have to pitch in on things like cash-flow modeling, and the business school background helps me to do that effectively."

ETX, which has nine employees, was incorporated in 2006 as a spinoff from Gerard's first company, Envision Technologies. ETX's signature product is called the ETX Upgrader. In the past 16 months, the company has raised nearly \$6 million from private sources to demonstrate its potential.

The Upgrader is designed to improve the coking process, which is used to turn bitumen from the oil sands into valuable liquids. Gerard says the technology is critical to meet the increasing demand on heavy oil produced from sources such as the oil sands.

Heavy oil contains molecules that are much larger and more complex than those found in motor-vehicle gas tanks. The first step in converting heavy oil to the transportation-grade fuel stage requires breaking down those molecules. Coking refers to the thermal conversion process that cracks the bonds of the big molecules to produce smaller ones. It also reshuffles the hydrogen from the big molecules to stabilize the smaller ones.

Coke is what remains after the process. It's a hydrogen-deficient substance that's highly condensed and similar in many respects to coal. Gerard calls it "a low-



value byproduct.” Others call it waste. The ETX system is designed to produce less coke and more transportation-grade fuel than existing technology.

Current refining processes were designed primarily to process light oil. Gerard has no illusions that the world’s oil-and-gas companies are going to pay millions of dollars to upgrade existing equipment to make processing heavy oil more efficient. But there is significant demand for new coking capacity and he is confident that the ETX Upgrader has a role to play in providing it.

ETX is scheduled to put oil into a one-barrel-a-day pilot project at the National Centre for Upgrading Technology in Devon in July. It’s the final step in a development process that has spanned nearly seven years. The one-barrel-a-day project is designed to demonstrate yields and quality and will run through at least December 31. It is expected that results will support a 2,000 barrel-a-day commercial-demonstration project. Gerard is currently engaged in active discussions to secure finances and a location for the large-scale commercial-demonstration unit

“The ultimate goal is to demonstrate the commercial potential of the technology, and the one-barrel-a-day project can’t do that,” Gerard explains. “To figure out whether something can run for years at a time, there are issues associated with operations of the

equipment which you can’t replicate on a small scale.”


That 2000 barrel-a-day project is expected to cost roughly \$100 million if it is built from scratch – what those in the business call “a greenfield scenario.” ETX is looking for opportunities to leverage existing infrastructure and alternate funding sources, but Gerard expects that, ultimately, a significant fraction of the

total funds required will be raised by new investment in ETX.

Alternate funding may include a significant grant from the Alberta government through a fund designed to promote enabling technologies for the oil sands industry.

The outcome of ETX’s application for a grant under this program will be known shortly

Gerard says he expects to have the 2,000 barrel-a-day project running by late 2010. It will have to run for 12-18 months before ETX has full confidence to declare the technology commercial.

There is plenty of competition. Many companies are trying to get a piece of the value created from upgrading heavy oil through technology development, Gerard says. “We are aware of all the competitors out there and we’re well placed relative to all of them. We have also spoken to enough industry reps and have had some of the major forces in oil sands development formally support our efforts, I am more confident than ever that our competitive position is stellar.” 

I have great people surrounding me, but as CEO, I am typically a focal point – I’m integral when it comes to pitching the cases.

MBA Fort McMurray: Natural Resources and Energy

The Alberta MBA offers five specializations on the Edmonton campus: Natural Resources and Energy (NRE), International Business, Technology Commercialization, Leisure and Sport Management, and Public Management. The NRE is also offered on-site in Fort McMurray at Keyano College and is taught by School of Business faculty. The part-time three-year program is co-hort based and includes 30 credits in core management courses, 18 credits in natural resources and energy courses, an international business course and two electives of the student's choice. There are seven one-week intensive sessions during spring and summer; the fall and winter term classes have a Friday/Saturday delivery approximately once per month.

The MBA Fort McMurray began in 1992 and our third cohort graduated this June; fifty-nine students have graduated from the program. Applications are now being accepted for September 2007.

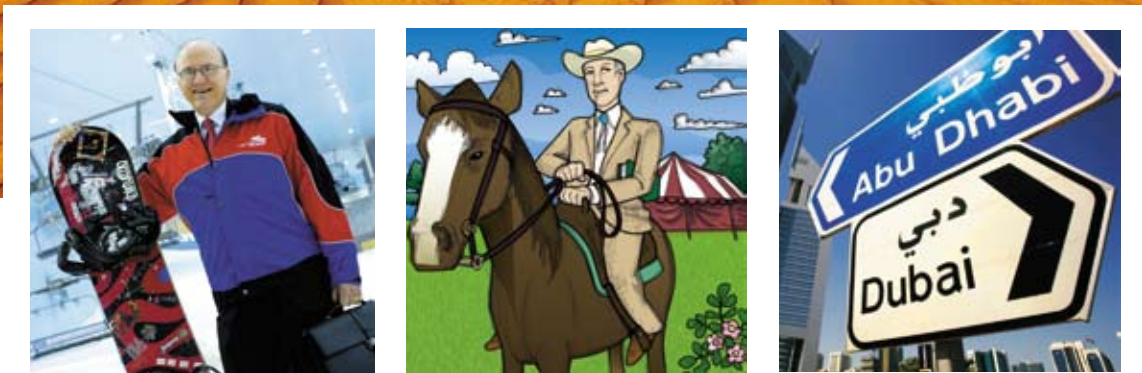
MBA Natural Resource and Energy Study Tour

February 19 to 23: Houston

Fantastic! It was a great experience to see what was happening in such a vibrant international energy centre and to meet with energy company executives, government representatives, and academics in Houston and Austin. For me, it solidified everything I've learned over the years I've spent in the program.

Greg Dearden, Enbridge Pipelines,
Part-time MBA student

DARE TO DEVELOP DUBAI



From Dewberry to Dubai

LORNE BRAITHWAITE:
EATONS, OXFORD, CAMBRIDGE

One might say that the first Dean of the Business School, Hu Harries, was a bit of a dare devil himself. An academic, entrepreneur, and politician, Hu was also an avid horseman and introduced student-run rodeos early in his tenure. One might also say that he recognized this same dare-devil quality in J. Lorne Braithwaite, '63 BCom: a most challenging student. Lorne Braithwaite - visionary, retailer, developer, athlete, entrepreneur, leader, and family man - gives Hu Harries and his U of A degree much of the credit for where he is today. The spirit of the West provided a solid foundation for a most storied career.

“I owe a lot of my career success to completing my BCom degree at the University of Alberta. It was a very special time and zone of my life.”

Lorne Braithwaite came to the big city of Edmonton from the family farm in Dewberry, Alberta, to play hockey. His father, a long-time cattle buyer ran his own business for over 40 years. And while ranching was not what Lorne saw in his future, ownership certainly was.

At age 16, Lorne was offered a hockey scholarship in Edmonton with the original Junior A Edmonton Oil Kings. In his first full rookie season, he was named assistant captain of the hockey team “ahead of other more skilled and experienced players.” Lorne boarded with a family and attended Strathcona High School for grades 10 and 11. He then attended the new Bonnie Doon High School for Grade 12 and became the first Graduating Class President, in 1959.

Hard summer work and hockey scholarships were what paid for his U of A education. In addition to getting him off the farm, hockey also reinforced the lessons of “integrity, consistency, and communication skills,” which would serve him well at University and in his career. While at university, Lorne remained a member of the Oil Kings. He was one of the first Junior A hockey players to achieve a university degree while playing semi-professional hockey in the old Central Alberta Senior League.

A talented athlete, Lorne was also a member of the University of Alberta Golden Bear football team and found time to be President of his Commerce

Graduating Class in 1963. Time to study was an issue however. After Lorne failed English for the second time, Dean Hu Harries stopped being as understanding and advised he stop playing both hockey and football if he expected to graduate. As Lorne could not afford university without his hockey scholarship, Harries agreed that Lorne could continue to play hockey but would have to meet very strict objectives. Lorne delivered top marks in his final year but readily admits that getting married to his wife Josie on Valentine’s Day in his third year undoubtedly had a great deal to do with his improved marks.

Upon graduating, Lorne was presented with several amazing offers. Among them were invitations to attend the Detroit Red Wings training camp and a professional hockey contract with the Sudbury Wolves as well as, seven interviews and four job offers. His

Our signature feature is the world's biggest indoor ski resort which features real snow in a desert climate region.



decision to take the offer from T. Eaton Co. Ltd. over IBM left many shaking their heads. But, as Lorne told the MBA students he addressed this past winter, “the main reason I took the job with Eaton’s is that I saw no competition. I figured I could outsell anyone on the sales floor by a three-one ratio. My philosophy was to take the worst job, improve it quickly and dramatically, and make sure I got credit for the turnaround. And so Lorne Braithwaite began his stellar career selling felt hats and pet supplies in the original old Eaton Store in downtown Edmonton.

At Eaton’s, Lorne quickly rose to Sales and Merchandise Manager, where he learned all about mass-merchandise retailing before he was headhunted by Oxford Properties. He attributes much of his success with shopping malls to a keen understanding of the retail trade. Oxford was just beginning the development of downtown Edmonton’s ambitious “Edmonton Centre” project, now City Centre. The project, the campaign “Heart of the City” with the award winning musical score by Tommy Banks and the corresponding television and radio commercials featuring John and Barbara Poole in their London Fog coats helped place both downtown Edmonton and Lorne Braithwaite on the map.

Lorne would go on to become President and Chief Executive Officer from 1978 to 2001 of Toronto-based Cambridge Shopping Centres Limited, one of Canada’s largest retail-driven real estate firms. Over a period of 24 years, Lorne developed, acquired, and managed a national portfolio of commercial real estate assets of \$5.5 billion and more than 35 million square feet of net-owned rentable space including 40 enclosed super-regional and regional malls all across Canada. In addition, he acquired the Ethan Allen high-end retail furniture chain in Toronto and promptly grew the business to eight stores nationally. In February of 2006, Lorne was presented

a lifetime Achievement Award from the National Association of Industrial and Office Properties at the annual REX Real Estate Excellence Awards gala in Toronto. He was also honoured by the School of Business’ Canadian Institute of Retailing Services as the recipient of the 1996 Henry Singer Award for an individual whose vision encompasses a blend of community service with



There is never a dull moment in Dubai’s great shopping mall race.

excellence in business.


