

UNIVERSITY OF ALBERTA SCHOOL OF

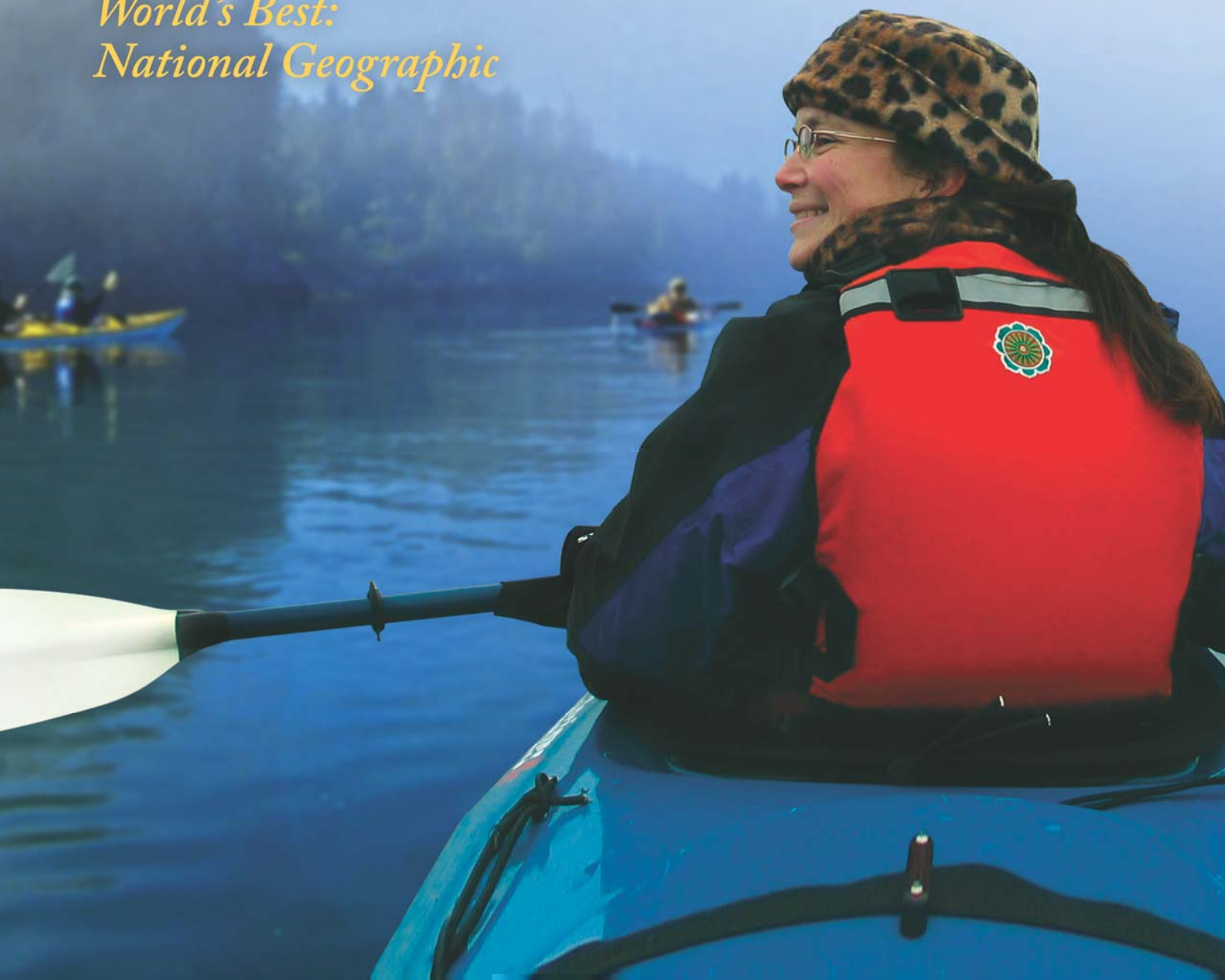
SPRING/SUMMER 2009

BUSINESS

WWW.BUSINESS.UALBERTA.CA ALUMNI MAGAZINE

BATSTAR

*World's Best:
National Geographic*



EVENTS 2009

- June 4** MBA Convocation – Strawberry Tea
Edmonton
- June 9** BCom Convocation Luncheon, Edmonton
- June 11** Spruce Meadows Show Jumping, Calgary
- June 17** BAA Annual General Meeting and
Members' Reception, Edmonton
- June 20** Alumni Wine Tasting and Lunch
Beamsville, Ontario
- June 22** Chancellor's Cup Golf Tournament
Edmonton
- July 8** Third Annual Stampede Breakfast, Calgary
- July 16** Japan Business Alumni Event
Tokyo, Japan
- August 22** Alumni Wine Tasting and Tour, Vancouver
- August 23** Alumni Wine Tasting and Lunch, Kelowna
- September 16** BAA Annual Golf Tournament, Edmonton
- September 18** MBA Natural Resources & Energy
Specialization Ten Year Anniversary
Edmonton
- October 1 – 4** Reunion Weekend, Edmonton
- October 1** Alumni Recognition Awards, Edmonton
- October 1** Report to the Community, Edmonton
- October 2** 50th Anniversary Class Dinner, Edmonton
- October 3** School of Business Open House and
Brunch, Edmonton
- October 3** Gala Reunion Dinner
- October 6** 18th Annual Henry Singer Award, Edmonton
- November 7** U of A Hong Kong Alumni Association
30th Anniversary Celebration, Hong Kong
- Fall (TBA)** BAA Dinner, Edmonton
- November 26
(TBA)** 25th Anniversary of the Business Building
Date of Celebration

THIS ISSUE

Do you remember where you were when the Oilers won their first Stanley Cup? I can remember very clearly where I was. I was a newly minted BCom graduate on a Contiki tour of Europe – 25 years ago.



The Joy of Hockey: Kassia and Jake

In celebration of that milestone, and of being a hockey Mom, I thought I would make hockey a recurring theme throughout this issue where you may read about:

- Richard Damecour and his Swedish and Olympic connection;
- Don Whidden and his memories of MacTavish, McClelland and Gretzky;
- and Coach Rhonda Victor and the importance of having “vital friends.”

I am very lucky in that one of my “vital friends” is Jami Drake, our Alumni Manager for the School of Business. I would like to dedicate this issue to her and to her father Clare Drake, a name that resonates with all U of A alumni, a hockey coaching legend, and a great Dad.

And as this magazine will arrive in your mail box just in time for summer, I wish you all a summer full of great paddles (page 8), golf (page 10), wine (page 17), travels (page 30), and books (page 36).

Enjoy,
Monica

U of A Business Alumni Magazine is published twice a year by the University of Alberta School of Business. If you would like an additional free subscription or would like to send in a comment or update your address, please contact us at:

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Design: Greg Miller
Backstreet Communications
Printing: McCallum Printing Group Inc.
Cover Image: Kari Medig



UNIVERSITY OF ALBERTA
SCHOOL of BUSINESS

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BUSINESS
ALUMNI MAGAZINE

SPRING/SUMMER 2009

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Vancouver's Olympic Village Converts Sewage to Energy

RICHARD DAMECOUR

If one spent any time in Edmonton at all over the past 25 years, chances are that hockey somehow impacted your experience here. This was certainly true for RICHARD DAMECOUR, '88 MBA.

A most precocious Montreal boy, and avid Montreal Canadiens fan, Richard came west during the last oil boom to join energy giant Schlumberger and possibly also to aggravate all Oilers' fans. When he, along with several other engineers, was laid off, some chose to return to school, with Richard deciding to pursue his MBA. A most colourful addition to the class he was.

At about the same time, a relatively small, successful, forward-looking, Swedish company, already specializing in district energy, was looking to expand to North America. Folklore has it that they wanted to go where they might be most comfortable – to a similar climate, to people who might be a tad more Swedish like – more conservative and humble in approach. The other key criteria was that the new location must have an NHL team.

The rest one might say is history. The paths of FVB Energy and Richard Damecour collided, and one certainly complemented the other. Richard, the more liberal and colourful Frenchman, was hired as the first non-Swede. Richard was initially hired in 1992 as Director, Business Development, and worked out of the Edmonton office. The company then expanded to both Toronto and

Minneapolis over the years, with Richard handling the Canadian expansion while residing in Edmonton. But, after logging 200,000 miles and 100 hotel nights on an annual basis, the family including wife **Caroline, '89 MBA**, and sons Michael and Eric reluctantly moved to Toronto, primarily in order to see Richard more.

Today, 17 years later, we find Richard as CEO of the Canadian division where

Today, 17 years later, we find Richard as CEO of the Canadian division where he has long since found, and FVB let him skate with, his niche and strength, in business development

he has long since found, and FVB let him skate with, his niche and strength, in business development. In turn, the company has largely been responsible for many of the most exciting projects around the world in district energy including large cooling projects in Dubai and Chicago.

And while FVB is clearly a world leader, the question that comes to mind was asked by Alberta School of Business Dean Mike Percy during Richard's presentation to alumni in

Vancouver on April 25 (refer to page 5). "So, why haven't we heard of you?" Indeed, when introducing Richard, Mike's first question was what does FVB stand for?


Richard's humorous and direct response, which included the perfect Swedish pronunciation of FVB, Fjärrvärmebyrån, was most telling. "I think we have purposefully stayed small over the years to ensure quality control, to ensure that our expert is speaking to the client, and to maintain

Continued on the next page

The Art of People and Photos

Upon graduating from the U of A with a Bachelor of Commerce in 1969, Rick worked briefly in Edmonton before moving to Toronto. There, he joined Beaver Lumber followed by Northern Telecom. Rick's responsibilities with these companies were for the most part in senior Human Resource and Finance areas. While in Toronto, he earned an executive MBA, took postgraduate studies in Industrial Relations, and taught at the University of Toronto. He moved to Calgary with Northern Telecom in 1989.

In 1991, Rick relocated to Vancouver to join the Finning executive team and lead their HR function. His work with Finning included the acquisition and merger of complementary businesses with a heavy equipment component. In 1989, after being responsible for the people-related issues of moving the Finning Canada head office from Vancouver to Edmonton, Rick moved to England with Finning UK. In addition to directing the HR function, he was given responsibility to lead the commercial team, working with Caterpillar Europe, to complete the largest acquisition of Finning International with its entry to the equipment rental business.

Rick left Finning in mid 2001 to return to Canada. He decided to pursue his interest in art, completing diplomas in Art History at UBC as well in photography from Focal Point. He has since completed photo workshops with a number of master photographers. Rick now takes photographic commissions as well as shows his personal work at Exposure Gallery in Vancouver. The most recent photo project is one on Olympic 'symbolism'. 

Special thanks to alumnus Rick Shapka for the photos of Richard Damecour taken at Vancouver's Olympic Village.



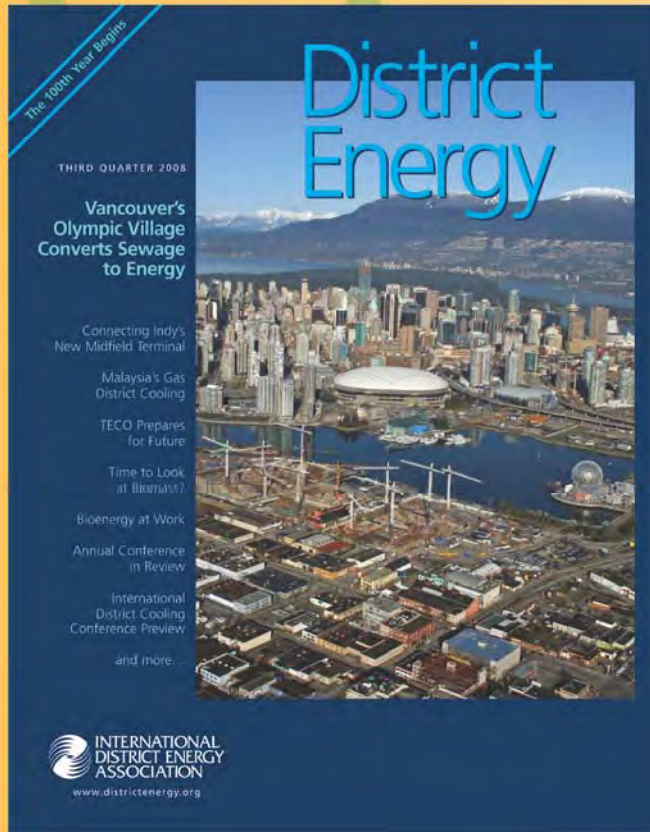
Rick Shapka: Olympic Symbolism



ALUMNI profile

our culture.” While admitting that their Website might undersell their wares, Richard went on to say that in their small and specialized industry, word of mouth is still king – the people who need to know simply find out who they are and what they have done.

And what they have done! The focus of Richard’s engaging presentation was a discussion of the district heating or “neighbourhood energy utility” (as referred to by the City of Vancouver) of the 2010 Olympic Village, using an innovative application of a proven sewage heat recovery system. The ultimate impact is a stable, long-term investment for the City of Vancouver that will reduce greenhouse gas emissions by more than 50 percent.



Richard's article "Vancouver's Olympic Village Converts Sewage to Energy" was the cover story of the global District Energy magazine, third quarter 2008. FVL's district energy system will utilize raw sewage to provide 70 percent of the space heating and domestic hot water requirements of Southeast False Creek and the Olympic Village.

The audience at the Vancouver presentation was clearly moved and proud of the project (surprisingly) hidden in their very own backyard and very much in the shadow of the financial end of the Olympic Village press as of late. A complete life-cycle analysis is crucial to the investment decision and fueled a lively line of questioning led by the most senior alumni at the event, **Glen Patterson, '42 BCom**.