But Lorne’s contributions and visions are of course far from over. Today, Lorne remains active with his company Park Avenue Holdings Ltd and serves as Director on the boards of Enbridge, Jannock Properties, Northern Reflections, and Bata Shoe Corporation Worldwide. He is also actively involved in organizing an Investment Fund with a focus on doing retail-driven development projects in China, and is the Chairman of the

Canada Post Pension Plan Investment Advisory Committee

As of January 2006, Lorne also assumed the role of Chairman of the Majid Al Futtaim (MAF) Shopping Mall Group, the Dubai-based developer of innovative real estate projects including the Mall of the Emirates (MOE). Opening in 2006, the MOE measured over 3.5 million square feet in total area and 2.4 million square feet in leaseable area. It houses 450 shops, a huge hypermarket, a 12-screen cinema, and parking for over 7,000 cars. Its signature feature is the world’s biggest indoor ski resort which features real snow in a desert climate region. There is never a dull moment in Dubai’s great shopping mall race.

Where Edmonton was and still is the highest merchandised city in all of Canada, Dubai today is “Edmonton on steroids.” In speaking to students at his alma mater recently, Lorne encouraged them to look internationally: Develop a skill set – something you’re good at. Look in the right places for the right opportunities. And above all maintain your integrity.”

It is also the advice he gives to his three sons and daughter; Todd who owns and operates two Bassett Furniture Stores in Toronto; daughter Jodi in Jeddah, Saudi Arabia; Troy in Edmonton, who is Vice-President of Development for the Windermere Commercial Project in southwest Edmonton; and Travis who recently completed his Alberta MBA at his father’s alma mater in 1998 and now works for Enbridge in Calgary.

When I asked Travis the difficult question about what word he would use to most describe his Dad, it was “persistence,” a value Lorne would try to instill in his kids whether in their careers, on the playing field, or personal development. It was a lesson Lorne learned early in life, on the family farm in Dewberry, where you had no choice but to get back in the saddle. 

DARE TO DEVELOP



From Duke to Dubai

ALFRED SORENSEN:
THREE TIMES LUCKY

When Alfred Sorensen graduated from the School of Business in 1983, he felt very fortunate to land a job with “the premier audit accounting firm in Canada” Winspear, Higgins, Stevenson and Doan, led by local legend Francis Winspear who had a gift for resuscitating failing businesses. He felt fortunate to not only land a job with them of course, but to land a job period as 1983 in Alberta was just when the bottom fell out in the red-hot economy of the late 70s and early 80s.



His new company, Galveston LNG is now only three years old, has offices on three continents in Calgary, London, and Dubai, requires \$3 billion in financing, and has three subsidiaries.

It was during a work-study program offered by the School of Business that he first thought of becoming a chartered accountant, which was a great opportunity to be exposed to a wide range of businesses. Lessons learned during those three years with Winspear were not only how people start businesses, but the impact a hurting economy had on many of them.

Alfred has gone on to start three companies in his career - so far. They include starting up the European division of Calgary-based Duke Energy. His immediate impact was startling. In his first year as President, Alfred increased sales to 1 billion pounds with earnings before interest and tax of \$30 million US. He also established a full-scale energy-trading unit. During his years in the energy industry he also co-founded Continental Energy and grew it to become one of the largest physical gas trading entities in Canada. After 15 hectic years, however, Alfred was ready for a change and a break. He left Duke Energy and the city of London in the fall of 2002 and came home to Canada to relax and train for his first marathon.

Perhaps it was during his long-distance training sessions when he most mulled over what he had learned and what to do next. He thought much about his skill set, just what was he best at, and his experience with the “buy and sell” culture of the energy industry. He would analyse a host of opportunities and made sure to consider what no one else wanted to do. He thought about the importance of people and about what he perceives as one of his own main competitive advantages, the art of listening, whether that be his partners, his employees, his customers, or himself. Alfred also knew he was ready to be adaptable and open to what people wanted to hear.

Timing, is of course, always a key factor. Whereas timing when he graduated in 1983 wasn't ideal, timing in 2003 may turn out to be idyllic for the vision he would have. The oil and gas industry including gas, power, and energy had just finished re-structuring, and, at Duke he had taken on challenges as areas were going through the process. He kept coming back to the notion that liquefied natural gas, LNG, did not have a place for buyers and sellers to come together to trade. An obvious opportunity? The best ones often are in hindsight. Alfred decided he would take his ability to trade energy from its source to its user, diversify away from oil and gas, and apply it to a new but controversial commodity - LNG - the last to be re-structured.

What Alfred is proposing is huge - a monumental paradigm shift for the industry and led by one of our own. His new company, Galveston LNG is now only three years old, has offices on three continents in Calgary, London, and Dubai, requires \$3 billion in financing, and has three subsidiaries.

LNG Impel hopes to build the world's first large-scale liquefied natural gas storage facility in Dubai. Named the Dubai LNG Storage Hub, the US \$1 billion project has the


potential to turn the booming emirate city on the coast of the Persian Gulf into a pricing hub as supplies and demand for LNG grow globally. Dubai is embarking on a plan to become the energy trading hub of the entire Middle East. If things go as planned, the facility will be the first to be operational, likely by 2010.

On the other side of the world, Galveston is pursuing a \$1 billion LNG re-gasification terminal near Kitimat on the north coast of British Columbia. By entering the North American market at Kitimat, supply is going in at the top end of major gas transmission pipelines with excess capacity. Another subsidiary, Pacific Trail Pipelines, has been established for the purpose of developing the pipeline system from Kitimat to Summit Lake. Establishing a competitive advantage early, being able to make use of existing infrastructure, was key.

One of his greatest challenges in Kitimat was to secure the support of the First Nations. Here, he credits his many years in London and what he learned from his diverse group of 85 employees who spoke 25 different languages and represented 50 different cultures and wide-ranging beliefs. "Being able to really listen, not treating the First Nations maternally, and focusing on their key issues were the recipes for successful negotiations." Creating job opportunities for First Nations children was a top priority.

A top priority for Alfred was also assembling the perfect team, and he thinks he has it, a team that began with trust and the shared value "to stretch a dollar as far as you can." Surprisingly, his executive team consists of only nine, three times three divided amongst Calgary, London, and Dubai. Not surprisingly, all have very diverse backgrounds, and he ensured that his own perceived weakness, in-house talent for financing, is well taken care of.

Alfred, and his team, also has access to what he considers the dream team of Canadian talent, those short-term workers and companies that provide invaluable support to different stages of the project whether it be the design of the facility or the building of a tug boat. "The local intellectual capital to take on the size and complexity of this project is very much available in Canada. We could always find the expertise at home. I believe that if our cost were \$15 million in Canada, we would have had to pay \$30 - \$50 million elsewhere."

Alfred maintains that western Canadian businesses have much bigger impact internationally than we realize. It is also very likely that Alfred Sorenson will have much bigger impact internationally than he realizes. What's next you ask? Do you know how much energy is wasted in Nigeria? Capturing and transporting flared gas, a vapour liquid, certainly sounds like a natural progression for a great leader of progress. 



LNG Impel hopes to build the world's first large-scale liquefied natural gas storage facility in Dubai. Named the Dubai LNG Storage Hub, the US \$1 billion project has the potential to turn the booming emirate city on the coast of the Persian Gulf into a pricing hub as supplies and demand for LNG grow globally.

BUSINESS ALUMNI ASSOCIATION

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

BRANCH CONTACT LIST

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

FORT McMURRAY:
Marcella Dankow, '94 BCom
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HONG KONG: Catherine Kwan, '87 BCom
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LOS ANGELES: Lorne Fierbach, '96 MBA
e-mail: alumni.business@ualberta.ca

MONTREAL: James Hanna, '93 BCom
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VANCOUVER: Derek Bennett, '68 BCom
e-mail: DerekBennett@shaw.ca

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

KEEP IN TOUCH

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

Go to page 38 or

www.bus.ualberta.ca/alumni

Vancouver Alumni Event with Maureen Fitzgerald (March '07)

Business/U of A grads in Vancouver learned how to Create Corporate Circles and establish a personal peer mentoring group to help reach both personal and professional goals.



Derek Bennett, Maureen Fitzgerald, Rick Taylor and Jeff Devins



Chris Randall, Brian Martin and Anna Schnell

MBA Alumni Reception (March '07) Royal Mayfair Golf and Country Club

MBA alumni joined our current MBA students at a networking reception in Edmonton.



Dan Kickham (current MBA Association President), and Henning Moe, Marc Lachance and Russ Farmer – all former MBAA Presidents



Han Li and Cheng Hsin-Chang



Huy Thai, Bryan Zuch, Meenu Chugh

Executive Education and Lifelong Learning

At the Alberta School of Business, we understand the importance of helping alumni stay abreast of the newest trends and information in business and management practices. Our Executive Education and Life Long Learning unit has been offering



programs to the private sector and to government for more than a decade and continues to expand its course offerings each year.

In the fall of 2007, Executive Education will relocate to the historic Bay building in downtown Edmonton – now called Enterprise Square.

Operations have also expanded in downtown Calgary, allowing alumni and clients convenient access to a wide range of courses.

New for Alberta School of Business Alumni

Beginning this fall, School of Business alumni can take advantage of a 15% discount on any Executive Education open enrolment programs (please refer to page 21 or visit www.executiveeducation.ca for a complete listing of program offerings).

Calling all AIESECers!

AIESEC will celebrate its 50th Anniversary in 2008, and in recognition of this milestone we'd like to feature some of the School's AIESEC alumni in the next issue of the magazine. If you were part of AIESEC during your time at the School of Business, please send us your stories. How did AIESEC impact the career path you chose and what are you doing now? Pictures are also welcome.

Reunion 2007

Mark the Date

**Reunion Weekend 2007:
September 27 – 30**

Dean Mike Percy and the Business Alumni Association host the annual School of Business Brunch (complimentary) and Open House on Saturday, September 29th. Join fellow classmates and other Business alumni for a walk down memory lane, special building tours and a chance to meet some of the School's current Business students. Tours run from 10 – 11am with brunch from 11 – noon. We look forward to welcoming you back to campus.

A special thank you to our 2007 Reunion Organizers (to date)

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

If you are celebrating an anniversary year in 2007 and would like to volunteer as your class organizer, please contact us at alumni.business@ualberta.ca or by phone 492-1192 or toll free (North America) at 1-877-362-3222.

Toronto Alumni Event– May 17, 2007

Business grads joined other U of A alumni in Toronto recently at an event featuring guest speaker Dr Rob Burrell.



From left - Norma Phillips, Jennifer Moncion, Brenda Collinge, Amit Monga (Business Advisory Council Member), and Gary Hudson.

Toronto area grads who are interested in networking with other U of A Business alumni can contact the School to be added to our distribution list for future events in the area (email: alumni.business@ualberta.ca).

Enjoying a recent lunch in Toronto are:



Sitting – Jeff Schellenberg, Kuldeep Billan

Standing – Tim Maloney, Paul Joliat, David Forsyth, Nichola Forsyth

UPCOMING ALUMNI EVENTS

8th Annual BAA Golf Tournament August 13, 2007

If golf is in your summer plans – mark Monday, August 13 in your calendar now and get your foursome together for the annual Business Alumni Golf tournament. The tournament will be held at the Derrick Golf and Winter Club once again this year, offering our alumni and their guests the chance to golf at one of Edmonton's exclusive private clubs.

Special thanks to the RBC Foundation, our 2007 tournament title sponsor. Hole sponsorships are still available and all prizes welcome. Contact Russ Farmer (russ@rfconsulting.ca) or Bart Goth (goth@ocii.com) for more information.



19th BAA Annual Dinner October 10, 2007 Guest Speaker: Fred Singer

The 19th annual Business Alumni Association dinner will feature a discussion about family business and the opportunities that result from a third generation business serving a third generation of customers.

“With Each Generation Comes Change The Three Brands of the Henry Singer Fashion Group”

For more information call 492-4083 or email alumni.business@ualberta.ca.

Napa Valley Wine Tasting November 17, 2007



Last November, the School of Business held a wine tasting at the Cliff Lede Vineyard in the beautiful Napa Valley. If you missed that event (or if you attended and would like to re-capture the fun), plan to join us once again this fall – as we repeat the experience. For more information, please contact us at: alumni.business@ualberta.ca

Share Your Experience and Connect to Campus

If you're a School of Business alumnus/a who would like to share your experience with our current MBA students, we'd like to hear from you. The MBA Mentorship Program connects our alumni with current students in a two-way learning exchange, and meetings are arranged to accommodate both participants' schedules. Mentors are also invited to group events with students to network with other mentors in the program and to hear various speakers visiting the School. If you would like to become a part of this program or would like additional information, please call Jami Drake at (780) 492-1192 or email: jami.drake@ualberta.ca.

Photo Correction

Last issue we incorrectly identified the people in the photo below as Karen Taguchi and Bertus Kruger



Our apologies to Aly Luc and Paul Avender (above).



The real Karen and Bertus are in the photo above.

Alberta School of Business

26TH CBLA - 26 REASONS TO CELEBRATE IN 2006/07

CBLA

Canadian Business Leader Award 2007

Wednesday, March 14, 2007 Edmonton



Congratulations to
**DOMINIC
D'ALESSANDRO**

President and Chief Executive Officer
Manulife Financial Corporation

Premier Sponsor



- Alberta School of Business among the oldest in Canada as it celebrates 90 years: 1916 – 2006
- FinancialTimes 2007 Global Rankings ~ Research 35th; EMBA 46th, PhD 74th, and MBA 101st .
- Longest continually accredited business school in Canada by the AACSB.
- 215 Co-op students were hired for the summer work term of 2006 (a new record!) and over 60% of employers offered permanent employment.
- School of Business featured on CNN as a world leader in new learning technologies.
- Executive Education and Lifelong Learning (EELL) to deliver 20th Anniversary offering of the Senior Executive Managers' Development Program – a partnership with the Government of Alberta.
- BSA - Business Students' Association - Celebrates 40 Years while the Alberta MBA is also 40 and fabulous.
- Host of 2007 MBA Games – largest gathering of MBA students in Canada.
- More nationally awarded teaching awards than any other business school in Canada.
- Professor Joseph Doucet appointed Director of U of A's new School of Energy and the Environment.
- Alberta School of Retailing established.
- Two young faculty receive recognition: Dr Michael Lounsbury receives Petro-Canada Young Innovator Award and Dr Jennifer Argo attends the prestigious MSI Young Scholars Retreat.
- 14 applied research centres – NEW – Technology Commercialization
- EELL commenced professional development programming for the energy sector.
- Professor Royston Greenwood awarded J Gordin Kaplan Award for Excellence in Research.
- Bill Winspear, '54 BCom, honoured with U of A Distinguished Alumni Award in addition to five other Business alumni award honourees.
- Alberta School of Business opens office in Shenzhen, China
- Professor Mike Gibbins and PhD student Bradley Pomeroy win best paper at Canadian Financial Executives Research Foundation.
- 2007 JDC West Student Business Plan Competition: ten academic categories – nine trophies! Also, second place by our undergraduate students in the international marketing competition held by the Asper School.
- More than 18,000 Alberta School of Business alumni are leading companies here and around the globe.
- \$10,000 in prizes are awarded to the top three business plans developed by first year business students in Business 201.
- Professor Randall Morck receives prestigious University Professor designation
- 17 undergraduate majors - NEW - Entrepreneurship and Family Enterprise
- Over 14 student clubs enhance student life and impact our community including the Chillin' for Charity event that raised \$10,000 for United Way.
- EELL, along with the Alberta Business Family Institute, will be moving to Enterprise Square in the old Bay Building.
- In 2006, over 1,000 jobs were posted by 490 companies to Business Career Services.

2008 CBLA NOMINATION DEADLINE JUNE 30, 2007

Take the next step in developing your career.



In the fall of 2007, Executive Education and Lifelong Learning will be moving to new office and classroom space within Enterprise Square. Our new location will provide technologically advanced classrooms, as well as administrative space.

Government of Alberta programming, as well as other select programs, will remain on the University of Alberta central campus. Please visit our website for details about the move.

Alberta School of Business Alumni now enjoy a 15% savings on select open enrolment programming. Please visit our website for further details.

We are now accepting registrations in our 2007 and 2008 professional development programs. We invite you to explore our program offerings as a part of your personal and career development. Please visit our website, executiveeducation.ca, for complete program dates and details.

Our programs include:

Graduate Certificate in Project Management – Program starts September 10 in Edmonton and September 15 in Fort McMurray.

Human Resources Executive Program – Program starts October 2 in Edmonton and October 15 in Calgary.

Leadership Development Program – Program starts October 4 in Edmonton.

Energy Sector Leadership Development Program – Program starts October 16 in Calgary.

NEW! Executive Project Leadership Program – Program starts October 22 in Edmonton.

Management Essentials Program – Program starts November 22 in Edmonton.

Finance for Non-Financial Managers Series – Program starts January 24, 2008 in Edmonton.

Contact us to learn how we can assist you in reaching your career goals or for more information on our programs and program dates.

executiveeducation@ualberta.ca 1-877-MGMT-DEV www.executiveeducation.ca



The Banister Vision:

A STORY ABOUT MATCHING GRANTS & ALBERTA'S CENTENNIAL



Pictured here are Mike and Harold at the Banister home near the U of A campus.

On April 11, 2007, Dean Mike Percy hosted a dinner for **Harold Banister, '73 BCom**, to recognize his extraordinary volunteer efforts and have Harold tell the story of how a "\$100 million Centennial Matching Grants" initiative was to morph into legislation that would create the \$3 billion "Access to the Future Fund." This visionary piece of legislation was the first act passed by the conservative government in Alberta's Centennial year; Harold was instrumental in this funding initiative.

Harold also spoke to the power of volunteering and the special bond that existed between him and his family and the Alberta School of Business as well as the University of Alberta. Harold shared how he asked the School in 1986 when he

was President of the Edmonton Chamber of Commerce to recruit four top MBA students to work with business leaders to help write privatization studies of civic services. He says: "One of the outstanding students... was **Linda Taylor, '83 BCom and '87 MBA**. In due course, Linda and I were married and that was the smartest move I ever made in my life."

Dean Mike Percy thanked Harold and his family for not only establishing the Banister Chair but also the Harold B Banister Dean's Citations in Business, one of the highest honours the University can bestow upon an undergraduate student. Harold proudly follows the achievements of the student recipients and has made a tradition of maintaining contact with the nine students to date who are all invited to

the annual Banister Dean's Citation lunch. A number of the scholarship recipients were also in attendance at the April 11 event to thank the Banister family in person. Harold's mother and sister travelled from the Bahamas and Ontario respectively to share in the special evening. **R**

THANK YOU PCL THANK YOU BOB

In recognition of the lifetime contributions of Robert (Bob) Stollery to the development of the PCL family of companies and his many contributions to the broader community, PCL Construction Group Inc. has endowed two perpetual scholarship programs in his honour at the University of Alberta: The Robert Stollery Awards in Social Entrepreneurship in the School of Business and the Robert Stollery Academic Excellence Scholarships in Engineering in the Faculty of Engineering.

Donations in memory of Bob Stollery can be made to the Stollery Children's Hospital Foundation.

Remembering the Good Old Days

The commerce aspect of this bequest is dedicated to (alumni) JAMES THOMAS CUTHBERTSON and WILFRID LESTOCK REID, who were accountants in the days when it was expected that there was a credit for every debit.

— From the estate of Ruth Cuthbertson, February 2007.

HSBC Bank On Board!

INTERNATIONAL BANK CREATES FIRST ENDOWMENT FOR BUSINESS AT U OF A



Mike Percy; Lindsay Gordon, Chuck Durham, and George Bawden (HSBC); Sandra Conn

In December 2006, the University of Alberta School of Business received a \$100,000 donation from HSBC Bank Canada to support three permanently endowed scholarships worth \$1500 each for third or fourth year students demonstrating excellent academic standing and leadership in the community. Mr. Lindsay Gordon, President and Chief Executive Officer of HSBC Bank Canada, was on hand to offer congratulations to Dean Mike Percy and U of A Vice President External Relations Sandra Conn at HSBC's enhanced downtown Edmonton offices. For HSBC, "the world's local bank," this represents the first donation to the U of A of this magnitude and a demonstration of their commitment towards access to education.

HSBC Holdings is one of the largest banking groups in the world. The head office is located in the HSBC Tower in London's Canary Row. The group is named after its founding member, the Hongkong and Shanghai Banking Corporation. HSBC Bank Canada is the largest international bank in Canada and the country's seventh-largest bank. With headquarters in Vancouver, it has over 160 offices across Canada.

News from two of our HSBC alumni includes:

Barry Kaiser, '84 BCom, who was recently appointed Investment Counselor, private investment management, with HSBC Investments (Canada) in Edmonton; and **James Benoit, '88 BCom**, who relocated to Mauritius to head up a new Corporate and Investment Bank specializing in Asia, India, and African business. This follows a 17 year career with HSBC in a variety of countries including China, Hongkong, the Phillipines, Oman, and Mauritius.

The MBA students are very fortunate to receive intimate talks by industry leaders, many of whom are alumni, offering to share their insights with the students. The CGA forums have this year been of excellent quality and provided students with valuable real life examples and experience that broadened our perspectives and complemented classroom lectures. Thanks to the Certified General Accountants of Alberta (CGA) for their support.