But for one audience member, the project was far from hidden. As coincidence would have it, classmate **Marcel Reghelini, '88 MBA**, is presently the Senior Project Manager for the British Columbia Transmission Corporation and manages the development of a new electrical substation that is in the same neighbourhood and is in part driven by the development at the Olympic Village. The Alberta School of Business' global village is indeed a small one.

And as for what's next for Richard? Shortterm, he was looking forward

to the return of his eldest son Michael from his first year of engineering at Acadia; the return of his wife Caroline (meeting her was the best part about his Alberta MBA experience he was sure to share) from her first year at Queen's where she is pursuing her PhD in Bio-Mechanics as well as to have a proper family celebration for the newly-crowned member of the Aurora Tigers Bantam Ontario hockey champions, son Eric.

As for longerterm, an overdue district energy project for Edmonton perhaps – the reduction of green house gas emissions across Canada by 50% – and the Stanley Cup, of course – either for his beloved Canadiens, the Oilers, or preferably for Eric.


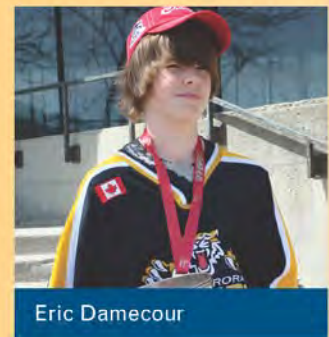
The Damecour hockey and energy legacy continues to grow. 



Photo by Rick Shapka


The waterfront community of Southeast False Creek will contain the Vancouver Olympic Village, which is now under construction. Scheduled to be completed by November 1, 2009, the Olympic Village will be used by the Vancouver Organizing Committee for the Winter Games, then returned to the city of Vancouver as market and social housing.



Eric Damecour

Vancouver Business Alumni Dinner

Saturday, April 25

On Saturday, April 25, 28 Business grads joined Dean Mike Percy for dinner at the Brock House Restaurant on Vancouver's picturesque Jericho Beach. Following dinner, special guest speaker **Richard Damecour, '88 MBA**, shared the story of his company's (FVB Energy) involvement with the 2010 Winter Olympics. 



Glen Patterson, '42 BCom (right), and son Dennis Patterson, '69 BA



Guest speaker and '88 MBA, Richard Damecour; Monica Wegner, '84 BCom; and Alvin Chow, '91 BCom



Holly Tomte, '03 BCom; Eric Hayne, '66 BCom; and Andrea Malo, '03 BCom



Tony Baena, '88 MBA, and Debbie Baena



Evelyn Miller, '50 BCom; and Derek Bennett, '68 BCom



Cheryl Davie, '07 MBA; Dan Chow; and Channy Chow, '03 MBA



Marcel Reghelini, '88 MBA; Donna Karpowich; Bill Payne '88 MBA; Cathy Payne; and Lisemarie Kordoski, '84 BCom



Art Emmott, '49 BCom; Neil Emmott; and Dean Mike Percy

After Hours

DON WHIDDEN

The only regret DON WHIDDEN, '65 BCOM, has about the 38 years he has spent as an off-ice official, first for the World Hockey Association and then the National Hockey League, is that he hasn't taken notes.

"I've heard some interesting conversations and I wish I'd written them down," says Don, whose current position is supervisor of off-ice officials for all Oilers home games.

One conversation he does recall is a mostly one-way affair that took place during what Don calls "the halcyon days of the Oilers," between then-centre Craig MacTavish and a relative newcomer from the opposing team. They had been sent to the penalty box for a fight the newcomer was determined to prolong.

"He was giving (Craig) an earful about as soon as we get out of here we're going to go at it again, and I'm going to rip your you-know-what and I'm going to kick your bum all over the ice and Craig sat there in silence and this guy kept hammering at him," Don recalls. "Finally Craig looked at him and said, 'I don't want to fight you. I don't even know your name.'" The guy sat down. That was the consummate put down."

Then there was the night Don was time-keeping when he noticed a pair of skates on his computer keyboard. Laced into the skates was a Philadelphia Flyers player who was supposed to be in the penalty box for fighting with Oilers winger Kevin McClelland. The two had been throwing a water bottle at each other from their respective penalty benches. Don had managed to ignore that volley, but this particular violation of his work space was more than he could handle.

I said, "excuse me, sir, your skates are on my keyboard and it wrecks my keyboard when you stand on it," Don recalls in the same sort of dry tone he likely used to address the Flyer.

Play stopped and the referee admonished the errant player. He returned to the penalty bench and Don got back to work. The incident made it onto an edition of Don Cherry's *Rock'em Sock'em Hockey*.

Don's tenure with the WHA and NHL began in 1972 when he was working days as an accountant at the University of Alberta Hospital. One of his friends, an off-ice official for the WHA, asked if he could fill in for the final three games of the Oilers' season. The team wasn't headed for the playoffs so Don knew the stint would be brief. A hockey fan who liked statistics, he also figured it would be a good opportunity to

see the game from a different perspective. And, indeed, it was. "I was up on the catwalk, collecting the kind of statistics we harvested then with a pencil and a piece of paper," he recalls.

These days, NHL statisticians rely on computers. They have so much to keep track of that last year the league added a new position: an arena technical coordinator to make sure the computer equipment is functioning. There's also a spotter who keeps his eyes on the ice for the entire game. His job is to fill in the five computer statisticians on anything they may have missed while they were doing data entry and paying attention to their screens.

The 16 officials that Don oversees as supervisor also include the scorekeeper, timekeeper, penalty timekeeper, commercial coordinator, video goal judge, two goal judges, and two penalty box attendants. The crew members earn about \$100 a game. Don earns slightly more, but only if he does a job, which he does every home game.

His favourites are penalty bench attendant and timekeeper. The latter requires a high level of attention and comes with its own special brand of stress as Don discovered during the 1984 Stanley Cup finals. The Islanders were beating the Oilers when a skirmish broke out at one end of the rink.

"I swear to this day I turned the clock off when the whistle blew," Don says. "Things broke up fairly quickly and then the referee came skating over to me with a puzzled look on his face. He was looking up at the clock and, in fact, the clock was running."

No one knew how much time had elapsed. Don estimated 15 seconds. Wayne Gretzky, who skated over to the timekeeper's table to confer with the officials, said it was closer to a minute

and a half, an estimate Don chalks up to a player wanting as much extra time as possible to make up for deficits. In the end, the ref agreed to put 13 seconds back onto the clock. But not before Don nearly melted into his seat out of humiliation.

"I could feel the blood rising up in the back of my neck," he recalls with such emotion that you could swear the game was yesterday and not a quarter of a century ago. "My mom was watching back home and 17 million fans were watching, wondering, 'who is that idiot?' I'll take it to my grave."

And yet, he was back again next season, and the next, and the next. By then, he was working at the University of Alberta Faculty of Medicine where he served as CFO before retiring in 1999. Balancing hockey, work, and family was a challenge, but Don was hooked, not just by the chance to play a role in every Oilers' home game, but by the camaraderie that is integral to the experience.

It wouldn't be a stretch to call the crew his extended family. Indeed, a few years ago, Don asked his son, Michael who works at the School of Business, to fill in for him when he was out of the country. (Not what you'd call a one-sport man, Don was managing the Canadian men's team at the 2003 Rugby World Cup in Australia.) Perhaps not surprisingly, Michael is now part of the regular crew as are a number of School of Business grads. Often, Don picks Michael up after work to drive him to games.

"I enjoy the collegiality of my group and the interaction with the on-ice officials, the Oilers, the management, the coaches," Don says. "I can't imagine being anywhere else other than Rexall when the Oilers are playing at home. **R**

Don Whidden
and his entire family
recently recognized his parents'
contributions to the U of A by
endowing the Mac & Edith Whidden
Memorial Bursary in their memory. John
"Mac" Whidden, '28 BCom, served
as Bursar of the University
from 1948 to 1968.

The Team: Bill Lineker, Al Robertson, Andre Hebert, Jerry Stevenson, Don Whidden, (see page 39 for the team profile)



Photos by Jack Clark

Rhonda Johnson

LIFE IS BUT A DREAM

ALBERTA MBA • 1990 • Title: Owner, Batstar



*N*ational Geographic Adventure Magazine has released its listing of the World's Best Adventure Tour Companies and Batstar Adventure Tours of Port Alberni, BC has been chosen for that list. Batstar is owned by **Rhonda Johnson, '90 MBA/LLB**, along with her husband Blake Johnson.



"We're a small company, and to be chosen alongside the world leaders in adventure travel and customer service is a dream come true!" says Rhonda.

How does a small sea kayak business with prairie roots get to be one of the World's best? Rhonda offers her thoughts.

"For 11 years, we've stuck to our core vision – providing first-rate, fully-guided sea kayak tours to


brehtaking BC West Coast destinations. We love what we do. I have to believe that when you follow your heart and your vision, success follows." Rhonda credits her university training for giving her the foundation on which to build a successful business. "My business and legal background helps me compile and analyze information and then make informed decision on the direction of our company. Attention to detail is so important in law and business and that has stayed with me and helped me out in so many ways from dealing with permitting and insurance to marketing and personnel."

National Geographic Adventure magazine invited outfitters from around the world to complete a detailed questionnaire covering everything from staff training to environmental sustainability. They also conducted detailed interviews of customers. Then, they tallied the scores and chose the winners. Batstar made it with 90.5 percent.

In a year when consumers are expected to be extra cautious before committing their hard earned dollars to vacation plans, Batstar is

particularly pleased to be named. Rhonda explains: "We're getting more and more western Canadians and Americans discovering our trips. They don't have to travel far, yet the habitat is remarkable and unique. That makes for a high-quality experience with tremendous value. To be rated as one of the World's best by an independent, well-respected source such as *National Geographic* lends credibility and confidence to our guests' choice."

In recent years, Batstar has received many other awards as well including Vancouver Island Tourism, Hospitality Business of the Year, Vancouver Island Fast 25 Award, and Alberni Valley Small Business of the Year. Recently, Batstar expanded its business to include a full-service café in Port Alberni. The menu is inspired by the fresh local food served on their fully-guided sea kayak trips.

Make sure to book ahead for the kayaking – stop by anytime at the café – conveniently nestled on the highway to Tofino. Perhaps you can include it as part of your plan to attend the Alumni Wine tasting in Vancouver on August 22! 

www.batstar.com

BY MONICA WEGNER



After gaining confidence in public speaking during the many group projects during her undergraduate degree in Business, followed by several years of work experience in the human resources field, Rhonda began to recognize her niche and skill at presenting, supervising, mentoring, coaching, and connecting to people and organizations of all levels and sizes. Rhonda then founded INCITE Coaching in Kelowna BC in 2000. Since then, she has coached thousands of busy professionals, individually, collectively, on-line, and in-person across Europe, North and South America, and is already widely published. Her books include “Awakening the Workplace,” “Expert Women Who Speak . . . Speak Out,” and “Out with Schmoozing: Keys to Successful Networking.”


Rhonda continues to have a soft spot for all things Alberta and looks forward to coming “home” as often as she can, which is where I had the pleasure of listening to her opening remarks at the first of three all-day sessions for a packed room of hundreds of Alberta Health employees looking for some guidance during a very difficult time for the industry. “Connect for Effect – Building Successful Relationships” was her topic. I was sorry to have to leave.



One gem the audience heard was the importance of “Vital Friends” at work, which is based on Tom Rath’s research showing that when one has three good friends at work, overall job satisfaction increases by 50 percent. I also very much enjoyed

her perspectives of her father’s “deep belly satisfaction” experienced while sitting around a small Alberta campground with his family after a hard day’s work.

Rhonda’s deepest “deep belly satisfaction” also involves her family: children Isaac and Sarah and husband Dave Gokiert, also a University of Alberta graduate, who is now the head brewer at Tree Brewing, in Kelowna where their favourite family activities include hiking Knox mountain, cycling, and splashing in Lake Okanagan.

Make sure to book ahead for the coaching – stop by anytime at Tree Brewing – conveniently located at 1083 Richter Street. Perhaps you can even include it as part of your plan to attend the U of A Alumni Wine tasting event in Kelowna on August 23! 

www.InciteCoaching.com

Rhonda Victoor

HELP, HELP ME RHONDA

ALBERTA BCOM • 1997 • Title: Owner, Incite Coaching

Who would have thought that a university international student exchange experience to Plymouth, England would be (part of) the topic that would help propel **Rhonda Victoor, '97 BCom**, to victory at the 2004 World Effective Speaking Championship in Japan? Certainly not Rhonda. But the experience of being on her own for the first time, of setting aside, and perhaps letting go of others’ expectations, was the topic she had six months to prepare for and six minutes to deliver. And who would have thought she would be able to do this while pregnant, at the qualifying America’s Championship in Ecuador, and again in Japan only two weeks after giving birth to her first child? Rhonda herself.

Rhonda sets and achieves BIG goals. In fact, challenging people to answer one question – What’s BIG to me? – is one of her most popular keynote addresses.

BEHIND EVERY LEADING ECONOMY,
THERE IS A LEADING BUSINESS SCHOOL.

EDMONTON
CANADA

UNIVERSITY OF ALBERTA
SCHOOL OF BUSINESS

LEADING ALUMNI

Thank you to our sponsors



Tournament title sponsor Chris Grey, with fellow MBA alumni Pat Shaver and Jordan Hokanson.

The Alberta School of Business salutes our alumni, approaching 20,000 worldwide, and their ongoing commitment to community and their alma mater.

The Annual Business Alumni Association (BAA) golf tournament raised funds towards BAA scholarships in support of higher education.