January 30

John Carpenter, Executive Director and CEO
Certified General Accountants of Alberta

February 5

Ralph Klein, Former Premier of Alberta

February 8

Cliff Lede, '79 BCom
Former President, Ledcor Industries
Owner, Cliff Lede Vineyards, Napa Valley

February 26

Brent Poohkay, '98 MBA
VP and CIO, Enbridge Inc.

February 27

Evan Chrapko, '88 BCom
Former co-founder of DocSpace.
Co-founder, Time Industrial Inc.

March 6

Robert Page
VP, Sustainable Development,
Transalta Corp.

March 27

Louise Nesterenko
VP and Co-founder, Alberta Computer
Cable Inc.

April 10

Rod Ruston
President and CEO
North American Construction Group
and North American Energy Partners

STUDENT NEWS

BY JASMINE KONSORADA, PRESIDENT, BUSINESS STUDENTS' ASSOCIATION, 2006-2007

A Year to Remember for the BSA!

Along with the School of Business who celebrated their 90th anniversary in the fall of 2006, the Business Students' Association (BSA) had an anniversary year. The BSA celebrated their 40th anniversary this school year. It has been a remarkable year with new events, amazing involvement, student competition success, and great academic initiatives.

RMBS 2007



42nd Rocky Mountain Business Seminar – Fairmont Jasper Park Lodge. Longest-running and largest student-organized business conference in Canada.

Once again, the students of our School of Business hosted another successful and innovative annual Rocky Mountain Business Seminar at the Jasper Park Lodge. The RMBS committee, lead by Priya Bhasin, worked hard at creating a diverse set of speakers that could be applicable to all business majors and, of course, they made the evening events memorable and fun for all. Our students

welcomed out of town students from across Canada, and even internationally. It was great to see the many students coming home and applying what they learned from the great speakers and experiences they gained from attending this longest running student organized conference in Canada. Thank you to the many alumni who supported this event once again.

Entrepreneurship Shines

Entrepreneurship shines in even the longest running BSA event!

This year was a celebration of the 20th Annual Year End Beergardens held on April 12th and 13th. According to some records, the event got started in 1987 when some entrepreneurial BSA executives had the idea to hold a campus wide beergardens on the most celebrated time of the school year – the last two days of classes! This event has grown into one of the BSA's longest running and most successful BSA fundraisers in support of their many events. The business students are known for hosting a key part of thousands of University students' experience.

Well, we all know that our weather was not very cooperative with us this spring and we ran into a challenge when it snowed only two days before our scheduled event. We were told that it was impossible to be held in Quad with such wet conditions. Our BSA and organizing committee had to become entrepreneurs all over again and make some crucial decisions hours before the event was to be held! Do we cancel or do we do something else? Using some of the business skills from class, we negotiated for a new location in the parking lot behind the Butterdome, designed a brand new site layout, and contacted all of our vendors in time to set up at 5am on the day of the event! No problem!

Energizing Students to Succeed

The BSA held its first annual Energize Career Conference in February. This consisted of a packed day of guest speakers, breakout sessions, and a panel presentation about majors and the careers that can arise from the major selection of each student. The BSA saw the need to recognize the difficulty in choosing a major. There are so many to choose from and they all offer value in so many different ways. How does one choose? This conference offered knowledge to students about their opportunities and most importantly it Energized the students to challenge who they are as a person and what their passion is in a career rather than where the jobs happen to be. Thanks to our sponsors KPMG and CGA.

Roundtable 2008

The Business Students' Association belongs to a Canadian organization called the Canadian Business School Council (CBSC) along with over 30 other commerce societies from across Canada. The CBSC keeps the communication active between other students at other business schools and it provides a means of guidance for commerce societies. One large way this is done is by the annual conference that many BSAs from across Canada attend in March. It is hosted by a different school each year. At the end of the conference, a bid is held for the next hosting school. This year we decided to bid for this national conference. Competing against more schools this year than any other year, the Alberta team prepared an outstanding presentation which showed the support of the province, Edmonton, and the School of Business, and presented their \$100,000 of sponsorship already confirmed and were selected as the hosts for Roundtable 2008!

Alberta Shows off some BLING!

Alberta School of Business Undergraduate students started off the Winter semester by bringing home the BLING! Jeux du Commerce (JDC) West was held in Vancouver, BC in January where over 400 students from across western Canada and Ontario joined to compete in 9 academic case competitions, 1 Parliamentary-style debate, 1 athletic tournament, and 7 school spirit challenges. The Alberta

team worked extra hard this year and it paid off! Over 40 of our top business students attended and we came out winning 9 awards in total! These include: 1st in Entrepreneurship and Executive of the Year; 2nd in Finance, the Charity Challenge, and Participation; and 3rd in Marketing, Tax, and Debate. The most prized possession that the team brought home to show off was 3rd place for the School of the Year Award!



Thank you Dean Mike Percy

A special thank you to Dean Mike Percy who supported so many of our initiatives including the Polar Bear Plunge in support of the United Way. You are the best!

Kendal Harazny: Golden Boy

NATIONAL STUDENT ENTREPRENEUR OF THE YEAR

When he was ready to start his own ticket brokerage in 2003, Kendal Harazny was too young to even have a credit card. Then 17, he convinced his older cousin to purchase tickets on his credit card so Kendal could resell them. Four years later, the born salesman—"I love sales!" he says—now has his own credit cards and a growing business called TicketGold.

Kendal, a full-time student in the Alberta School of Business, was recently named the 2007 Advancing Canadian Entrepreneurship/CIBC Student Entrepreneur of the Year. Kendal won provincial and regional competitions before travelling to Toronto to compete against six other students for the national title. There, he presented the details of his business—"how I started, where the business has gone, the financial details, risks and things I've had to overcome"—to a judging panel of 30 business executives. He will be showcasing the company again when he represents Canada at the

"If I've learned one thing it's to focus on what I love, which is sales, and get the other stuff off to accountants and lawyers and whatever is necessary."



Kendal Harazny

Global Student Entrepreneur Awards in Chicago in the fall.

Basically Kendal buys and sells tickets to events, though it's a lot more complicated than that. If customers aren't able to secure tickets from a direct seller (such as Ticket Master), they can turn to TicketGold (www.ticketgold.com) and Kendal taps into a large inventory—he belongs to a network of thousands of brokers—to find what the customer wants. Selling the tickets at a price higher than face value allows him to cover his fees and make a profit. "The price is set by the market," he says of the basic supply and demand scenario. The key, then,

is finding tickets that are in demand. Kendal spends his energy chasing down the markets that are consistently popular and planning for growth.


TicketGold's sales have doubled each of the past three years. To explain his success, Kendal says, "I work really hard (at least 40 to 50 hours a week), I have a great team (a staff of 16, including one full-time manager), and I keep hitting the right markets. If I've learned one thing it's to focus on what I love, which is sales, and get the other stuff off to accountants and lawyers and whatever is necessary."

But it's not all business. Kendal is part of many other activities on campus,

including one close to his heart—the Five Days for the Homeless initiative. Along with fellow business students Casey Paulhus and James Matsuba, and Professor Sandy Hilton, Kendal lived outside (when not in class) for five days last March to bring attention to the plight of the homeless and to raise money for the Youth Emergency Shelter Society (YESS). “We had no food, no shelter, nothing,” he says.

It was uncomfortable, sure, but Kendal knows it only approximates what too many people live through. “You realize what they have to go through on a daily basis,” he says, “and we got to come in and go to classes and be warm.” The important thing, he says, is helping others in whatever way he can, and if sleeping outside for a few nights helps, he’ll do it. Five Days for the Homeless secured matching donations from National Bank Financial and the School of Business and raised \$24,000 to donate to the YESS.

Kendal believes that a big part of business is giving back, and students can do their part. “In my business I sponsor events,” he says. “Not all students can give money but they can do something like this Five Days for the Homeless and raise money.” He says he’s only demonstrating the same giving attitude he’s noticed in some big Alberta companies. A member of a few U of A student business groups that have big fundraising budgets, Kendal says, “We couldn’t do any of it if not for these companies giving to us, sponsoring us, making opportunities possible.”

Kendal plans to keep building TicketGold for a few years after graduating in April of next year. “I’m pretty open after that. I love the freedom – and the risk – of being an entrepreneur.” He also loves Edmonton, and has just bought a condo here. “It’s a great city. The amount my business grew from moving to Alberta from Regina was quite significant. With such a strong economy, it came at the right time for me.” 

CELEBRATING STUDENT SUCCESS

Manitoba International BCom Business Case Competition, Winnipeg – Silver
Jessica Leung, Sean Collins, Alicia Cruickshank, Kirsten Lindquist

Shaun Kanungo, MBA – top 10 – Canada’s Next Top Ad Executive Competition

Ward Reid, MBA – Winner, Northern Alberta Student Business Plan Competition

George Washington MBA International Case Competition – Washington – Fourth
Jimmy Nakatsu, Nicholas Field, Henning Moe, Jim Lam, Dan Stickney

Bradley Prince, BCom – Export Development Canada scholarship winner.

Student Conference on Operations, Calgary:

Best Overall Award – Silver Cup: **Kieran Ryan and Stewart Wilson**

Best Service Operations Management Award and Best Paper (Canadian Operational Research Society): **Allison Bouthillier, Amanda Meleshko, Peter Wares**

Pamela Loewen, PhD successfully defended her thesis on December 7, 2006.

The title of her thesis was “Identity Construction Through Interorganizational Relations”. Pamela’s supervisors are Professors David Cooper and Barbara Townley. Pamela is at the University of Lethbridge.

Yun Liu, PhD, successfully defended his thesis on December 15, 2006. The title of his thesis was: “Three Essays on the Study of China’s Steel Industry and Industrialization.” Yun’s supervisor was Professor Randall Morck.

Ling Peng, PhD, successfully defended her thesis on March 19, 2007. The title of her thesis was: “New Solutions to the Measurement Issues in Concept Testing.” Ling’s supervisor was Adam Finn. Ling has accepted a position at Lingnan University in Hong Kong.

Karel Hrazdil, PhD, successfully defended his thesis on May 22, 2007. The title of his thesis was “Essays on the S & P 500 Index Inclusion Effect – Empirical Evidence”. Karel’s supervisor is Professor Tom Scott. Karel has accepted a position at Simon Fraser University.

JDC West, Vancouver – 9 academic competitions – ten trophies for our 45 member BCom team.

BDC Enterprize 2007 Business Plan Competition: six regional finalists.



Jessica Leung, Sean Collins, Alicia Cruickshank, Kirsten Lindquist



*Upper (from left): Jimmy Nakatsu, Nicholas Field, Henning Moe
Bottom (from left): Jim Lam, Doug Olsen (coach), Dan Stickney*

EMBA Study Tour

May 11 – 23: Helsinki, St. Petersburg, Stockholm

Traveling to Sweden, Finland and Russia provided the opportunity to see similarities with our Canadian culture and economy, but also to see the diverse culture, education, socialist and ex-communist systems and how the global market place has impacted businesses and communities within these countries. The International trip was both educational and inspirational, the history and architecture was beautiful to learn and see and as true Canucks we found entertainment in a -6° celsius Ice bar made us feel right at home!

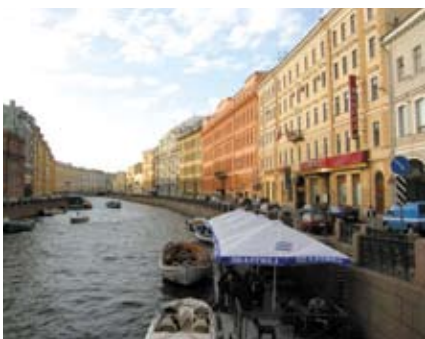
Paul Gour



Garth Von Hagen, Paul Gour, Sushil Dudani and Steven Dyck



Finland group shot



St. Petersburg Canal

MBA Study Tour

May 8 – 20: Beijing, Shanghai

Our group went to China expecting differences in culture, as well as differences in ways of doing business. I experienced that, but I also was drawn to basic things that we as Canadians hold in common with the Chinese: a desire for excellence, both in business and learning, and the importance of both traditional and modern cultural expression. My hope is to always remember to not only acknowledge what makes us different, but what makes us the same.

Alison Minkus



Bryan Zuch, Chris Lynch, Lien Ho, Ric Johnson



MBA Games 2007

BY SABRINA SEHBAI

Every year, MBA students from all across Canada gather together to compete in a variety of academic, athletic, and spirit competitions for the Queen's Cup. Originating at Queen's University in Ontario, the MBA Games have seen over a dozen prestigious schools come together to compete over the past 20 years. It is an unforgettable assembly of the best and brightest future business leaders.

It is rare that the MBA Games finds its way into Western Canada. In fact, the University of Alberta's School of Business has been the only western school to ever host the Games: we hosted the first time in 2002 and hosted again this January 2007 and welcomed over 300 MBA students from 15 Canadian business schools.

Leveraging the climate of innovation in Western Canada – and Alberta in particular – the 2007 MBA Games committee selected a theme of innovation for this year's event. Innovation requires thinking beyond the common mental models through which we see the world. The goal was to celebrate the ability of MBA students not only to think outside the box but to implement their ideas in a realistic, ethical and original way.

The academic events included two case competitions and a business jeopardy trivia competition. Don Thompson, Corporate Secretary and General Manager Environment, Health & Safety, from Syncrude spoke to students about corporate social responsibility during the strategy case. The marketing case had a twist never seen before at an MBA event: students were given the opportunity to interact with the case sponsor company, local Vicom Media Productions, in an effort to provide real solutions to current



MBA Games organizing committee

issues the company presented.

There were four athletic events at this year's Games: soccer, volleyball, basketball, and inner tube water polo, and the enthusiasm and sportsmanship students displayed over the two days of sporting events were truly remarkable. This energy was also in full force throughout the spirit activities. Over the course of the three day event, students were required to demonstrate their team spirit in creative ways: costumes, cheers, community volunteerism, contests, and games, and the energy MBA students displayed rivalled that of the liveliest crowds!

The culmination of all these exciting events was brought forth at the Closing Ceremonies Banquet, held at the stunning new ballroom at the Shaw Conference Centre in which Jim Carter, CEO of Syncrude, was the keynote speaker. After days of fun competition and camaraderie,

the 2007 MBA Games awarded the Queen's Cup to McMaster University, DeGroote School of Business. The University of Alberta maintained its history of top rankings, placing second in the marketing case and fifth overall!

The calibre of this year's event far exceeded that of previously hosted MBA Games, and this was due in large part to the generous contributions of many sponsors. Without the very kind support of the local and national business community, the Games would not have been the extraordinary success that they were, nor would attending MBA students have had the unique and applied business experiences that they did.

The 2007 MBA Games was a widely recognized success; both locally and nationally; further fostering an incredible legacy for the University of Alberta School of Business.

Thank you to our sponsors:



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Hanging Out



A student at VU University in Amsterdam, Jakomijn van Wijk, 32, has done research at universities in Costa Rica and Sweden, but her best study-abroad experience has been right here at the U of A.

It's not just the access to some of the world's top researchers in her field of institutional theory and the area of professional service firms, it's the way that both the students and faculty have reached out to make her feel welcome and at home.

"I never expected that," she says as she sits in a coffee shop at the edge of campus with two new friends, Dionne Pohler, 25, a second-year U of A PhD student from Saskatchewan, and Claudia Gabbioneta,

"The more you can talk to people from international backgrounds about things you're interested in, the bigger the picture that you begin to see.."

29, a fourth-year PhD student from Iulm University in Milan.

Upon coming to the U of A on a Monday in March, Jakomijn was immediately assigned a buddy who joined her for dinner her first night. Within days, she was treated to a lunch by one of her host professors, Royston Greenwood, and his colleagues. On her first Friday night, she attended a dinner party with fellow students.

By then she'd already encountered Dionne and Claudia in the computer lab where the three spend a lot of their time working, but it was at the party where their friendship took off. Since then, rarely a night has passed without the three cooking and eating dinner together – and catching reruns of "Everybody Loves Raymond."

Dionne and Jakomijn also play on an intramural soccer team and Dionne laughs that Jakomijn "is teaching me not to dress like a farmer." On the May long weekend, the two friends drove to Banff for Jakomijn's first visit. Claudia, who has been in Edmonton since September, has visited Banff twice already as well as Jasper, Victoria, and Vancouver.

Claudia has friends who have done PhD research at business schools in the United States and their experiences have been very different from the warmth she's found at the U of A.

"You hear stories – you go to work on your dissertation and you're hidden away," she says. "Here, they take care of you and they listen to you. A lot of my friends went to the US to study and the person they went

to work with, they would barely see them. Here, it's different. You can meet them, they are providing feedback on your work, and, if you have an idea, you can talk to them and they'll help sharpen it."


That interaction works both ways, says Royston Greenwood, the TELUS Professor of Strategic Management. "I think it helps them – otherwise they wouldn't want to come. But the major advantage, I think, is that it enriches our doctoral program because the students mix with each other on a daily basis. They hang out together, they socialize together, they intellectually debate together, they're reading each other's materials, and they're going to the seminars these students are putting on. For me, that's a tremendous potential benefit."

Claudia is so enthusiastic about working at the U of A that she feels torn about returning to Milan. "It's a constant struggle," she admits. "If the U of A wasn't so far from home, I'd have come here."

Claudia and Jakomijn say they'll miss the camaraderie, intellectual stimulation, and friendships they've made at the U of A. But the academic world being what it is, they know they'll see each other and the other fellow PhDs again. In fact, they're already planning their reunions: there's a conference in Philadelphia at the end of the summer and another in Amsterdam next year.

In addition to seeing each other at conferences, academics from different universities often research and write papers together. Introducing students to colleagues from different universities early in their academic careers is a good way to begin fostering those sort of relationships, Royston says.

"The more you can talk to people from different international backgrounds about things you're interested in, the bigger the picture that you begin to see," he explains. "You're building contacts and there's a good chance that some of these contacts will last."

All evidence suggests that in the relationship among Claudia, Dionne and Jakomijn, Royston's theory is right on target. 

Dionne Pohler

THE VALUE OF VOICE

If the admissions officers at the University of Regina knew young Dionne Pohler's true feelings about business, they might never have admitted her when she applied back in 2000.

"I was quite anti-business when I was young," says Dionne, now a second-year PhD student in the Alberta School of Business. "I thought I could go in and change the way business operates. But the more I study business, the more I understand its value to society and how we depend on organizations. Organizations are the backbone of society, both profit and not-for-profit."

Dionne, who is from Saskatchewan, spent two years studying business at the University of Regina before transferring to Dalhousie where she earned her BCom in 2004. While backpacking through Europe after graduation, she decided she wanted to continue her studies and the U of A was at the top of her list.

She'd heard good things about the School of Business from her professors at Dalhousie and had experienced the quality of students at the University. While at Dalhousie, she and her classmates often went up against U of A students in events such as the Manitoba International Marketing Competition in Winnipeg.

Still, she wasn't entirely certain what to expect upon arriving in Edmonton in the fall of 2005 fresh off a year working in the human resources department at the headquarters for the Saskatoon Co-op.

"I had always wanted to be a professor," she says, "but I didn't realize that being a professor meant so much research. But the School of Business is such a good research school and the research aspect of academia has really, really grown on me."

Dionne has only praise for her advisor, Andrew Luchak. "He is the most fantastic supervisor," she says. "I think he really got me through the first two years. It's such a high learning curve."



Dionne is interested in human resources systems, or how HR policies and practices affect organizational performance. She's also interested in workplace diversity and unions and employee voice. Although she has yet to determine a dissertation topic, she is confident that her future research will incorporate elements of all three areas.

"I really enjoy studying and looking at how people express dissatisfaction and the mechanisms by which they can express dissatisfaction or problems," she says.

Dissatisfaction seems an incongruous topic for someone as positive and optimistic as Dionne, but perhaps it speaks to the confidence she developed growing up in rural Spalding, a town of 300. Dionne is the oldest in a large family. Growing up she had eight brothers and sisters. Her father and an uncle farm cereal crops in Spalding, and her mother runs the farm.

The U of A provided base-level funding when Dionne first entered the PhD program, but this year she won a doctoral fellowship from the Social Sciences and Humanities Research Council of Canada as well as a prestigious Killam award.

"I'm pretty lucky, pretty blessed," she says. "I think I've had so many more opportunities than my mom and dad had. They wanted us to be able to do whatever we wanted to do and there are so many things I want to do. For now, though, I'll just focus on doing a good dissertation and getting a job at a university where I'll be happy as far as research and teaching. And then I'll go from there."



PAGES IN TIME

BY MONICA WEGNER

The Alberta School of Business celebrated its 90th Anniversary in 2006 and is looking forward to the U of A's Centennial in 2008. This new section of the Business Alumni Magazine, "Pages in Time," is dedicated to sharing the history of the School of Business and is named in honour of Robert Page, one of our first three graduates.

ROBERT PAGE: 1894 -1964 BEST KNOWN AS "ROY" TO HIS FRIENDS

Robert Page, '23 BCom, spent his early years in England anxiously waiting for news of his father's plight in Rhodesia. His father had joined the celebrated colonialist and diamond merchant Cecil Rhodes in the 1890s including service in the South Africa's Boer War, in hopes of securing a better life for his family. In 1902, word came of his father's apparent murder and an already destitute family was left completely devastated and ultimately dispersed. Eight-year-old Robert and one sister were sent to Rochester and so began his life as an orphan in the United States.