Golfing for a Cause

CHRIS GREY

CHRIS GREY, '95 MBA, isn't a golfer, but that hasn't stopped him from sponsoring the Business Alumni Association Golf Tournament for the past couple of years.

"I have this altruistic feeling that I owe something to the school," says Chris, an Associate Portfolio Manager and Financial Planner with the Grey Wealth Management Group of RBC Dominion Securities. "I would definitely say I would not be where I am today if I had not done the MBA program. I absolutely believe that to the core."

Chris enrolled in the MBA program in 1993, while working at Royal Bank where he'd worked since earning a BA in

economics at the University of Alberta in 1992. When he told his supervisors that he wanted to become a business banker, they said he could spend eight to 10 years working his way up the ladder, but when he raised the option of the MBA they indicated that would speed up the process.

Throughout his two years in the MBA program, Chris worked two to three days a week at the bank. After completing the program, he went to work at Scotiabank, first in Edmonton and then in Winnipeg. By then Grey was married to **Lesley Campbell, '95 MBA**, whom he'd met in the MBA program. After their first daughter was born in 2000, they moved back to Edmonton to be near family.

Six months later, Chris' father, James Grey, a long-time investment advisor

and the leader of the Grey Wealth Management Group, offered him a job. Chris was ready for a change, but he didn't immediately jump at the opportunity.

"He had a very, very successful practice but I had never dreamed or thought I would end up here," Chris says. "He's a broker, a trader. I knew next to nothing about the industry so he and I sat down and started to negotiate."

That's when things got interesting. True to any succession plan there was a slight difference in opinion. Chris wanted to be mentored by his father, to learn at his feet, as it were. His father wanted him to work in the bullpen. "If you can survive in this industry by getting clients and managing money," the senior Grey told his son, "we'll work together and build a succession plan."

It took three months to hammer out a deal. Chris' father wouldn't waver from his original demands that his son had to prove himself and find clients. But Chris never had to work in the bullpen: he got an office. And, he adds, "I always had someone I



In the Office: Chris Grey (r), with partner Bruce Grant and father James Grey

could go to and bounce ideas off of, which was a great thing for me." A similar process of negotiation was experienced when the team expanded in 2008 to welcome an experienced Investment Advisor, Bruce Grant, into the team.

One of the first bank managers Chris worked with told him that his job was to know his clients better than they knew themselves. "It was a lofty, lofty goal and I took it to heart," Chris says, no more so than when he began working as a financial planner. But he drew just as heavily on what he learned at the School of Business.



Out of the Office: Enjoying Disney World with daughter Megan

"The MBA helped me to sit back and analyze industries and analyze companies down to the good will and relationships," he says. "My career here is to know my clients as well as I possibly can to assess their financial makeup and integrate my knowledge to best provide wealth management services for them. When I was in business banking I loved driving around looking at businesses, expansions,


at the equipment they were trying to buy and knowing I had a role in helping them build the company. It's no different here – it's not as tangible as driving by a company and pointing to a new building and saying, 'I helped finance that,' but I enjoy saying I've helped my clients and their families to accomplish whatever their goals are."

Achieving those goals has become more challenging in the current stalled economy, but Chris is confident in his team's ability. "Our clients have fared much better than what the indices and averages are because of our investment philosophy," he says.

The Grey Wealth Management Group is "fairly conservative," Chris says. He and his team focus on blue-chip companies and avoid the more risky investments. Chris himself has a discretionary license, which allows him to make investment decisions for some of his clients. It requires a lot of trust on their part and the highest of fiduciary responsibilities. It's a responsibility that he welcomes.

"My father has clients who have been with him for over two decades, and that's what I want," he says. "We deal predominantly with business owners, professionals, and their families so we like to build those relationships for the long term."

Chris applies the same philosophy to his ongoing relationship with the School of Business where, in addition to the golf tournament, he is involved with the mentorship program, the MBA Alumni Committee, and the Business Alumni Association. The golf tournament raises scholarship money, which is part of the reason Grey is so dedicated to making it as successful as possible.

"I could easily write a cheque and there's my donation, but this is bringing people together, trying to build that rapport with the network of alumni coming back to the School," he says. "This is part of my giving back." 



Tenth Annual BAA Golf Tournament

September 16, 2009

Derrick Golf and Winter Club, Edmonton

The Tenth Annual Business Alumni Association Golf Tournament is scheduled this fall on Wednesday, September 16th, at the Derrick Golf and Winter Club.

Start recruiting your foursomes now for this great afternoon of networking at one of the city's nicest private courses. All sponsorship funds raised through this tournament are directed to the Business Alumni Association Scholarship Endowment ensuring that alumni funded scholarships for both undergraduate and graduate students at the School of Business will continue in perpetuity.

Interested in sponsoring? Contact Jami Drake at jami.drake@ualberta.ca or (780) 492-1192. 

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

BUSINESS ALUMNI ASSOCIATION

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KEEP IN TOUCH

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

Please go to page 43 or visit
www.business.ualberta.ca/alumni



Back row l to r: Chris Grey, '95 MBA; Russ Farmer, '04 MBA; Kristan Morin, '08 BCom; Ross Bradford, '85 MBA; Jane I lalford, '94 BCom; Christoph Wilser, '06 MBA; John Whitmore, '05 BCom; Cheng-I Isin Chang, '06 MBA; Aaron Brown, '97 BCom. Front row l to r: Jami Drake, Dustin Bateyko, '01 BCom; Mike Richard, '06 BCom; Darryl Lesiuk, '91 BCom, '07 MBA; Stephanie Van Den Biggelaar, '03 BCom; and Bill Blais, '98 BCom

BAA President's Message

DARRYL LESIUK

Since the inception of the BAA 21 years ago, there have been many changes in the world that impact each of us in our career, business and day-to-day life. Over this time, your Alberta School of Business has continued to advance our alumni's ability to succeed in this changing world. The BAA has worked tirelessly to promote and enhance the School, its students, staff, and fellow alumni through: encouraging the enrolment of outstanding students; establishing links between the School and the business community; supporting the School in its educational and outreach programs; assisting in research activities; and finally, promoting learning and fellowship among the School's stakeholders. Your benefit from all this concentrated activity is increased value, image, prestige, and respect for your degree here in Edmonton, throughout Canada, and around the world.

As president of the BAA, one of the amazing realizations I have experienced is that this success has been achieved through the contributions of a small

group of our more than 20,000 graduates. These contributions are the envy of our University and its other disciplines. One of our most exciting recent initiatives is establishing and building an endowment fund – primarily through the contributions of the sponsors and participants in our annual golf tournament – that will support scholarships for both undergraduate and graduate students at the School of Business in perpetuity. What a great legacy to leave for our future business leaders!

Imagine what we could accomplish if more of our alumni became engaged with the School and the Business Alumni Association. We need and welcome your involvement. We encourage you to get re-connected to the School. There are numerous opportunities to engage... explore the possibilities by visiting www.business.ualberta.ca/alumni/, joining our University of Alberta School of Business Alumni Association Facebook group, and/or contacting the School or me personally at darryllesiuk@xplornet.com. 

UPCOMING ALUMNI EVENTS

Mark your calendars now for alumni events in your area:

AGM and Members' Reception

Wednesday, June 17, 2009

Wednesday, June 17th
Wedgwood Room
Fairmont Hotel Macdonald, Edmonton
AGM: 5:00 - 5:30 pm
Reception: 5:30 - 7:00 pm

Annual Stampede Breakfast

Wednesday, July 8, 2009

July 8, 2009 SAVE THE DATE!
7:00 - 10:00 am
Ceili's Irish Pub and Restaurant, Calgary
For info contact: 780-248-1101

Business alumni are invited to celebrate the Stampede spirit at the Alberta School of Business Stampede Breakfast. Mark Wednesday, July 8th in your calendars now then set your alarm clocks and brush off your bulldoggin' boots. For information, call (403) 718-6380 or register at <http://tinyurl.com/StampedeBreakfast>. We hope to see you there!



Rodeo Outrider Wayne Wright, '90 BCom

Tenth Annual BAA Golf Tournament,

Wednesday, September 16, 2009

Derrick Golf and Winter Club, Edmonton

For information, contact Jami Drake at jami.drake@ualberta.ca or (780) 492-1192.

Reunion Weekend

October 1 - 4, 2009



Some of the events you can look forward to.

Alumni Recognition Awards

Thursday, October 1

Always an entertaining and inspiring event, come and help celebrate the incredible achievements of your fellow alumni.

Business Open House

Saturday, October 3

Dean Mike Percy and the Business Alumni Association host a complimentary Brunch and Open House on Saturday, October 3, at the School of Business from 10:00 am - 12 noon. Join fellow classmates and other Business alumni for a walk down memory lane, special building tours, and a chance to meet some of the School's current Business students. For more information, call Traci (780) 248-1101 or Jami (780) 492-1192 or toll free at 1-877-362-3222.

Alumni Dinner Gala

Join your classmates at the Shaw Conference Centre for the marquee event of Reunion weekend.

Business in the Bears' Den February 13, 2009

Friday the 13th didn't prove unlucky for the Alberta Golden Bears hockey team as they defeated the Manitoba Bisons 4-1 at the Clare Drake Arena. More than 70 Business grads and their friends and family filled the Bears' Den to enjoy some pizza and cheer the team on to victory. This annual family event is held each winter – watch for other upcoming alumni events on our Website at www.business.ualberta.ca/alumni.



Erv Lack, '76 MBA; Jerry Lack; and Dean Lack, '81 BCom



Frances and John Donner



Business grads Jodi, '98 MBA and Mark, '96 MBA, Kluchky with kids James and Marina




Eugene Chow, '75 BCom; Riley Wedewar, Laurence Andriashek, and Kevin Parker



Future alumni Jake Fardoe and Adam Tambellini

The Oilers in Ottawa March 5, 2009

A dozen Business grads joined over 130 other U of A grads at Pub 101 in Ottawa on March 5 before heading to Scotiabank Place to watch the Edmonton Oilers faceoff against the Ottawa Senators. Alumni Affairs took over the upper two floors of the old pub and guests were treated to appetizers and drinks as they chatted with one another and caught up on the goings on at the University of Alberta.

Three school buses delivered the alumni crowd to the town of Kanata, approximately 20 kilometres away, to the Senators' home rink. Many Oilers jerseys filled the upper deck of the arena as transplanted Edmontonians united behind their hockey team. The Senators scored a goal in the first 12 seconds of the game and didn't let up the pressure, finishing off with a 4-2 win. Despite the visiting team being handed a loss, a wonderful time was had by all in attendance. 



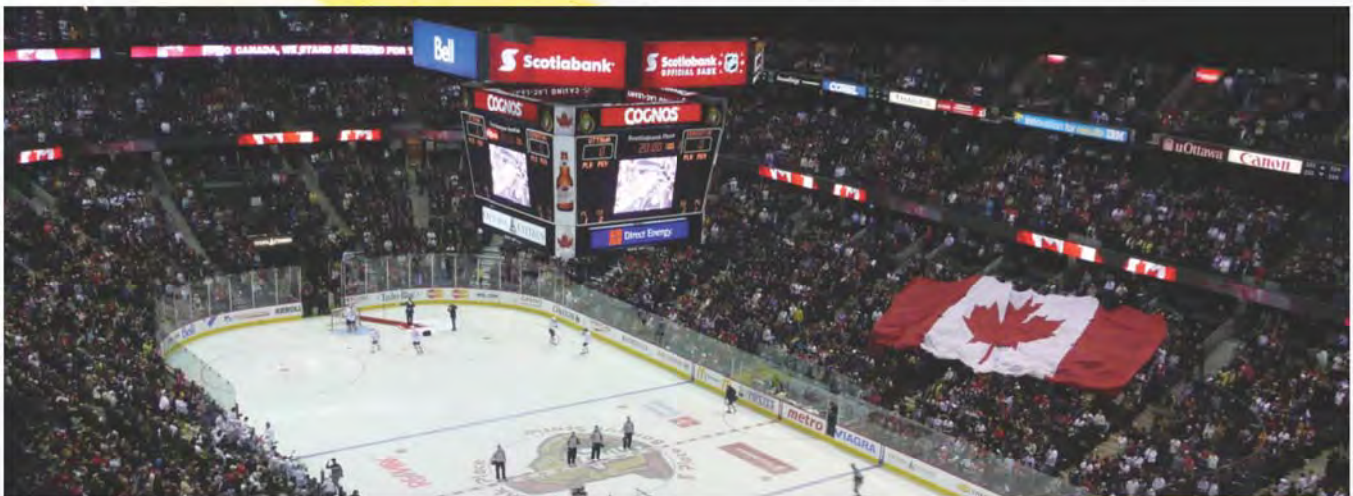
Oilers fans get pumped for the game



Greg Pang, '01 BCom and Ottawa branch volunteer, and friends



U of A grads enjoyed at reception at Pub 101 in downtown Ottawa before heading to the game. At right is Fred Pratt, '79 BCom



Toronto Alumni Luncheon

David MacDonald, '79 BCom,
President and CEO, Softchoice Corp.
 February 25, 2009

U of A business grads networking and re-connecting were bound to create a buzz at downtown Toronto's Red's Wine Bistro and Bar. The business alumni event was an intimate and informal lunch hosted by Dean Mike Percy and the 27 alumni in attendance represented a wide range of graduating years. On one end of the spectrum, Gayathri Arul just finished classes in December 2008 and was taking some needed courses before beginning to article for her CA.

Our guest speaker, **David MacDonald**, graduated in '79 and spoke about his journey from CAB to his current role as President and CEO of Softchoice Corporation. The event concluded with many alumni looking forward to future business alumni events in Toronto. Next up: A wine tasting, tour, and lunch at Angels Gate Winery on June 20. Visit www.business.ualberta.ca/alumni for more information. 