Robert came of age in World War I, and, following in his father's footsteps and passions perhaps, went north to enlist in Montreal. He was dispatched to the Edmonton-based Princess Patricia's Canadian Light Infantry, one of the most decorated regiments of the Canadian

Forces and Alberta soon became home. His friends within the Princess Pat's became family and there he became "Roy". Roy fought long and hard through World War 1, spending two and a half years in the trenches. A decorated soldier who was wounded at Vimy in 1917, at the end of the war, he was very lucky to find himself in good health, a survivor once again.

Roy returned "home" to Edmonton. Memories of an out-of-reach education in class conscious England lingered as access to education for his children was just one of the things his father was fighting for in Rhodesia. When he became aware of the veteran's war credits for education, Roy was no doubt one of the first to sign up.

And so began Roy's journey at the University of Alberta. A defining moment was his graduation in 1923. For Roy, it was not only a sign that he had

made it, but he had absolute confidence it would change his destiny. He would always maintain that receiving a university education was the single most liberating event in his life.

Roy went on to become an Officer in the Militia, an opportunity he feels he would not have had without his university education. He then decided he wanted to pursue his chartered accountant's designation. Unfortunately the nearest school in Canada at the time to offer the program was at Queen's University. An impressive career in accounting was ahead of him and Ontario became home for the remainder of his life with a continual stream of visitors from the Princess Pat's and the U of A.

These memories of our first graduate were not found in a book. Rather, they were shared by his son Robert Page Jr., who, as fate would have it, was a guest lecturer at the School of Business this past



First graduates: Donald Allan, Max Palmer and Robert Page


winter. It was a special moment in time when we realized that the photo staring at him from a commemorative calendar on the executive office desk was indeed his father.

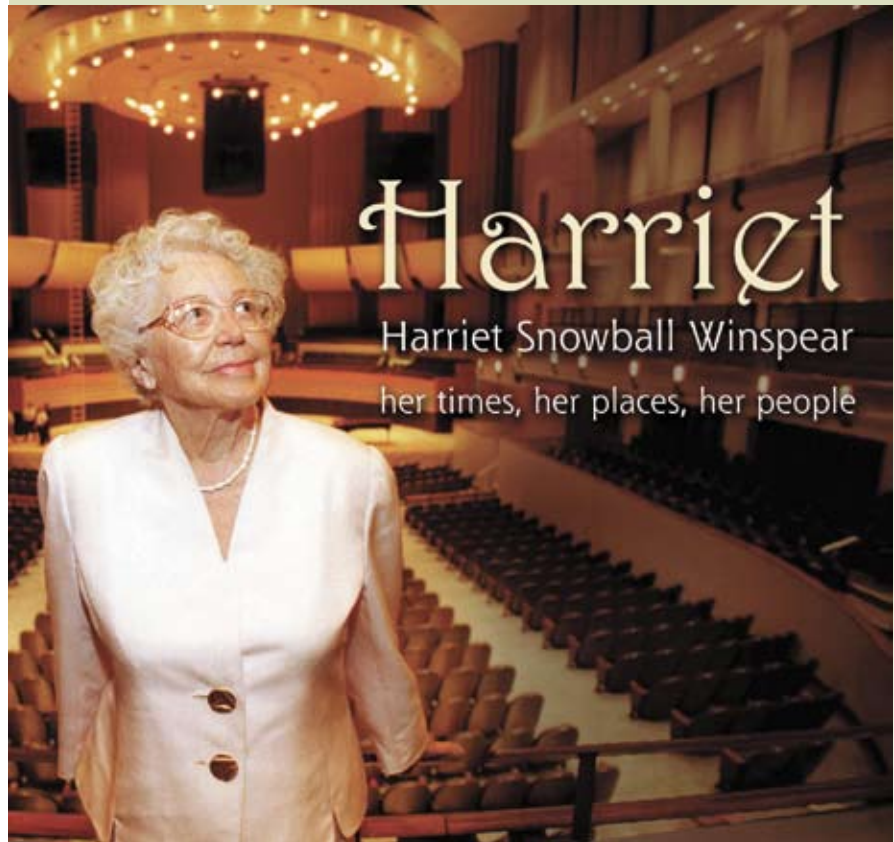
Robert Page Jr., or Bob, and his sister Patricia (named for the Alberta regiment) grew up in Ontario and fondly remember stories of their father's wild summer jobs at Alberta lumber camps and the visionary Henry Marshall Tory, the U of A's first President. The green and gold yearbooks were always proudly displayed in their living room and the coveted green and gold sweaters were carefully preserved.

Bob went on to get two degrees from Queen's University. A very proud father was also on hand as his son left to pursue his PhD studies at Oxford University, back home in his native England, and also the site of the Rhodes Scholarships, established by his father's comrade, Cecil Rhodes. The family tree had come full circle so to speak. It was also the last time Bob would see his father alive as just two months later Robert "Roy" Page died of a rare form of leukemia after being diagnosed just 24 hours earlier.

The family tree can also be said to have come full circle in 1990 when Bob, then a well respected academic, researcher, and consultant left Ontario for his father's Alberta to become the Dean of the Faculty of Environmental Design at the University of Calgary. From 1997 – 2007, Bob was Vice President Sustainable Development for Transalta Corp and he is currently the Transalta Professor of Environmental Management at the University of Calgary.

Today, Bob is one of the most influential men in Canada in the climate change debate and is a pioneer among Canadian executives in the field of emissions trading. The Page's pioneering legacy continues – grandfather, father, son – in fighting for a cause to make the world a better place.

Happy Father's Day, Bob. 



It's been a pleasure and honour for the School to contribute to the Harriet Winspear Book Project this past year. Harriet Winspear (who turns 103 this summer), a long-standing friend of the School (and presented with an honorary business degree on August 18, 2004), in interviews with author Kathryn Merrett, offers readers an insight into her remarkable life in Western Canada and explains a history of relationships and activities through a century of wars, depressions, and good times – a story that will inspire and inform. The book is a result of a not-for-profit community-based initiative whose mission is to ensure that copies are distributed without cost to schools, libraries, universities and colleges, hospitals, and individuals who have contributed to the project. Our very own Ross Denham, former accounting professor, acted as Treasurer on the project's steering committee.

'37 Paul Gaboury, BCom of Alamo, California, who is celebrating his 70th class

reunion this year, briefly summarizes his life for readers: "married 1946, four children, planted many trees, still need to write a book to satisfy destiny." If he does write a book, what a fascinating read it will be. He moved to Alameda, California, in 1939. He was drafted into the U.S. Army, and he received the Purple Heart in 1945 for his part in the Allied Campaign at Tacloban, Leyte, in the Philippines. (In October 1944 an attack force of more than 700 Allied ships landed troops in Leyte Gulf to begin the liberation of the Philippines from the Japanese.) He writes, "it's hard to believe, seven Edmontonians from my block on 122 Street killed in action. Very few outside of Canada realize the tremendous sacrifice of Canada's men in WWI and WWII."

CLASSNOTES

'50s

'53 **Bob Losie, BCom**, of Edmonton, Alberta, recently received a 50-year milestone pin from the Institute of Chartered Accountants. Mr. Losie served as Treasurer and Member of the organizing Committee for the XI Commonwealth Games in Edmonton in 1978. He also received an

Alberta Achievement Award and a Rotary Paul Harris Award. Since his retirement, two years ago he has been enjoying world travel, golf and fly fishing.

'56 **Richard F. Haskayne, BCom**, of Calgary, Alberta, became a member of the Alberta Order of Excellence. The Order recognizes Albertans who have made an outstanding provincial, national, or international

impact and whose contributions will stand the test of time.

'59 **Kenneth G. Hanna, BCom**, of West Vancouver, British Columbia, was recently appointed a Commissioner of the British Columbia Securities Commission. Kenneth, who received his LLB from University of British Columbia in 1962, is also a Director of the Lions Gate Hospital Foundation.

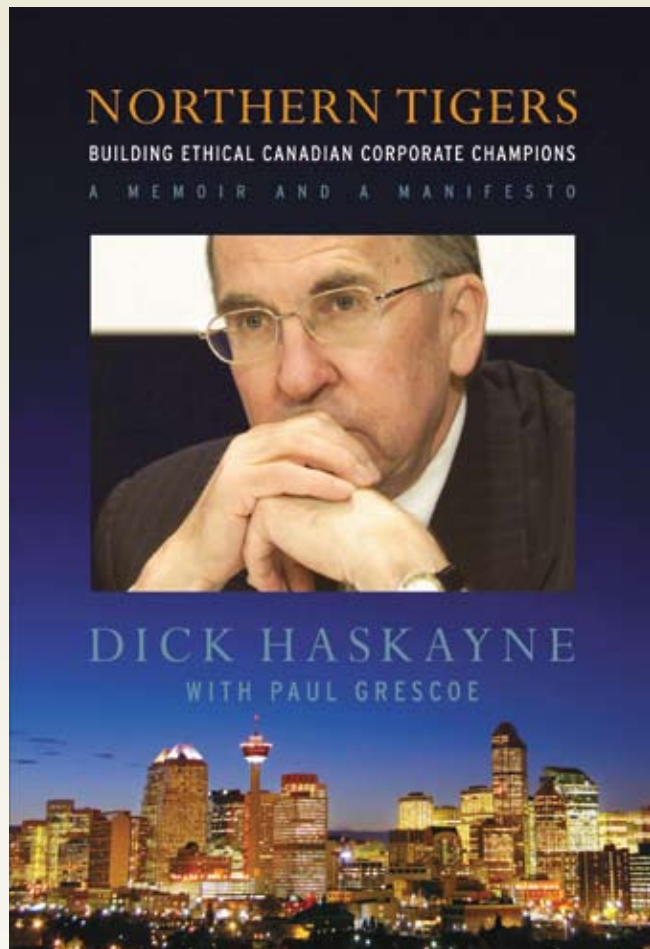
'60s

'63 **Lorne Braithwaite, BCom**, of Toronto, Ontario, was the guest presenter at the School of Business' inaugural "CMA Beyond the Boardroom" dinner series event in November. Lorne also received a lifetime achievement award from the National Association of Industrial and Office Properties (NAIPO) at the annual Real Estate Excellence Awards gala in Toronto in February.

'64 **John Ferguson, BCom**, of Edmonton, Alberta, was appointed Chairman to The Board of Directors of Suncor Energy Inc. A well-known community advocate, John is Chancellor Emeritus and Board of Governors Chairman Emeritus of the University of Alberta and a member of the university's Business Advisory Council of the School of Business.