Hugo Idler, '69 MBA; Nick Foster, '82 BCom; Neil Manning, '71 MBA; and guest speaker David MacDonald, '79 BCom



Gayathri Arul, '09 BCom; Nella Sabo, '05 BCom; Richard Higa, '85 BCom; and Kim Chan, '96 BCom

Mentorship/MBA Alumni Reception

March 17, 2009

The theme was green (and gold) on March 17 – as the School's MBA Alumni, students and mentors gathered at the Royal Glenora Club for a reception on St. Patrick's Day. The event was an opportunity for our mentors and mentees to meet as a group and connect with other MBA alumni. Just under 100 of our graduates joined in the fun. 



BAA Director and Co-Chair of the Mentorship Program Cheng-Hsin Chang, '06 MBA; and mentor Alan Skoreyko, '75 MBA



Tracy Teng, '08 MBA; Debra Campbell, '08 MBA; and Joy Shapka (right), '09 MBA



Gaurav Malik, '09 MBA; Mario Krpan, '09 MBA; and Dan Stickney, '08 MBA

Napa Wine Tour: Cliff Lede Vineyards March 22, 2009



Dean Mike Percy; Cliff Lede, '79 BCom; and UofA Alumni Association President Jim Hole, '79 BSc Ag

On March 22, 28 U of A alumni and their guests joined Business Dean Mike Percy and enjoyed a sun-filled day touring Napa Valley wineries. First stop – the Cliff Lede Vineyard where alumni sampled the award-winning wines and saw the state-of-the-art vineyard operation owned and operated by Business alumnus **Cliff Lede, '79 BCom**.

Next – a full tour and tasting at Chimney Rock Winery – whose wines were featured in the hit movie *Sex and the City*. And finally – guests were treated to both the fun atmosphere and delicious wines in the tasting room at the Robert Biale Vineyard, specializing in Zinfandel wine.

The day ended with dinner at an Italian Trattoria in Napa where alumni could enjoy more conversation with both new and old friends. Several U of A graduates travelled from Canada to attend the event so, if you enjoy wine, keep it in mind for a future destination weekend in the San Francisco area. Watch upcoming issues of *Business* or the alumni Website for dates of future tours. **IR**



Special thanks to host Cliff Lede and Business grads Ali Rizvi, '98 BCom; (left) Melynnie Rizvi, '95 BCom, '99 LLB; (middle) and Robert Biale representative who helped plan and coordinate the day!



Barbara Ho, Rae Parnmukh, Derek Bennett, '68 BCom; Carolyn Bennett, Valerie Letch, '82 BCom; and Ken Buttle



David Thompson, '77 BCom; Rick Fedick, '74 BCom; Kathleen and Tony Dal Porto, Monica Wegner, '84 BCom; and Gary and Laurie Ryan

Victoria Alumni Brunch April 25, 2009

The 2009 Annual Alumni Spring Brunch in Victoria, BC, took place on April 25, 2009, at the University Club of Victoria. More than 100 alumni enjoyed Dr Christopher Backhouse's presentation on "Tiny Technologies, Huge Impact" that dealt with the remarkable 'Lab on a Chip' where a single drop of a sample can be placed on a slide embedded with nanotechnology and analyzed within minutes. The School hosted a table of business alumni and friends. **IR**



Pictured here are Brenda Yanchuk, '89 MBA, and her son Nick



Chuck Swanson, 73 MBA (left) and Marnie Swanson (front); Danny Tye, '80 MBA; Business Professors Emeriti Rolf Mirus and Ted Chambers

Vancouver Alumni Dinner April 25, 2009, see page 5.




Guy Turcotte, '76 MBA, Chairman Business Advisory Council, CBLA 2009 recipient Hal Kvisle, and Dean Mike Percy

CBLA 2009 March 4, 2009

The 28th Canadian Business Leader Award was presented to **Hal Kvisle**, President and CEO of Trans Canada Corporation, at the School's signature event and gala dinner at the Shaw Conference Centre in Edmonton on March 4, 2009. Special thanks to over 650 alumni, students, and friends who attended and those who sponsored tables and/or student tickets for the event.


Earlier in the day, Mr. Kvisle met with MBA students for an informal discussion. "Put boundaries on what you are going to do in business and where you're not going to go," Mr. Kvisle shared.

Nominations for the 29th Canadian Business Leader Award are being accepted until June 30, 2009. Please visit www.business.ualberta.ca. 

EPCOR Lecture March 19, 2009

One of the world's leading minds on energy, **Dr Daniel Kammen**, Distinguished Professor of Energy, University of California, Berkeley, presented "Innovations for a Low-Carbon Future" at the eighth annual EPCOR Distinguished Lecture on March 19 in Calgary.

"Until we build a bigger research portfolio, we are leaving those (clean energy) areas understudied and leaving them for our competitors, Japan and Europe, to be the leaders and not us."

The open public lecture series helps bring a global perspective to critical environmental challenges faced by energy industry leaders and all Albertans. The annual lecture series alternates between Edmonton and Calgary. 



Professor Joseph Doucet, EPCOR Distinguished Lecturer Dan Kammen, EPCOR VP Water Development Joe Gysel

European Study Tour

NREE students and alumni travelled to France, Belgium, and The Netherlands during February to learn about European energy, business and leadership issues. The second annual tour was an intense nine-day experience that included site visits with Electricite de France, International Energy Agency, AREVA, ECHEC Business School (Lille, France), European Commission in Belgium, and the Royal Dutch Shell in The Hague, Netherlands.



Royal Dutch Shell Exploration and Production Centre in Rijswijk, The Netherlands

NREE, CABREE, CEEC!

The Natural Resources and Energy (NRE) specialization has a new name! It is now known as the **Natural Resources, Energy and Environment** specialization (NREE).

Mark Your Calendar – the official **ten-year anniversary** of the NREE program is scheduled for September 25, 2009.

For further information, contact the new




Richard Dixon

Executive Director of the **Centre for Applied Business Research in Energy and the Environment**; **Richard Dixon, '00 MBA**, joins CABREE from Alberta Environment where he was responsible for Strategic Intelligence, and, when not refereeing our children and professional players on the soccer field, can be reached at Richard.Dixon@ualberta.ca.




Trevor Nickel

The introductory meeting of the **Commerce Energy and Environment Club** featured **Trevor Nickel, '06 MBA**, discussing his exciting new green energy venture titled “Virtuous Power – Cattle and Alberta ingenuity are combining to produce a fledgling alternative energy economy.”

Enbridge **Professor of Energy Policy Joseph Doucet** remains as Academic Director of **CABREE**, coordinator of the **NREE**, and host of the wonderful semi-annual NREE Alumni Barbecue at Chez Doucet. 

NRE BBQ – Edmonton April 19, 2009

In a long standing tradition, Professor Joseph Doucet and his wife Karen hosted a gathering for the School's alumni who graduated in the MBA program's Natural Resources and Energy specialization. About 60 MBA students, alumni, and their families enjoyed a sunny day and a “pot luck” lunch which included delicacies from a wide range of countries – reflecting the international flavour of our MBA grads. 



Sherry Norton, '07 MBA, with future alumnus and Joseph Doucet



Pegah Salari, '08 MBA; Casey MacKenzie, '08 MBA; and Vishal Sood, NRE student



Dan Stickney, '08 MBA; Kelly Purych (r), '06 MBA; and friend

Tao Zhu, NRE student, and Sujatha Kamma, '08 MBA



Pankaj Tewari, '09 MBA and Swati Tewari, NRE student

Pankaj and Swati are two of a growing number of PhD graduates in the MBA program. “All the courses during my MBA program were wonderful. The courses in the NRE were second to none and my experience during the NRE Europe trip has made my academic and international experience a unique one.” Pankaj has joined ConocoPhillips Canada as a New Technology Opportunities Analyst in the Climate Change Group.

BACKSTOPPING THE BANK

MARK CARNEY, GOVERNOR,
BANK OF CANADA, MARCH 30



Growing up in Edmonton during the Oilers' glory days, Mark Carney was, and remains still, an Oilers (and Canadiens) fan.

Goalie himself from the age of six, his idols included the Canadiens' poised and confident goalie, Ken Dryden, the acrobatic Rochie Vachon, and the ever-determined Mark Messier.

Hockey was his passion as a youngster. Playing in the NHL was his dream.

Today, Mark Carney is backstopping a different team as the poised, acrobatic, and determined Governor of the Bank of Canada, arguably the most important and challenging economic job in the country.

An honours economics graduate of Harvard and Oxford with a storied and

successful investment banking career in London, Japan, and New York, Carney returned home to Canada in 2000 to reflect, raise his family, and to ultimately pursue his life-long passion for public policy.

Mark Carney was appointed Governor of Canada in January 2008. At age 42, Carney was, and is, the youngest of the developed world's central bankers. His goal remains fixed on covering every

angle and positioning Canada as the best in the world.

The following are excerpts from Mark Carney's presentation and the plethora of media coverage on the occasion of the 2009 Princeton Developments Ltd. Distinguished Lectures in Finance at the University of Alberta School of Business and his visits home to Edmonton and his birthplace of Fort Smith, NWT. The full speech is available on both the Bank of Canada and School of Business Websites.

THE FUTURE OF BANKING

"My remarks today will address the role of banks and markets in our economy. In recent years, these core elements of our financial system became increasingly intertwined, with each expanding into the traditional role of the other, and each reliant on the health of the other. The blurring between banks and markets led to the emergence of the so-called "shadow banking" sector whose presence helped trigger the crisis and whose absence will complicate



the recovery. We now face important policy questions about which activities banks should perform, which should be located in sustainable, continuously-open markets, and which should be prohibited.

The final answers to these questions require reflection and implementation will take time, but broad direction is needed now. Markets are overshooting. On the current trajectory, virtually all financial activities will be put back onto bank balance sheets at potentially tremendous cost in terms of lost output and employment.

Restoring stability to financial markets requires broad direction on the type of global financial system that should emerge from the current financial mess. Important steps will be taken at (this week's) meeting of the leaders of the G-20 in London. Canada has much to offer these discussions and is participating actively and constructively.

Let me stress at the outset that many of my comments today apply more acutely internationally than domestically.

MARK CARNEY – REFLECTIONS

On Edmonton:

“Growing up in Edmonton has left a deep imprint. You pick up your values from your family first but also from your community, and Edmonton’s definitely the formative community for me. I would like to think I have the right values of integrity, hard work, prudence, good judgment, and perseverance – all those Edmonton characteristics.”

Career Aspirations

“I wanted to be in the NHL. That’s the simple answer. It seemed like a good life. I had some sense that it might not be readily achievable so I was encouraged to concentrate on my studies from a young age, which was a smart thing to do.”

High School – St Francis Xavier

“I had two favourite courses. I had a series of very good English teachers; I liked them a lot. My colleagues don’t necessarily believe this, but I like words. Some words more than others; and physics, the precision and order of physics and the math that came with it.”

Undergraduate – Harvard

“I guess I became aware in high school that I had the opportunity to go to a place like Harvard and was encouraged in that, not for any particular career path but because it was a strong university where you didn’t specialize in the first few years. You could take the opportunity to go there and have the flexibility to figure out what you ultimately wanted to become.

So being at a good, supportive, and challenging

high school gave me the opportunity to go there and opened up a broader range of alternatives. I was also given the opportunity to play hockey there and they had a good hockey team. And I was supported, I had a scholarship from the Alberta government to go, and that was helpful. That’s one of the things about education, it opens doors that you don’t necessarily anticipate at the time.”



Mark Carney and Dean Mike Percy

While some commentators have been too quick to ascribe global failings to our local institutions, we should not engage in a bout of perverse envy.

Our system is better.

Regulation has been more consistent.

Our banks have been more conservative.

Credit conditions in Canada remain superior to those in virtually every other industrialized country.

That is not to suggest that access to credit is not a challenge, that risks do not lie ahead, or that our system cannot be improved. However, many of the current constraints in our system reflect the impact on Canada of failures in the international financial system and of international institutions. The core of our system has many – although not all – of the elements of a more sustainable global financial system.

Our principle preoccupation is weathering the financial and economic storm but, as we respond to the current tempest, policy-makers must also focus on where we want to end up when calmer conditions arrive. Our destination should be one where banks and financial markets play critical, and complementary roles in a financial system to support long-term economic prosperity. The system as a whole will be more stable if market infrastructure is substantially improved, market products are more standardized and transparent, and banks can fulfill their market-making roles with appropriate liquidity backstops.”



Mentors – Harvard

“One of the things I was fortunate for at Harvard was attending lectures by John Kenneth Galbraith; his early behaviourist economic historical approach certainly had an influence. On the other end, Richard Cooper was my thesis advisor and he was a top trade theorist and international monetary economist and former Undersecretary in the US administration.”

Early Career

“I was fortunate to start in London with an investment bank. When you’re in London, all of Europe is there; there’s such diversity right there within Europe. But probably the place I ended up finding most fascinating was two years after I started when I was given the opportunity to transfer to Tokyo. I was there at a time just after the implosion of the real estate and stock market bubbles. When I saw subsequent implosions, whether it was the tech bubble in the US or what we’ve seen in the past couple of years, there is a similar pattern of denial and very slow understanding, slow acceptance of the scale of the excesses that were previous. So it was helpful and fortunate to have been there at that time to see those parallels in terms of reactions.”

Graduate Degree – Oxford

“At Oxford, there were two professors who were quite influential. One was Jim Mirrlees, who was one of my thesis advisors, who had a deep understanding, in fact, ultimately winning the Nobel Prize for identifying aspects of principal agent theory, which, when you look at what’s going on in the current financial crisis, there’s a huge element of that in a variety of situations. And then an economist, John Vickers, who subsequently became the Chief Economist at the Bank of England, again somebody who had and still has a huge breadth of interest and with whom I keep in regular contact.”

Canada

“I always wanted to come back to Canada, (but) why did it take me so long? I kind of joke, but it is true, after I did my undergrad, I did need to pay off my debts so I was doing a job that was interesting to pay them off. Then I got a scholarship to Oxford to do my doctorate. Part of the condition of that scholarship was I would ultimately come back to Canada. My intent was to come back immediately after that, but I ended up having a great opportunity to work with Goldman



The Princeton Developments Ltd Distinguished Lectures in Finance are made possible by the generous support of Princeton Developments Ltd., in conjunction with the Stephen A Jarislowsky Distinguished Chair in Finance. John Ferguson, '64 BCom, introduced Mr. Carney to a packed room of alumni, friends, students, faculty and business leaders. A few special guests included Mr. Carney's former minor hockey teammates, neighbours, and his former family priest.

Sachs, the same firm again in London, and I'd just been married. So it took another six years in the end before I came back, but I intended to come back because I'm Canadian and because I'm interested in public policy, and this is the place to do it for me.”

Family

Family is the cornerstone for Mark Carney. His family includes his mother Verlic, a former teacher, and his father Bob, a former high school principal and professor of education at the University of Alberta. His siblings include brothers and fellow Harvard alumni, Sean and Brian, and sister Brenda. Family friend Greg Schmidt shares that their household was an active and stimulating one where Catholicism, international affairs, current events, public policy, and sports were discussed intently and frequently. Mark met his wife Diana, a fellow economist specializing in third world development and star hockey player, at Oxford University. Mark, Diana, and their four daughters now enjoy skating and volunteering at their community rink in Ottawa.

Shawn Bell, *The Slave River Journal*, March 31, 2009
Bill Mah, *The Edmonton Journal*, March 30, 2009
Heather Scofield, Report on Business, *Globe and Mail*,
January 25, 2008

PRIME CELEBRATES TEN YEARS

May 22, 2009

BY NELLA SABO

On Friday, May 22nd, 2009, approximately 45 PRIME alumni, mentors, board members, and faculty gathered at the Union Bank Inn to celebrate the landmark ten year anniversary of PRIME. **PRIME Board Chair Maria Holowinsky** (Adroit Investment Management Ltd.) opened up the evening by welcoming guests and was followed by Program Director, **Gary Smith '96 PhD**, Chief Economist, AIMCo., who noted the landmark achievements of the PRIME program. **Dr Mark Huson**, one of the founding faculty members of the program, and **Dean Mike Percy** both spoke of the impact PRIME has had in fostering dynamic and successful graduates in Finance.

One of the highlights of the night was when PRIME alumnus, **Paul Dunsmore '01 BCom**, Managing Director, Financial Products, BP Gas and Power Canada, came to the podium. He reminisced about the first few days of his BCom and how being admitted to the PRIME program involved dropping by Dr Huson's office and letting him know. (He also highlighted the importance of good foosball skills). **Dr Keith Brown**, from the University of Texas at Austin, was the guest speaker for the evening and spoke about the importance of "Identifying & Developing Superior Active Portfolio Managers: The Value of Student-Managed Portfolio Programs."

Following the reception, the PRIME alumni went for a casual dinner at Packrat Louie's where they enjoyed good food, good company and, of course, some cold beer. It's clear that the PRIME group is closely connected and has laid a strong foundation for future success. Here's to the next ten years! 🍷



PRIME

Program for Research and Investment Management Excellence

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

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

ALBERTA MBA 2009
Financial Times rankings
TOP 100 Globally – 77

First in Canada in
Value for Money, Aims
Achieved, Career Progress

NEW: MBA Finance
Specialization – Fall 2009

Executive MBA – Now offering
Edmonton Co-hort
TOP 40 Globally – 35
Number two in Canada

CAMPAIGN 2008

Transformative Impact

When you have a foundation in education, you have a passport to endless opportunity and experience. And what separates the elite, privately-funded research institutions from others is the flexibility of funding which they command.

The University of Alberta took a big step in narrowing the competitive gap as 90,000 alumni, partners, and friends answered the call and surpassed the university's Campaign 2008 fundraising goal of \$500 million.

The four-year campaign officially wrapped up with a celebration on March 28 at the Winspear Centre where the university unveiled that it raised \$581.7 million, the second-largest completed campaign of its kind in Canadian history.

"The numbers tell the incredible story of a committed and caring culture of philanthropy. This is what success looks

like," said President Indra Samarasekera at the official close of the campaign.

"Today, we are truly transformed," said Samarasekera. "Our dreams have grown as together we aspire-and make bold decisions-to earn a place among the top 20 public universities in the world by 2020. That's the league that this journey, this transformation, has put us in a position to join."

The Alberta School of Business raised \$34.1 million within the campaign, and the overall impact on students, research, and community has been transformative. Thanks to our supporters, there are currently over 200 scholarships and awards established for undergraduate, graduate, and PhD students at the Alberta School of Business. Each year, over \$300,000 is provided to students based upon their academic achievements but also upon their contributions towards society. Funding dedicated to students is also bolstering the opportunities for students to better develop critical-thinking and



Sister/Sister Act: Proud parents of two business alumnae, Ron and Dorothy Triffo celebrate the campaign success. Their support has provided funds for new scholarships in honour of their daughters Dyan, '88 BCom, and Karyn, '86 BCom

communications skills through national and international case competitions. Both at the undergraduate and MBA level, our students are outpacing Canadian and US schools as they have the opportunity to compare their skills and achievements against their peers. And this translates in to future leadership for our economy. The future of Alberta business has never looked brighter.







Brother/Sister Act: Business Alumnus Brent Magnan in conversation with Campaign Wrap-Up event MC Shaun Johnson on stage at Edmonton's Winspear Centre talking about the impact of the scholarship funds he received during the campaign. Brent, an '06 BCom graduate, is one of eleven fortunate recipients of the Harold B Banister Dean's Citation – one of the School's most prestigious awards; his sister Michelle, an '03 BCom graduate, also received this award in 1999

“At the end of the day, a great business school provides value to all of its stakeholders: students, parents, alumni, employers, and the greater community”, said Business Dean Mike Percy. “By helping our graduates develop strong communication and interpersonal skills and hone their problem solving abilities, we contribute to the overall productivity of the economy. We are well on our way to becoming one of the top 20 publically funded business schools internationally and this is largely because of the sustained and generous support of our alumni and donor friends.”

The impact of funding has allowed the Alberta School of Business to skyrocket in international recognition to be entrenched within the top 100 business schools in the world. By remaining focused on research-intensive academic excellence, the School is ranked 37th internationally in publications cited within top tier journals. Research excellence permeates into the classroom, inspiring innovation and imagination for the next generation of entrepreneurs, owners, managers, and leaders. This expertise is being sought after by corporations and agencies around the world, it is also in large part to the impact that donors have made in bridging the gap between solid and superlative business educational experience.

Throughout the world, our graduates have gone on to great successes. As we strive to become one of the top 20 publicly-funded universities in the world, the Alberta School of Business strives to lead our institution into the next generation of making a difference, making an impact. We are only in this position because of the generosity of spirit, of time, of service, and of financial support of our alumni and friends. With heartfelt thanks, we congratulate them on these achievements. 

U of A Celebration of Philanthropy, Toronto April 7, 2009

On April 7, close to 150 alumni and friends attended the University of Alberta's Celebration of Philanthropy in Toronto. The event took place at the Toronto Club with University President Indira Samarasekera and U of A Alumni Association President Jim Hole as cohosts. 



Lorne Braithwaite, '63 BCom; with wife Josie, and fellow Business grad John Buchan, '59 BCom



Edit Shillingford, Carmen de Antoni, '90 BCom; and Robert Foreman.

2008 Undergraduate Awards, January 31, 2009, Winspear Centre



Bonne Chance, Badeia

THE BILINGUAL BCOM



BADEIA JAWHARI, '09 BCOM, is brimming with ideas to improve the world, building up one person at a time, using high-tech and low-tech ways to achieve her means.



At the end of March, she travelled to Dubai as a student presenter for the international conference Education without Borders 2009 where she pitched her idea for teaching people in Africa using low-cost cell phones.

"It was about a sustainable solution for e-education to teach them about AIDS, basic education, and malaria," said the bubbly new graduate who did a five-year bilingual co-op Human Resource major. The School of Business is the only such school in western Canada to offer a bilingual program.

"At that conference, I got to meet amazing students from Harvard and Oxford. Not only that, I learned so much from the guest speakers," she said. Badeia was one of only 36 students chosen from 3,500 applicants to be a presenter. "I couldn't

have ended my university career in a better way."

She is currently working as a human resources and fundraising expert for a non-profit group called Alberta AdaptAbilities Association, which helps children with special needs. "I pitched the idea for their first fundraising walk to the board and they liked it so that's going ahead June 28 – it's really exciting to see your ideas become reality."

During her stint as a student, she had scholarships to pay for her first two years of school: the Alexander Rutherford

Scholarship for High School Achievement; a Millennium Scholarship; Premier's Citizenship Award; a French scholarship called La Fondation Fernando-Girard en

Badeia was one of only 36 students chosen from 3,500 applicants to be a presenter. "I couldn't have ended my university career in a better way."



Economie; the Shell Spirit of the Future Award; and a Citizenship Award for Graduation.

During her five-year BCom, Badeia did four co-op terms: with the provincial government special investigations unit; Red Engine Incorporated; Horton CBI, an international engineering procurement construction company; and PCL Constructors Inc.

Besides taking her academic studies seriously, she also volunteered for school events such as the Business Students'

Association in 2007 as Events Director and Rocky Mountain Business Seminar in 2008 as Vice President Public Relations.

This year, she topped it off by taking on the role of Vice President Corporate Relations, for Jeux du Commerce West competition in January, which was hosted by the Alberta School of Business. "I helped raise \$200,000. We had 600 students here from five provinces. We needed accommodations and facilities and everything was expensive," said Badeia.


The School of Business ended up winning the JDC School of Year competition where Badeia was part of the Human Resources team which placed second out of the 14 schools. Then Badeia also was part of the U of A team that took second place in the annual national human resources management Excalibur Tournament in Montréal.

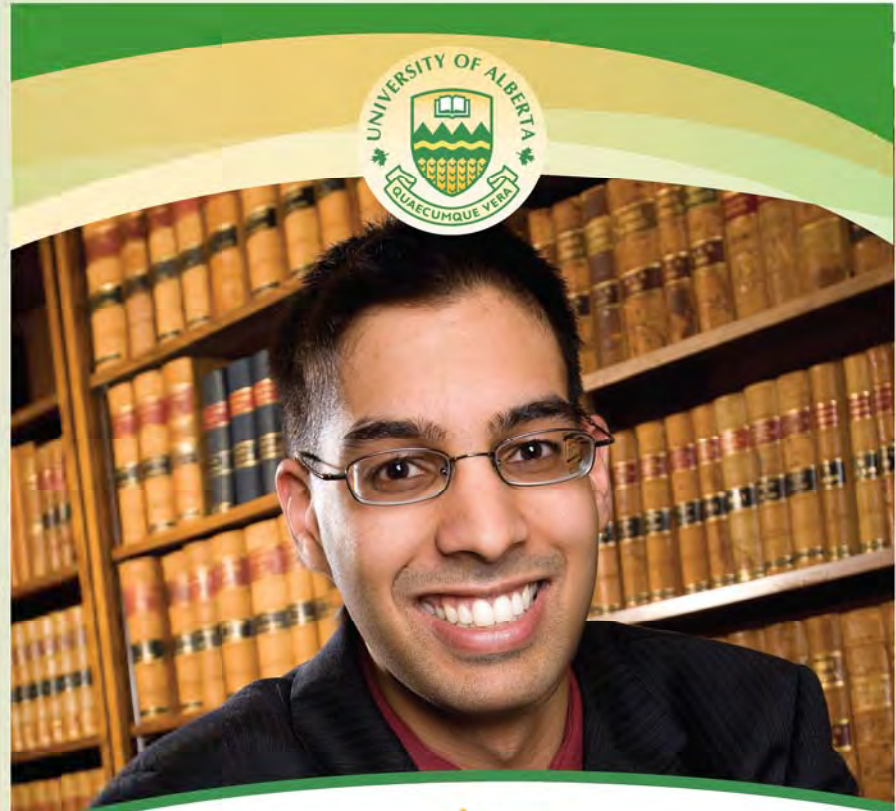
While not everyone takes their education so seriously or gets so involved in extracurricular activities, her view is a bit different. "I look at school as an undergraduate career not as an undergraduate education. You have to enjoy every minute of it because it goes by so fast."

Her 'go hard or go home' attitude may have come from watching her mom fight cancer and survive when Badeia was younger. Since then, she has volunteered and fundraised for the Alberta Cancer Foundation and the Terry Fox Run.

"We take life for granted and it's unfortunate. If we can take an hour of our time to help someone else, it's so fulfilling. People have helped me through so much, through school, why not pay it forward?" she asked.

"There've been so many times in my life also that I've been told I can't do something," said Badeia. "No one has the right to put a brick wall in front of you. You let it be there or not."

You get the feeling from talking to her that this is one new graduate who won't bury her head in the sand when it comes to tackling new projects. 



Building the future on... knowledge energy

Ashvin Singh

Bilingual business student

Debater

Political activist

Aspiring prime minister

Tomorrow's leaders.
Today.

University of Alberta student Ashvin Singh is a man of many words and he knows how to use them. In French and English.

He is an accomplished debater and third-year business student, but you may recognize him as a semifinalist for CBC's *Canada's Next Great Prime Minister*.