'68 **Derek Bennett, BCom**, of White Rock, reports that he is a failure - at retirement! He tried it once in 2001 but 9/11 turned his 'freedom 55' into a 'freedom 85' plan and most recently tried retirement again which lasted two weeks! He has recently accepted the Corporate Human Resources Manager role for Layfield Group based in Richmond, BC. His most critical requirement was that any job had to be a maximum of a 'one bridge' commute and he accomplished that. The Layfield Group started in Edmonton and moved its head office to Richmond 25 years ago but has thriving operations in Edmonton, Richmond, BC and San Diego, CA. so he is looking forward to the continuing connection and travel to Edmonton.

'69 **Rick Shapka, BCom**, of Vancouver, British Columbia, attended the U of A's April 22 Alumni Event in Vancouver, where he is fully enjoying his second career as a photographer, as well as training for his next marathon.



Key Porter Books:

Northern Tigers: Building Ethical Canadian Corporate Champions is both a fascinating memoir by one of the most successful executives in North American business history, and a personal manifesto from an outspoken corporate leader on the issues of business ethics and private philanthropy.

Dick Haskayne:

As for me, my roots are in the nurturing rural community of Gleichen, Alberta, where I was the son of an entrepreneurial couple... and long ago learned the importance of honouring where you come from.

The Alberta School of Business was pleased to host a book signing for Dick Haskayne, '56 BCom, on May 24. Signed copies for alumni are available for purchase from the External Relations Office (please see contact information on inside front cover). Copies are also available from the publisher, Key Porter Books, as well as Indigo/Chapters and Amazon.

'70s

'72 Daryl Yeo, BCom, of Mississauga, Ontario, retired in June 2006 after 34 years in the financial services industry, the past 25 years with Royal Bank of Canada. "I am enjoying my new life spending time on personal interests but look to continue to dabble in the financial world to keep busy."

'73 Colin Presizniuk, MBA, '72 BCom, of Edmonton, Alberta, was recently appointed General Member of the Canada Pension Plan/Old Age Security Review Tribunal for the Edmonton region.

'73 Frans Slatter, BCom, of Edmonton, Alberta, was appointed to the Alberta Court of Appeal in 2006, after serving for five years on the Court of Queen's Bench.



'75 Wade Brehm, BCom, of New Caney, Texas, is the Vice-President of Pathway Control Products Inc.

'77 Allen Ries, BCom, of Edmonton, Alberta, works in the warehouse at Edmonton's The Brick. He says "that though the job doesn't use his education directly, it is nearly stress free and a physically active job, so I get lots of daily exercise." Allen has maintained contact with friends from his previous employer, Canada West Insurance Company, and notes that "warehouse people are not really different from office people."

'77 Ivor Ruste, BCom, of Calgary, Alberta, has been appointed to the Board of Directors at Stantec Inc. Mr. Ruste is Vice President, Finance for EnCana Corporation headquartered in Calgary. He was the Managing Partner of the Edmonton office of KPMG LLP from 1998 to 2006 and just prior to joining EnCana he was the Alberta Regional Managing Partner and Vice Chair of the KPMG Canada Board of Directors. Ivor currently serves on the Board of Governors for the University of Alberta

Congratulations
to our friends

Ross Grieve
PCL Construction Group Inc
our 2005 Canadian Business Leader Award recipient,
and
Tim Melton
Melcor Developments Ltd
our '69 Bachelor of Commerce alumnus,
on being inducted to the 2007
Alberta Business Hall of Fame.

 UNIVERSITY OF ALBERTA 

and is Chair of the Audit Committee as well as a Member of the Human Resources and Compensation Committee. Ivor has also been active over the past 25 years in numerous other business, community, and professional activities.

'80s

'80 Raymond Barnard, MBA, of Edmonton, Alberta, was appointed Chief Financial Officer at Dynacare Kasper Medical Laboratories.

'81 Michael Lang, MBA, of Calgary, Alberta, was the guest speaker at the School of Business' June 6 Eric Geddes Breakfast Lecture in Calgary and spoke on "Decision making during the Investment Process...Stories of Good and not so Good Choices."

'82 Vivian Manasc, MBA, of Edmonton, Alberta, is a principal at Manasc Isaac Architects Ltd., one of Edmonton's largest architectural firms, which describes itself as "Alberta's leader in integrated sustainable design."

'83 John Mahon, MBA, of Edmonton, Alberta is Executive Director of the Edmonton Arts Council and was the guest of honour at the 2007 Arts Alumni Spring Tea on April 29.

'83 Alfred Sorensen, BCom, of Calgary, Alberta, was the featured speaker at the May 8 Eric Geddes Breakfast Lecture Series and spoke on "Building an LNG business in land locked Calgary."

'84 Altaf (Al) Jina, BCom, of Vancouver, British Columbia, was appointed to the BC Board of Examiners in Optometry. The Board of

CONGRATULATIONS

John Devaney, '82 BCom

2007 Inductee

U of A Sports Wall of Fame

John is a chartered accountant and partner in the firm of Pennock Acheson Nielsen Devaney in Edmonton.

- Member of Canada's Olympic Hockey Team, 1980.
- Canada's leading scorer in the Olympic tournament.
- All-star member of Golden Bears Hockey Team (1976-1979); assistant captain 1977-1978 and Co-Captain 1978-1979.
- Led Bears to CIAU Championships all three years he played; team won University Cup National Championship in 1978 & 1979 and silver medal in 1977.



Forbes Media Acquires Investopedia.com

NEWYORK – (BUSINESSWIRE). Forbes Media announced today (April 11, 2007) that it had acquired Investopedia.com, the most comprehensive and frequently visited Website for investor education on the Internet. The company was founded in 1999 and is based in Edmonton, Alberta, Canada.

Investopedia.com was founded by alumni **Cory Janssen, '04 BCom** and **Cory Wagner, '02 BCom**. Cory J. will continue to manage the business development and R&D; Cory W. will focus on the marketing and sales of the company. A third management leader is Tom Hendrickson, President of Investopedia Research, Inc.

Examiners is committed to serving and protecting the public interest by guiding the profession of optometry. He has also been appointed as the Proprietary Care Provider Representative on the Board of Health Employers Association of BC (HEABC). HEABC represents the interest of more than 315 publicly funded health care employers in BC.

'84 **Barry Kaiser, BCom**, of Edmonton, Alberta, was appointed Investment Counselor, private investment management, with HSBC Investments (Canada) in Edmonton.

'84 **John McClure, BCom**, of Edmonton, Alberta, joined the firm of Felesky Flynn LLP in Edmonton. He received his LLB from the University of Toronto and has been a sessional instructor at the University of Alberta's Faculty of Law.

'85 **Catherine Wood, BCom**, of Toronto, obtained a Masters in Counselling Psychology. She has a private practice as a Psychotherapist, Executive and Life Coach and has also self-published a children's book "Another Order, Please!" of which half of the net proceeds are donated to children and animal causes.

'86 **Gerald Wilke, BCom**, of Edmonton, Alberta, was recently named a principal at Veres Picton & Co., LLP chartered accountants in Edmonton.

'88 **James Benoit, BCom**, has relocated to Mauritius to head up a new Corporate and Investment Bank specializing in Asia, India, and Africa business. This follows a 17 year career with global leader HSBC in a variety of countries including China, Hongkong, the Phillipines, Oman, and Mauritius.

'89 **Wesley Cowan, BCom**, of Tampa, Florida, recently opened a dental office in Tampa where he has been living since 1999. Wesley writes: "I have obtained a DMD from Temple University in Philadelphia in 1999. I got married one year ago and have two children. My family from Ed-

monton visits all the time to escape the cold."

'90s

'90 **Rhonda Johnson, MBA**, of Port Alberni, British Columbia writes: "This winter Batstar received two awards! In October we received the Top 25 Award, awarded to the 25 fastest growing companies on Vancouver Island. And in January we received the coveted Vancouver Island Hospitality/Tourism Business of the Year Award. Previous finalists and winners have included the Sooke Harbour House and Tigh Na Mara Lodge. So for a little mom and pop company we feel honoured to be included in such distinguished company!"

'92 **John Fechter, MBA, '90 BCom**, of Ponte Vedra, Florida, works at PGA Tour Experiences as President.

'93 **Jason Marino, BCom**, of Edmonton, Alberta, joined the partnership at the law firm Bennett Jones LLP in March.

'93 **Kathy Pybus, BCom**, of Calgary, Alberta, was admitted into the partnership at Burnet, Duckworth & Palmer, LLP, in Calgary.

'94 **Sandra Pietrzyk, BCom**, of Edmonton, Alberta, recently joined the partnership of Grant Thornton LLP, chartered accountants and management consultants.

'97 **Kingsley Leung, BCom**, of Edmonton, Alberta, recently moved back to Edmonton with his wife, Sari Leung, '99 BSc(PT), and their two-year-old son. Kingsley is the director of operations and business development for the Canadian Back Institute and is involved with the Edmonton Musical Theatre and the Broadway Chorus—"where we sing, dance, and act our way to utter silliness." Kingsley attributes much of his success to the U of A's School of Business, saying that his professors, fellow students, and his involvement in student

associations taught him that school "was more than mere grades—it was about networking, building confidence and gaining valuable experience."

'97 Martin Pelletier, BCom, of Calgary, Alberta, has joined Blackmont Capital Inc where he will be covering junior and intermediate exploration and production companies. He was formerly an energy analyst with Canaccord Capital Inc.

'97 Chris Vilscak, MBA, of Edmonton, celebrated the 8th Anniversary of his company, Solution 105 Consulting, with a special reception in their new location in the Dorchester Building. Chris's staff includes many Business and U of A grads.

'99 Victoria Morisbak, MBA, and **Bjorn Morisbak, '99 MBA**, of Edmonton, Alberta,

proud parents, and an even prouder new big brother, are happy to announce the arrival of their baby girl Linnea who was born on May 23, 2007 at 4:03 a.m. She weighed 7 pounds 9 ounces and was 20 3/4 inches long.



'00s

'00 Joel Tennison, BCom, of Calgary, Alberta, received his law degree from the University of Calgary and is articling at Blake, Cassels & Graydon LLP in Calgary. He intends to focus on securities law. His wife, Melissa Moulton, '02 LLB, '99 BCom, practices corporate commercial litigation at Burnet, Duckworth & Palmer LLP in Calgary.

'01 Alison Azer, MBA, of Calgary, Alberta, lives in Calgary with her husband and daughters Sharvahn and Rojevahn. She's balancing motherhood with 'otherhood' - business consulting, writing, and community organizing.

Dora Kneen, '30 BCom, of West Allis, WI.