The U of A's top-notch academics and myriad opportunities for student involvement are part of Singh's path to success. "U of A was a perfect fit with my ambitions and ideals," says Singh. "As one

of the world's top debating universities, it allows me to pursue my passion for discourse and ideas."

Singh finds time for writing, debate, and political activity while pursuing a bilingual business degree in the U of A's School of Business and Campus Saint-Jean, the university's francophone campus. "Pursing a bilingual business degree is an opportunity not available to me anywhere else in western Canada."

Ashvin Singh: Canada's Next Great Prime Minister? Stay tuned.

PHOTO: JAMES KAY

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U of A Takes Best in the West



JDC West Vice-President External Paul Natland and Team Captain Maureen Walsh hoist the School of the Year trophy from this year's games with Dean Mike Percy

Another year, another JDC West has come and gone; however, this year was a little different. First of all, as the host school, the organizing committee was able to put on a fantastic show and wow all of the schools in attendance. With over 650 participants and volunteers, JDC West took over the U of A and the Mayfield Hotel.

Of the 14 schools participating, we were able to come out in the top three in seven of the ten academic cases and took the School of the Year award for the first time! Andrew Leach, faculty advisor for the team said, "We challenged our students this year. I firmly believe that our students can compete with those from any school in Canada. It is nice to see them show that to be true."

The event was a proud moment for the team, the organizing committee, and the school as a whole. 

Cars Top of Mind at CEFE Competition




Bonnie Howard, Quinn Kary, Courtney Denham, and Victor Quotek are congratulated by CEFE Student Business Plan Competition Director Darryl Lesiuk (right) for winning the family category

Helping people reduce their risk of non payment on car loans saw U of A BCom students win first place in the family category at the Centre for Entrepreneurship and Family Enterprise Student Business Plan Competition on January 16.

The fourth annual event saw over 75 students from across northern Alberta compete in three categories with top prize taking \$6,000 each.

Students Bonnie Howard, Quinn Kary, Courtney Denham and Victor Quotek call their company Auto Bank.

It will focus on financing vehicles for consumers building or re-establishing their credit. Auto Bank will use technology called "On Time" to reduce the risk of non-payment on vehicle loans. 

Five Days for the Homeless Reaches Out Across Nation




Business students Tyler Shapka, Jeff Martens, Joel Elford, and Tim Hankinson plus Bachelor of Arts student Henry Quaye and MacEwan student Kendra McPhee were joined by Business staff member Michelle Height March 17 during Five Days for the Homeless

Molson Spirit

The U of A continued its presence at international case competitions by sending another team to the John Molson Undergraduate Case Competition at the end of February. Each team had to apply the knowledge and skills they acquired in the classroom towards solving actual business cases while interacting with teams from around the world.

Competing against 20 schools from as far away as Singapore and Budapest, the U of A was represented by four students: Francesca Plaizier, Lauren Bhatia, Jeff Martens, and Dawid Chmiel. It was an intense, week-long case competition featuring three separate three-hour business strategy cases and a full 24-hour research case.

It was an experience that was taxing on the team to say the least. The U of A won two out of three first-round cases and was also awarded the Spirit Award for their sportsmanship. 

Raising \$14,300 in an annual charity fundraiser, U of A business students continued to take the lead role in helping homeless youth in March.

Nationally, the event raised \$173,000, shattering the cross-country goal of \$100,000.

Five Days for the Homeless, an event originated by our students to raise money and awareness, went Canada-wide last year. This year, more than 80 students from 16 different universities across the country participated.

Participants in Edmonton went without money, shelter, or other luxuries March 15-20. They were only allowed to accept donated food but any money went to the Youth Emergency Shelter Society (YESS), their charity of choice.

ALBERTA BCOM LEADERS NORTH AMERICA



Congratulations Excilibur Team and Coaches!

HUMAN RESOURCES

Silver – Excilibur Human Resources Tournament – Montreal

FINANCE

Winners – CFA Western Canadian Investment Research Challenge – Calgary; Tied fourth in NY out of 97 schools in Americas Regional Final of the Global Investment Research Challenge; Winner – ICBC Finance Competition at Queen's; Top Canadian School out of 36 international teams at Rotman International Trading Competition in Toronto

MARKETING

Final Four – McCombs International Business Challenge – Texas

ACCOUNTING

\$10,000 Grand Prize Winner – CMA Board Governance Competition

BUSINESS

School of the Year – Jeux du Commerce West – 650 Students, Five Provinces

COMMUNITY

Founders, Five Days for the Homeless; Chillin' for Charity

BEHIND EVERY LEADING ECONOMY, THERE IS A
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UNIVERSITY OF ALBERTA
SCHOOL of BUSINESS 

Making our mark in Europe

The first ever Europe Business Family Tour saw BCom and MBA students tour through Germany, Austria, and France with stops in Frankfurt, Munich, Salzburg and Strasbourg May 1-16. MIKE HOUSE, '90 BCOM, the School's Assistant Dean, Development, is currently taking his MBA. He commissioned a two-foot tall "A" to represent the School and province and shepherded it through the tour. By the end of the two weeks, the A had become the group's mascot.



The group toured the European Central Bank in Frankfurt, Germany, sitting in the penthouse where the value of the Euro for 27 member states and 475 million people is determined by 16 members of the ECB General Counsel



The trip wasn't all business tours and sightseeing – the students attended the European Business School (above) and the Technical University of Munich for lectures and assignments

Mike also created a blog about his experience for the School's Website and was surprised to have it picked up by not only the *Financial Post* but also by the *European Business Review*. You can read the blog at <http://familybusinessualberta.blogspot.com>.



Mike House tried to strike up a chord of harmony with an accordion player in Salzburg, Austria, birthplace of Wolfgang Amadeus Mozart



The tour included an entire day at Merck world-wide headquarters, a family-controlled business with over 200 buildings on 1.2 square kilometers of land



Members of the group toured Rudesheim including the sights and sounds of Drosselgasse, a famous street on the Rhine



Adam Giesbrecht and Niethanut Wachirawutichai pose by the bull outside the Deutscher Aktienindex (DAX), the Frankfurt-based German stock exchange



CHINA TIMES THREE

International opportunities are essential for our students given the global economy our students will enter. No economy may be more important to experience than China's. The Alberta School of Business has been active in China since 1983, beginning with a development project that has now spanned over 25 years with Xi'an Jiaotong University and championed by Professor Emeritus Rolf Mirus who lead this year's MBA study tour.

MBA: May 5 - 16



Stephanie Minnema at the Summer Palace

Stephanie Minnema, '09 MBA, and past MBA Association President, not only got to finish her study year with the tour to China, she also found time to write a blog on her experiences and observations at <http://mbachinatour09.blogspot.com/>. The trip included stops in Beijing and Shanghai for both business-related visits and sight seeing.



The MBA students visited domestic and international companies including Lenovo Group Limited, a large manufacturer of personal computers

BCom: May 13 - 23

Twenty undergraduate students travelled in this spring's second offering of the international study tour to China. The three-credit course combined lectures and academic assignments before departure plus complete a research paper following the tour. The tour was so successful in 2008 that registration was limited to one day only in November and filled up fast.



One of the stops for the Executive MBAs was the Forbidden City (above) in addition to tourist opportunities at the Great Wall of China, the Summer Place, the Olympic Park, and Tiananmen Square plus a shopping excursion at an antique market

EMBA: May 14 - 24

The first Edmonton cohort of the Executive MBA, which is graduating this year, made its foray to China on a study tour with Professor Edy Wong. In total, 16 students crossed the Pacific as part of their program.

While there, they visited the Construction Bank of China in Beijing and Zhangjiang High-Tech Park in Shanghai among several corporate hosts. The Canadian Consulate and Canadian Embassy also both opened their doors to our EMBA's.



Ruo Hong Li, Chairman, China World Peace Foundation and Vice Chairman, Beijing Association for International Friendly Contact and Beijing Association of Enterprises hosted the EMBA's at his home. Professor Edy Wong presented Mr. Li, a member of the School's Business Advisory Council, with a gift in return for his hospitality



BCom students saw the modern architectural design of the Bird's Nest Stadium, built for the 2008 Olympics in Beijing




Getting their photo taken at one of the man-made wonders of the world, the Great Wall of China, was a highlight for the undergraduates

Inaugural MBA Winter Internal Case Competition

On February 7th, 2009, the MBA Association hosted its inaugural winter internal case competition with a short live-case format and rapid fire questioning during presentations.


Teams proposed strategies and solutions to a real-time problem and, with only

three hours to prepare before presenting their case solutions, the analytical skill of the participating teams were put to the test. Ultimately, the team of Charlene Butler, Rick Dowell, Chris Miller, and Darren Tansowny won after three rounds of judging. 



Internal Winners: Darren Tansowny, Chris Miller, Charlene Butler, and Rick Dowell won the inaugural MBA winter internal case competition on February 7

Taking Halifax by Storm – U of A Rocks the MBA Games

The 2009 MBA Games were held in early January at Dalhousie University in Halifax, Nova Scotia. The team of 40 students took part in both the athletic and academic competitions with an overall second place finish at the games. 



Students who competed in the MBA Games at Dalhousie University showed off some western spirit while socializing with other schools



The John Molson School of Business Concordia Case Competition saw our team successful on the return home. Front row, Roshanne Sarty, Alisa Neuman, and Stephanie Minnema. Back row, Instructor and team coach Russ Farmer, students Gaurav Malik and Thomas Perras

Winter 2009 External Competitions: Continuing Strength and New Frontiers

The first competition of the winter season was the prestigious John Molson School of Business Concordia Case Competition, an intense week of cases in varying formats. This year's team upheld the school's tradition of performance by bringing home wins by large margins in cases themed on the aviation and global health care industries.

At this year's George Washington University Case Competition, held in Washington, DC, our team consisted of

Katrina Bonnycastle, Judd Kruger, Derik Lal, Ha Lu, and Gaurav Malik and were, coached by Professor Dev Jennings. At the competition, they delivered a polished and comprehensive strategy which resulted in their outstanding top-five finish.

Our MBA students also succeeded in having business plans accepted into two high-profile competitions. At the IBK Capital Ivey Business Plan, Rajesh Jaiswal, Vijay Kaul, and Vishal Sood's plan based on a power-saving device was one of the top 20 plans submitted worldwide. At the Global Social Entrepreneurship Competition, Horacio Cuevas, Sophie Genty, Paul Mathew, and Richard Tuck displayed their plan for a pedal-powered telephone system, which garnered accolades from other participants. 

Celebrating our Successes: MBA Spring Formal



The MBA class of 2009 celebrated their spring formal at the Hotel Macdonald on April 3

The spirit of this year's MBA spring formal, held at the Hotel Macdonald on April 3rd, celebrated not only our graduating class but also all of our successes over the past year.

The evening included the comedy of emcee Adam Giesbrecht, the passing of the MBA Association President T-shirt, treats from Bernard Callebaut Chocolates, and dancing fuelled with music spun by Gonzalo Herrera.

Professor of the Year

Dr Terry Daniel was the recipient of the 2008-09 Professor of the Year award presented at the MBA formal. This award is coordinated yearly by the MBA Association and voted on by students.

Dr Daniel is a favourite among graduating and part-time students who have experienced his highly-interactive teaching style. Every time you leave one of his classes, you've learned something great to apply in your work and life the next day. 



Professor Terry Daniel was voted 2008-09 Professor of the Year

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Blake's Amazing Year!

Blake Phillips, 04 MBA, '09 PhD, has certainly had a busy year. In September he received word that he was one of two PhD recipients in Canada of the \$25,000 Canadian Securities Institute Research Foundation scholarship. Blake was chosen to examine the effect of corporate risk management on firm value within the oil and gas producers.

Blake's paper "Price Inflation and Wealth Transfer during the 2008 SEC Short-Sale Ban" was also published and quickly picked up by the *Boston Globe*, *Wall Street Journal* and *Dow Jones*:

A ban on short selling financial stocks imposed by the Securities and Exchange Commission in September led to substantial price inflation in the banned shares, according to a paper co-authored by Blake Phillips, PhD at the School of Business at the University of Alberta, professor Lawrence E. Harris, of Marshall School of Business at the University of Southern California and professor Ethan Namvar of the Paul Merage School of Business at the University of California-Irvine.

Blake successfully defended his thesis on April 27 and shortly thereafter packed up his bags to take up his new position at the University of Waterloo June 1. 



Blake Phillips and Professor Vikas Mehrotra

'09 Reza Chowdhury, PhD, successfully defended his thesis on May 27, 2009. His thesis title was: "Three Essays in Capital Investment and Governance." His supervisor was Professor Vikas Mehrotra.

'09 Blake Phillips, PhD, successfully defended his thesis on April 27, 2009. His thesis title was: "Three Essays on Financial Markets and Institutional Investors." Blake's co-supervisors were Professors Vikas Mehrotra and Aditya Kaul.

'09 Igor Semenenko, PhD, successfully defended his thesis on May 4, 2009. His thesis title was: "Three Essays in Corporate Finance and Market Microstructure." Igor's supervisor was Professor Vikas Mehrotra.

We are pleased to announce the names of the Business PhD students who have received the Faculty of Graduate Studies and Research Scholarships:

Dionne Pohler (Human Resources Management)

Dissertation Fellowship \$22,000

Andrew Stewart Memorial Graduate Prize \$5,000

Ellen Crumley (Organizational Analysis)

Andrew Stewart Memorial Graduate Prize \$5,000

Lianne Lefsrud (Organizational Analysis)

Izaak Walton Killam Memorial Scholarship \$27,000

The following Business PhD students have received Social Sciences Humanities Research Council Doctoral Fellowships:

Erin Marshall (Accounting) \$20,000

Lianne Lefsrud (Organizational Analysis) \$20,000

Financial Times of London
2009 Global Rankings
Research – 35 | PhD – 59

The Oxford Connection

DAVID, ROYSTON, TIM, MEHDI, SAMANTHA, MICHEAL...



Mehdi Boussebaa

More and more, universities around the world are developing ties with each other in order to enrich the learning opportunities of faculty and students. Here in Alberta, a particular link is evolving between the School of Business and the University of Oxford. It focuses upon a common interest in studying professional service firms (PSFs).

The School of Business has long conducted research into this critical sector of the modern economy. Established in 1992, the Centre for Professional Service Management (CPSFM) was the first academic unit in the world to dedicate itself to the study of PSFs (Oxford and Harvard have since followed suit). From its inception, the CPSFM has focused upon the interdisciplinary investigation of how accounting, law, and consulting firms are managed and organized. This research has won international acclaim and the Centre has built an enviable reputation. In doing so, it has fostered links with researchers in Europe and the USA and especially with the University of Oxford.

David Cooper and **Royston Greenwood** are currently Visiting Professors at Oxford. **Tim Morris** is a Visiting Professor at Alberta.

But perhaps the most interesting development has been the creation of

joint post-doctoral research fellowships, which are unusual in the School. **Mehdi Boussebaa** (who obtained his doctorate from the University of Warwick), **Samantha Fairclough**, and **Michael Smets** (both Oxford doctorates) were the first to take up these fellowships, which involve spending significant research time at both institutions. The fellowships enable these young scholars not only to disseminate the findings of their doctoral research but to work on new projects with faculty at the two Schools.

Mehdi is currently collaborating with Royston and Tim on an article examining the complexities and tensions involved in managing and integrating transnational management consultancies. Samantha is working with **Trish Reay** at Alberta on a project which investigates the implementation of “best practice” in stroke-care management in both Canada and the UK. Michael is co-authoring a paper (aptly named, *When Worlds Collide...*) with Royston and Tim on the challenges involved in merging international law firms. Samantha remarks that “Alberta is a real hothouse in terms of expertise in



Samantha Fairclough


institutional theory and PSFs. I get to work with some of the best management scholars in the world, bring my own experience as a lawyer to bear in terms of my input into research on PSFs, and I also enjoy the advantage of enhanced access to research sites that my Oxford affiliation brings”.

These joint Alberta/Oxford post-doctoral fellowships offer not only the opportunity to collaborate with faculty members at both Alberta and Oxford but also the chance to meet other visiting PhD students, post-doctoral researchers and academics within the two Schools. In the last year alone, the School of Business has hosted visitors from Almeria, Amsterdam, Cardiff, London, Milan, Paris and Vienna. Not surprisingly, Mehdi comments that “one of the attractions of doing a postdoc at Oxford is that it brings with it the link to Alberta. Alberta is home to a terrific intellectual



Micheal Smets

environment which allows you to interact with top academics in the areas of PSFs and institutional theory as well as mingle with PhDs and young scholars from both Alberta and the wider world”.

In what can be described as a quiet evolution, the Alberta-Oxford connection is steadily growing into a major transnational hub for the production and diffusion of knowledge on the important fields of PSFs and institutional theory. Going forward, the two Schools will continue to strengthen this connection. Royston and Tim are currently developing a joint research proposal for a comparative study of international PSFs. They anticipate that this research will extend the existing pattern of joint Alberta-Oxford post-doctoral fellowships and lead to regular exchanges of doctoral students. 



“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.

Turtle on a Fence Post:

LIFE LESSONS FOR THE HIGH-SCHOOL GRADUATE, POIGNANT REMINDERS FOR THE PARENT

Star scholar and athlete, accomplished investment banker, respected CEO, successful entrepreneur, and now author, Jim Pratt, '84 BCom, has certainly had a storied career and journey.

At 6'7" tall, Jim was hard to miss in the hallways of the Central Academic Building in what would be the last year of business students studying in CAB. Luckily for Jim, CAB was closer than the present-day Business Building to where he spent even more hours perhaps on the University's basketball courts for life-long mentor and friend Don Horwood. Jim would go on to play professional basketball in Europe.



The Pratt Family


After returning to Canada, Jim and his wife Jane settled in London, and later Toronto, where Jim worked as an investment banker and became vice president of a national investment dealer. He also completed his MBA at the University of Western Ontario. Upon

graduating, he and his fellow case-study partner made a deal that five years after graduating, they would do something significant together.

Four by Four

Four years later, Jim and his case-study partner invested in a food manufacturing company in BC, and Jim and his (pregnant) wife Jane relocated to Vancouver. Four months later, the family relocated again as Jim was the logical choice to oversee their new Red Deer operation where he fondly remembers sleeping on the floor of the facility in the early days. A photo of that Red Deer facility still hangs in his office, a reminder of his roots perhaps.


Four years later, the company went public on the Vancouver Stock Exchange, underwent significant expansion, grew from sales of \$6 million to \$88 million, and acquired plants in Scotland and the United Kingdom. In 1995, Sepp's Gourmet Foods was cited as one of Canada's Best Managed Companies.

Four years later, the fall-out came quickly. Walmart had entered the UK market and its Scottish subsidiaries couldn't compete. At the same time, the company was strangled by increasing stock market regulation. The toxic environment of a few of their acquisitions became even more difficult. The partners and friends returned to their strategy classes of business school, concentrated on what they did well, and the company weathered the storm. 



Day 187 – Think like a turtle on a fence post

When you reach a goal, always remember to think of yourself as a turtle sitting on top of a fence post. Understand that you did not get there by yourself. Someone had to help you. Make sure you do something to reward others for helping you.

A turtle might use its fence post vantage point to survey the terrain ahead. But realize that the turtle needs others to help it get down and continue the journey. We all need others help in life. 

Family, Faith and the Future

It is these experiences, in part, that Jim relied on, in penning 365 snippets of advice for the graduating high-school student. More importantly, however, it is also their focus on family, faith, and the future, that led him and his wife Jane to write "Turtle on a Fence Post." The book is certainly a labour of love for their children, Elisabeth, David, and Michael, and includes many lessons they consider vital in helping their children, and other graduates make it in the real world.

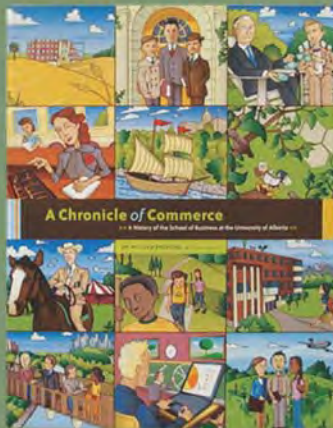
Call it the student's compass to the galaxy. In today's fast-changing world, Turtle on a Fence Post provides valuable lessons to navigate everything from academics to careers to social events to relationships. Whether uplifting affirmations or etiquette tips, the authors point you in the right direction. The Pratts have set high standards . . . to see youth strive to fulfill their own individual goals.

Brent Jang, '84 BCom, *Globe and Mail* reporter, National Newspaper Award winner, former editor-in-chief, University of Alberta Gateway.

A helpful and informative guide that inspires and guides the graduate as he/she embarks on the rest of life's journey. Turtle on a Fence Post would be beneficial (maybe essential) to any high school graduate.

Don Horwood, Retired University of Alberta Basketball Coach, three time CIS National Champion, three-time CIS coach of the year. 

www.turtleonafencepost.ca and www.seppsfoods.com



Dr. Bill's (Professor Emeritus Preshing) history of the Alberta School of Business is available for purchase at a special Alumni price. Additional stories, corrections, and photographs will soon be available on-line.

We encourage you to share your memories.

www.business.ualberta.ca

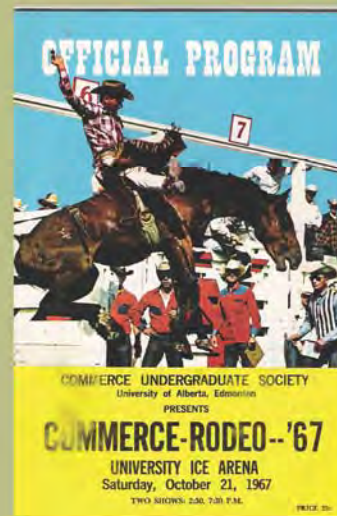
Commerce Rodeo of 1967

"I have been reading with great interest and pains of nostalgia the *Chronicle of Commerce* by Dr. Preshing that I purchased during the 2008 Homecoming. While insightful to the "behind the scenes" workings of the faculty and of the University, I must point out an error that tended to invalidate the efforts of many of us in 1967! On page 159, it is written "it (the rodeo) only took place once more – on October 22, 1965" – in fact the rodeo took place three more times, in 1965, 1966, and in 1967!

While it was the 60s and it is said that if you remember the 60s, you were not there, many of us do clearly remember organizing and producing the Commerce Rodeo of 1967. As these memories are over 40 years old and fading, I had to check my records and archives for myself and have attached a copy of the 1967 Rodeo Program for your files.


Unfortunately, our business skills were not well honed and the 1967 rodeo lost money and the proper decision for the Faculty was to cancel the rodeo as a future event. Thus, 1967 was the last year the rodeo was operated!

The 1967 Rodeo Committee was chaired by me and ably assisted by Michael Dunne as Business Manager, Ken Hawrelak as Arena Manager, Peter Fuhrman and Marny Young as Promotions Managers, Michael McAfee as Treasurer, Dance Organizer was Don Newsome, Concessions were organized by Ray Cote, Program and sponsors were arranged by John Wellar and the Rodeo Queen contest was organized by Jack Hoar. All of whom turned the great experience organizing a big international event into successful business careers.



The week of October 14 to 21 in 1967 on campus was dominated by horses, cowboys, queen contestants and mock bank robberies (how the world has changed)! Rodeo Queen contestants were U of A students Lynda Hollingworth, Diane Heatherington, Dianne Ellerbeck, and Elaine Bradshaw and, as was the fashion in those days, many attempts were made to kidnap the queens!

The rodeo itself was held in the Ice Arena and attracted several thousand fans to watch cowboys and teams from colleges and universities in Canada and the US. Participating students were from Alberta, Calgary, Regina, Saskatoon, Lethbridge, Vermillion, NAIT, Montana, Colorado, and Wyoming."

Derek Bennett, '68 BCom, Vancouver 

CLASSNOTES

BY JACQUELINE KOKIC

'40s

'48 James L. Way, BCom, of Calgary, Alberta, writes to say that "with the loss of my wife and elder son in the past year, things have been rough. However, I was able to enjoy the 100th anniversary of the U of A last September as well as the 60th anniversary of my graduation. Had a great time reliving old times with two classmates, Vic Mark, '48 BCom, and Evan Potter, '48 BCom. I have also just returned from Maui where I spent a lovely holiday with my two daughters Joanne and Karen (Davis)."

'60s

'66 Ron Stuckert, BCom, of Medicine Hat, Alberta, is the Chief Financial Officer and Vice President Finance of Reece Energy Exploration Corporation. Ron is a businessman with more than 35 years of experience in owning, operating, and managing various companies in many fields including construction, real estate, and oil and gas. Through his company, Odyssey Entrepreneurial Consulting

Ltd., Ron provided business consulting services to companies in the United States, Mexico, and Canada. These companies operated in such diverse industries as charter aircraft, hotels and time shares, mail order book services, manufacturing and production testing. Prior to his appointment as Chief Financial Officer, Ron provided business consulting services to Genze-Reece Operations Ltd., a private oil and gas company in Medicine Hat which was acquired by Reece.

'70s

'71 Robert Bertram, MBA, from Aurora, Ontario, retired recently years as the investment brains behind the Ontario Teachers' Pension Plan. Prior to joining Teachers', Robert was a long-time employee of Alberta Government Telephone/TELUS. He has also held a number of governance roles in various organizations including Maple Leaf Sports and Entertainment and has been instrumental in the establishment of the Institute of Corporate Directors and the Canadian Foundation for Governance Research.

'73 Bob Patry, BCom, of Ottawa, Ontario, and his wife Loretta celebrated their 50th wedding anniversary this past September and marked the occasion by spending one month in Paris, France this spring. The Patrys have enjoyed travelling abroad in recent years, but this was an especially memorable trip!

'66 Peter Graham, BCom, former U of A Alumni Association President, poses strategically in front of his and bride and daughter Kenna's alma mater.

'01 Kenna Graham, BCom, married Jason Houncaren, a 2001 Mechanical Engineering graduate, last year. Peter is retired from Northwest Transport and Kenna is a lawyer with Stantec.

'76 Karl A. Ruud, BCom, of Calgary, Alberta, was appointed President and Chief Executive Officer for Akita Drilling Ltd., a premier Alberta based company engaged in the contract drilling business.

'77 Michael Chisholm, BCom, of Maidstone, Saskatchewan, writes to say that he "was recently elected as Vice President (Canada) of Pacific Northwest Economic Region (PNWER), a regional US-Canadian forum dedicated to encouraging global economic competitiveness while preserving our world-class natural environment. PNWER includes public- and private-sector representatives from Saskatchewan, Alberta, British Columbia, the Yukon, Alaska, Washington, Oregon, Idaho, and Montana." Michael is also in his second term as an MLA in the Saskatchewan Legislature representing the governing Saskatchewan Party for the constituency of Cut Knife-Turtleford.

'77 Guy Nelson, BCom, of Toronto, Ontario, is the Chairman and Chief Executive Officer of Empire Industries Ltd. Guy was the guest speaker at the CMA Beyond the Boardroom Dinner hosted by the School of Business on March 24.