Ralph King Hole, '42 BCom, of Edmonton, AB.

Francis Finn, '48 BCom, of Calgary, AB.

John Elmer Hyde, '49 BCom, of Edmonton, AB.

Alexander Moysa, '51 BCom, of Edmonton, AB.

Alvin Johnstone, '52 BCom, of Red Deer, AB

Ronald Stewart Hayes, '57 BCom, of Calgary, AB.

Allan John Welsh, '59 BCom, of Beaver, PA.

Spencer William Montgomery, '63 BCom, of Edmonton, AB.

David Matheson Rodger, '64 BCom, of Vancouver, BC.

Donald Watson, '64 BCom, of Edmonton, AB.

Susan Hutchison, '69 BCom, of Calgary, AB.

Todd Liske, '99 BCom, of Edmonton, AB.

Andrew Starzyk, '99 BCom, of Edmonton, AB.

Stephanie Butler, '04 BCom, of Edmonton, AB

'01 Ria Boodram, BCom, of Edmonton, Alberta, is a Senior Manager in the Marketing Department at ATB Financial.

'01 Douglas Sadler, MBA, of Edmonton, Alberta, was recently named a principal at Veres Picton & Co., LLP chartered accountants.

'01 Warren Schmitz, BCom, of Edmonton, Alberta, was recently appointed President of Metal Fabricators and Welding Ltd.

IN MEMORIAM

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

John Poole and Bob Stollery were incredible friends and supporters of the Alberta School of Business. They set a standard in management, leadership, and philanthropy that will be hard to match.

Michael Percy, Stanley A Milner Professor and Dean, Alberta School of Business

Robert Stollery:
March 14, 2007

Both your formal education and the training offered by the companies you work for are important. But there is another leadership development door open to all of us . . . community service; and we all have the key to open it.

Canadian Business Leader Award, 1993



John E Poole:
January 22, 2007

Many businesses should be more generous than they are. A good part of their donation budget should be directed to the public interest and not their own business interests.

Canadian Business Leader Award, 1984



Accounting Success at KPMG

Several graduates of the Business School at the U of A are now working as business advisors at KPMG in Edmonton and recently passed their final examinations to be designated chartered accountants. They are **Lawrence J. Eade, '05**, **Simon Kan, '05**, **Chenelle Beck, '03**, **Sarah E. Scott, '05**, **Scott Manson, '05**, **Steven Carlstrom, '04**, **Jacob Coonan, '04**, and **Lawson Branch, '04**.



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

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

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City, Province/State Country Postal Code/Zip Code

Business Telephone Business Fax

Home Address Organization Title

City, Province/State Country Postal Code/Zip Code

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 University of Alberta
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'02, Paul Joliat, MBA, of Toronto is now Vice President of Lang Marketing Network, sponsorship marketing agency, where "I broker sponsorship agreements between corporations and sports properties, and provide marketing/sponsorship consulting services. Some of my clients include Maple Leaf Sports & Entertainment (Leafs/Raptors), numerous NHL teams, the CFL, Madison Square Garden, the Toronto Blue Jays, Cirque de Soleil, etc. On the home front, my wife Amy and I had a son, Cole, last October and are tremendously enjoying being first time parents."

'02 Michelle Magnan, BCom, of Calgary, Alberta, has joined the *Calgary Herald* as a reporter for the Body and Health section and looks forward to receiving story suggestions from her fellow alumni.

'03 Leah Teklemariam, BCom, of Toronto, Ontario, is the Program Officer for the Stephen Lewis Foundation based in Toronto. Leah oversees projects in Namibia, Zambia, Zimbabwe, Mozambique, Botswana, and some of Kenya.

'03 Rodney Chudyk, BCom, of Edmonton, Alberta, has moved to Burnaby, British Columbia. Rod has taken a technical writing position with Klein Systems Group.

'03 Jennifer Zawacki, BCom, of Edmonton, Alberta has accepted a new role as Senior Development Officer at the University of Alberta. She has also accepted a shiny new ring and is looking forward to planning her June 2008 wedding with fiancé Dave Panteluk.

'04 Benjamin Block, BCom, of Edmonton, Alberta, was recently appointed a member of the board of directors of Snow Valley Ski Club in Edmonton.

'04 Erik Flakstad, BCom, of Edmonton, Alberta, writes from around the world: "I find myself in a position in Sydney, Australia working as the assistant head of investments

for a private bank. I have somehow even landed a desk overlooking the Sydney Harbour Bridge."

'04 Brangwen Katharine Elisabeth Haxby, BCom, of Edmonton, Alberta, joined the TELUS team as a Sales Representative. After only two years and using the expertise and experience acquired from the School of Business' BCom program, became a Sales and Service Manager with TELUS Consumer Solutions and continues to support a team of 22 front-line sales agents.

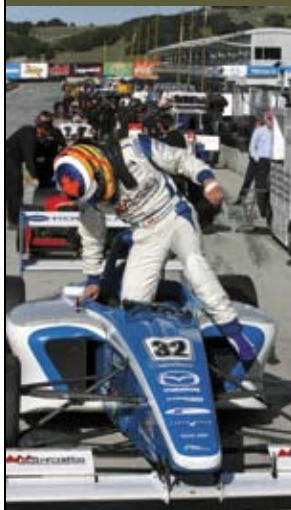
'05 Kristina Williams, MBA, of Edmonton, Alberta, is Consul for the Honourary Consulate of Sweden in Edmonton.

'05 Sarah Winia, BCom, of Edmonton, Alberta, completed her studies and passed the Chartered Accountants Uniform Evaluation exam.

'06 Bill Foster, PhD, of Edmonton, Alberta, is a professor of economics and business management at the University of Alberta's Augustana campus in Camrose. He is currently doing a study on the Chris Pronger trade fallout. "What really prompted me to do this research was that I was very interested in what I was hearing fans say about the trade – about the effect it was having on the Oilers and the effect they perceived it to have on the city" .

'07 Allan Berg, BCom, of Calgary, Alberta, has accepted an exiting new opportunity with Tristone Capital, a global energy advisory firm that provides comprehensive Investment Banking, Acquisitions & Divestitures and Global Equity Capital Markets services. Allan is extremely pleased to be joining such a highly respected and successful organization.

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



As **Mike Forest, '05 BCom**, continues the long road back from the high-speed crash just over a year ago that left him with two broken vertebrae, he now shares his detailed thoughts in diary form with *Edmonton Journal* readers after each race. A Finance major, risk and analysis are obviously part of his inner drive!

Mike Forest: Back on Track, Back at Home

Long Beach, April 15

Site of the crash that nearly ended his career a year ago.

I feel that I have come full circle in regards to the injury. I know I need to attack harder from the beginning, work on exploring the grip earlier and feel the increasing grip each session affords.

Houston, April 22

The bumpiest track on the circuit.

The first corner is a 100 km/h chicane that you arrive at going 200 km/h. The start is very narrow and notorious for causing accidents.

Back at home:

Portland, June 9 and Edmonton, July 20

Portland is home to Mike's first victory on the Pacific F2000 series. Mike's home race, the Grand Prix of Edmonton, takes place at the City Centre Airport July 20 – 22.

Forest began his racing career by winning the Western Regional Legends Roadster Series in Calgary in 2001. He progressed to the Pacific F2000 series for two years, finishing second as a rookie and winning the series in 2005.

The best thing about racing is that there is always another challenge. Edmonton Journal, April 30, 2007



LESLEY SCORGIE: **Giving Back**

She has been building a portfolio of investments for nearly 15 years, owns a beautiful home in Calgary, recently returned from a Florida vacation, and shared investment strategies on *The Oprah Winfrey Show*. What makes all this unusual is that **Lesley Scorgie, '05 BCom**, is just 23 years old.

Not many people in their 20s have amassed investments inching toward the million dollar mark, but Lesley has been saving since she bought her first Canada Savings Bond when she was 10 (that's rule #1 in her list of financial tips: start now!). Through her teen years she continued setting aside bits of



money from part-time jobs (rule #4: it doesn't matter what you have, it's what you do with it that counts) and bought her first mutual funds when she was 14. At the same time, she read books on finance, educating herself about mutual funds and stocks. In time both her knowledge and her money grew. Now she's sharing the secrets of her success through a new book, *Rich by Thirty*.

The book contains worksheets, action plans, and lots of tips to help young people in particular take control of their finances. And she follows her own advice. "I don't ever buy things that aren't on sale," she says.

For Lesley, being rich has more to do with life balance than bank balance.

She has learned that wealthy people share three characteristics. "They spend their money wisely, they think ahead, and they give back to the community. Having those three components makes them rich, whether it's \$100,000 they have or millions."

Her motivation for being rich is to "have the freedom to do what I want to do. It's all about having that freedom to choose and make a path for my dreams."

Free from student loan or credit card debt, free from payments on a new car or a drive to earn a big wage, Lesley recently left a well-paying job in the financial field and started

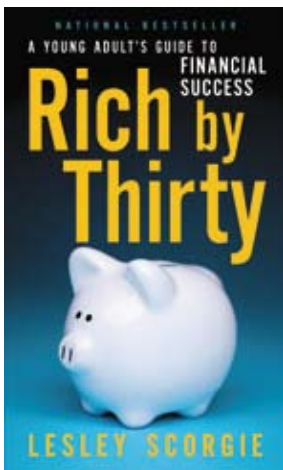
working as director of marketing at the YWCA in Calgary, a nonprofit association she has volunteered at for a number of years. It's a part-time job, which gives her time to support her other interest: writing and speaking about finances and sharing her knowledge. Certainly writing a book is no way to get rich, as Lesley points out, but she loves teaching and talking about the information she's acquired.

A few years ago Lesley started a website (*richbythirty.com*) and a newsletter sharing her tips. Articles on the website are divided into such subjects as debt, frugal living, investing, taxes, and others. "I worked like crazy to get that information together," Scorgie says. "It was not in a palatable format, so it was my goal to make it interesting." She takes the same approach in her book. "The book is a quick read, it's fun, interactive. I think it will impact young people more than straight line by line text."

Her own close friends are her "biggest fans," and she wants to help other young people secure their financial futures. The concern for helping others was instilled by her parents—not financial wizards but caring people who encouraged their children's learning "and always taught us to be considerate of others and concerned with our society at large."

As for reaching that milestone of having assets worth a million dollars? "It doesn't matter when it happens," Lesley says, "but walking the talk will get me there." **R**

She has learned that wealthy people share three characteristics. "They spend their money wisely, they think ahead, and they give back to the community."



April 2007 – Best Seller Non-fiction List - #26 – amazon.ca

November 2007 – French version launch.

December 2007 – US version launch.

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