'77 Robert Neumann, BCom, of Calgary, Alberta, has been appointed Vice President, Internal Audit, at ATCO Ltd. and Canadian Utilities Ltd. in Calgary. Robert has more than 27 years of accounting and business-plan experience with the ATCO group.

'77 Mary Phillips-Rickey, BCom, of Edmonton, Alberta, is the General Manager of the Edmonton Opera, a position she has held since January 2003. During her tenure, the company has retired its deficit, increased its subscription rates and donor contributions, and attracted significant private-sector sponsorship.

'79 Adelhardt Glombick, BCom, of Sherwood Park, is currently the

Director of the Food and Forestry Group for ATB Financial in Edmonton. Adelhardt also sits on the board for numerous not-for-profit organizations including Shiloh Youth Ranch and Home of the Good Shepherd (a home for neglected children in Southern Brazil). Amidst professional and community commitments, Adelhardt enjoys spending time with his wife Ruth and their six children. Recently, Adelhardt became a first-time "Opa" with the arrival of his first grandson Gabriel.

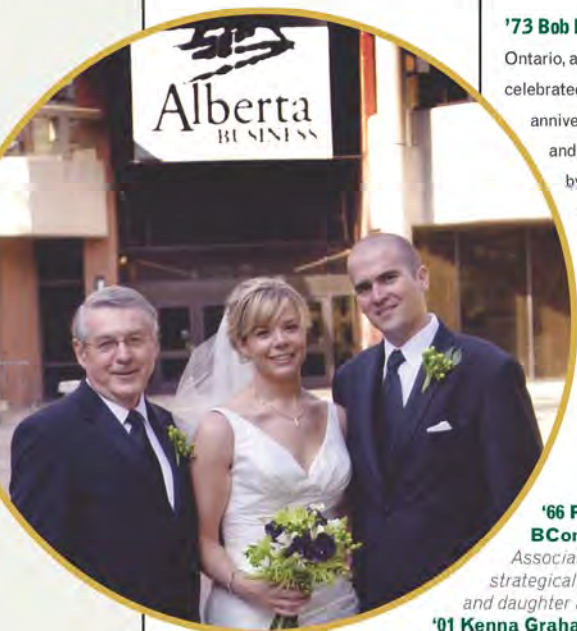
'79 David Kastelic, BCom, of Edmonton, Alberta, has been appointed the practice leader in the Edmonton office of the recruitment and job fit analysis firm of Mercer Bradley.

'80s

'81 Laura Cillis, BCom, of Edmonton, Alberta, is the new Senior Vice President, Finance, and Chief Financial Officer of Calfrac Well Services. Calfrac has grown from a four person company to a leading oilfield service provider with over 900 employees in western Canada and the United States and with over 400 employees in international operations.

'82 Vivian Manasc, MBA, of Edmonton, Alberta, is the Senior Principal of Manasc Isaac Architects Ltd. The company's Green Transportation Plan has helped it make the top 10 architectural, engineering and construction employers in North America, named by the Building Design and Construction magazine. Manasc Isaac was praised for its work in sustainable design, community participation, and in-house commitments that reduce the firm's environmental footprint.

'85 Ross Bradford, MBA, of Edmonton, Alberta, received special recognition and an Award for Teaching Excellence from the U of A 2009 BCom graduating class at their banquet held on March 28 at the Crown Plaza Hotel.



The Oilers' Off-ice TEAM

BY MICHAEL WHIDDEN

Jerry Stevenson, '72 BCom, has built up a strong hockey résumé over the years. He has played since he was a boy, all the way up to and including intramurals with the Commerce team (his fondest memory was facing off against Roger Smith and the faculty); he has coached, managed and presided over the Maple Leaf Hockey Club in Edmonton; and he now serves as an off-ice official at Oilers home games where he can usually be found as the penalty bench attendant. Jerry recently retired from Merck Frosst where he was a Senior Sales Specialist.

André Hébert, '75 BCom, is the Chief Financial Officer at C-Tech Oilwell Technologies in Edmonton. André grew up playing pond hockey on a farm outside of Salher, Alberta (near Peace River). He also played beer league and intramural hockey when he moved to Edmonton for school and continued playing until just a few years ago. He articulated in Edmonton at Gardner McDonald & Co which was later merged with Touche Ross and he achieved his Chartered Accountant designation in 1978. He joined the Edmonton Off-Ice Official crew in 1983 and, these days, he can be found keeping track of penalties and time stoppages at Rexall Place.

Bill Lineker, '81 BCom, operates his own professional accounting firm and shares office space and staff with Al Robertson, whom he befriended when Bill, Al, and André worked together at Touche Ross

between 1981 and 1988. Bill has been playing hockey since he was 5 or 6 years old. Born in Cereal, Alberta and growing up all around the province due to his father's role as CN station agent, hockey was a passion for Bill. He started his post-secondary studies at Camrose Lutheran College (now Augustana University) before transferring to Edmonton. Bill also played intramurals for the Commerce

team while living in Lister Hall his first year at the U of A. He achieved his CA designation in 1985 and joined the off-ice crew in 1990.

Al Robertson, '76 BCom, started with the Oilers in 1977 in a capacity similar to the role he now plays for the NHL. Back in those days, the Oilers Hockey Club hired the off-ice officials and he fondly remembers that rubbing elbows with the players was an everyday occurrence. Al

also played hockey during his Faculty of Commerce days, making the 'Anklers' team and, despite his mediocre skating abilities, he went on to win MVP honours during the division championships. Because of his strong background in number crunching—Al has his own public Chartered Accounting practise—combined with always being a fan of the game, Al has stayed with the off-ice crew all these years.



Jerry, Andre, Don (see page 5 for profile), Bill, Al

Photo by Jack Clark

'85 Art MacNichol, BCom, of Calgary, Alberta, is the new Vice President Finance and Chief Financial Officer at Progress. MacNichol held the same positions at Progress Energy Trust prior to their acquisition of ProEx. Progress and ProEx merged in December 2008 creating a combined enterprise value of \$2.4 billion CDN.

'85 Art Meyer, MBA, of St. Albert, Alberta, is the Senior Vice President responsible for oil sands projects at Enbridge. Art was named the 2009 Allard Chair in Business, an honorary teaching post at the Grant MacEwan School of Business.

'87 Steven Glover, MBA, of Canmore, Alberta, has been appointed to Travel Alberta's Board of Directors. Travel Alberta's mandate is to promote Alberta as a world-class tourism destination.

'89 Dave Bodnarchuk, BCom, of Edmonton, Alberta, is the Founder, President and Chief Executive Officer of eventIQ inc. The firm develops and provides software solutions for notification, signup, payment, and other services for special events.

'89 Dean Hill, BCom, of Calgary, Alberta, has been appointed Vice President, Finance, and Chief Financial Officer of Canadian Spirit Resources Inc, a natural resources company with the mission to develop 1 trillion cubic feet of natural gas from unconventional resource plays in western Canada. The company is currently focused on the identification and development of opportunities in the unconventional gas sector of the energy industry and expects to be one of the first to bring an unconventional gas resource into production in British Columbia.

'90s

'90 Colin Baril, BCom, of Ottawa, Ontario, continues to be very involved with AIESEC. He began as a student who took part in work opportunities in

India to currently sitting as Chair of the Board of Directors for AIESEC Canada. Colin is a Managing Consultant at IBM Global Business Services and his wife Sonia, '97 BCom, who was also involved in AIESEC, works for the Canadian International Development Agency (CIDA). They have two children, Narayan 5, and Maya, 4.

'90 Paul W. Gregory, BCom, of Calgary, Alberta, Founder and Former President of Intervera Data Solutions, assumed the position of Vice President, Data Quality Solutions for Petris Technologies, Inc. Founded in 1994, Petris has grown into a leading supplier of data management solutions and geosciences applications providing practical, real-world solutions for the global oil and gas industry. With over 100 customers around the world, Petris leverages its unique service-oriented data management solutions and applications to design and deploy innovative technology that integrates data from diverse data stores including seismic, borehole, production, drilling, and pipeline to enable better decision making and application transparency.

'90 Pat Kiernan, BCom, of New York, New York, is now in his 12th year as anchor of NY1, New York's number one news cable channel, and has been extra busy as of late with the launch of his online newscast at patspapers.com.

'91 Susan Delaney, MBA, of Houston, Texas, writes from the Heights district of Houston, that she continues to consult with her not-for-profit clients as she watches the mailbox looking for thick envelopes of acceptance into a fall 2009 PhD program. Her remaining time this winter was spent "transitioning my ex-pat kids into the 'New South' (more challenging than imagined), taking Spanish classes (easier than U of A's mandatory honours language class), and missing all things Canadian (especially Tim's coffee, our friendly RCMP, and snow!)."

2009 MERIT AWARD

Institute of Chartered

Fellows of the Chartered Accountants:



Rod McCay, '68 BCom, FCA, Retired, former partner, KPMG, Calgary



Colette Miller, '82 BCom, FCA, Wilde and Company Chartered Accountants, Vegreville



Dereka Thibault, '74 BCom, FCA, Manulife Financial, Calgary

Distinguished Service Awards:



Kevin Keith, '79 BCom, KPMG LLP Chartered Accountants, Lethbridge



CJ Woods, '69 BCom, of Edmonton

"Chartered accountants have a history of giving back to their community, as well as the CA profession. I'm extremely proud of each of this year's recipients, who have done an exemplary job of living up to that reputation," said Jane Halford, '94 BCom, CA, ICAA CEO & Executive Director

RECIPIENTS

Accountants of Alberta

Early Achievement Awards:



Dan Wiart, '96 BCom, CA-CBV,
Kingston Ross Pasnak LLP
Chartered Accountants, Edmonton



Damian Zapisocky, '07 BCom,
CA, Studon Electric & Controls
Inc., Red Deer

The awards were presented at the Merit Awards Gala in Calgary June 19.

Congratulations also to their mentors and our professors:

Mike Gibbins, Lifetime Achievement Award

Karim Jamal, Fellows of the Chartered Accountants

Tom Scott, Distinguished Service Award

Joining the CA Family

'04 Brad McMaster, BCom, Blake Schneider, '06 BCom, Amy Luchkovich, '06 BCom, Evan Conrad, '06 BCom, and Omar Mawani, '07 BCom, all passed their final exams to become Chartered Accountants and all work in the Edmonton office of KPMG.

'06 Simon Wong, BCom, Clayton Zerbin, '06 BCom, Ben Zhao, '06 BCom, Graham Quast, '07 BCom, Douglas Zurbrigg, '07 BCom, Christopher Poulette, '07 BCom, Lin Cui, '07 BCom and Gurdeep Minhas, '07 BCom, all work for the Alberta Office of the Auditor General in Edmonton and all passed their 2008 Uniform Final Evaluation exam on the way toward their goal of becoming Chartered Accountants.

'92 Steven Koles, BCom, of Calgary, Alberta, is the President and Chief Executive Officer of Hemisphere GPS Inc. He has been selected as a recipient for the national Top 40 Under 40 award.

'93 Shane Fildes, BCom of Calgary, Alberta, was awarded a national 2009 Top 40 Under 40, jointly sponsored by the Caldwell Partners and the Globe and Mail. Shane, executive managing director and group head of the BMO Capital Markets Canadian Energy Group, received the award at a noon-time gala in Toronto on May 5.

'94 Jane Halford, BCom, of Edmonton, Alberta, is the Chief Executive Officer and Executive Director of the Edmonton-based Institute of Chartered Accountants of Alberta (ICAA). Jane was named a Global Television Woman of Vision last November. The first female Chief Executive Officer of the ICAA, she has brought a new direction and energy to the ICAA, an organization that governs Alberta's 10,500 CAs and CA students. In the community, she serves on numerous professional boards. Jane is the Business School representative on the University's Alumni Council and is Chair of the George Spady Centre Board.

'95 Aaron Knapik, BCom, of Grand Cayman, Cayman Islands, was recently appointed to the Silver Thatch Pensions Board of Trustees. Established in 1997, the Silver Thatch Pension Plan is a defined contribution plan and is one of the largest pension plans in the Cayman Islands. It is set up as a trust, which is domiciled in the Cayman Islands.

'95 Craig Senyk, BCom, of Calgary, Alberta, is the Director of Portfolio Management at Mawer Investment Management Ltd. Craig was Co-chair of the 2009 Wealth Management Conference: Surviving the Downturn – The Future of Investment Management on June 8 and 9 in Calgary.

'96 Rozina Kassam, BCom, of Edmonton, Alberta, was recently appointed Chief Financial Officer of Commercial Solutions Inc., a Canadian distributor of resource management equipment products.

'97 Ted Kouri, BCom, and Jared Smith, '98 BCom, of Edmonton, Alberta, Co-owners of Incite Solutions, a full-service marketing company, recently won the Young Entrepreneur Award for Alberta from the Business Development Bank of Canada.

'97 Chris Vilcsak, MBA, of Edmonton, Alberta, is President and Chief Executive Officer of Solution 105 Consulting Ltd. The company celebrated its tenth birthday in May and has been recognized as one of Alberta's Best Workplaces. Solution 105 was awarded an honourable mention in the Best Overall Workplace for under 100 employees category by *Alberta Venture* magazine.

'98 Chris Lavin, MBA, of Edmonton, Alberta, is the Vice President of Sierra Systems. Chris was named the Alberta Region's Volunteer of the Year for 2008 by the Kids Help Phone Alberta/NWT Region, an organization that helps to improve the well-being of Canadian children and youth by providing them anonymous and confidential professional counselling, referrals, and information through technologically-based communications media.

'98 Doug McLean, BCom, of Edmonton, Alberta, is currently the Director of Account Management with a local marketing firm: Incite Solutions. Doug has been with Incite Solutions for two years and is an avid sports enthusiast while remaining active himself. Previous to Incite, he worked as an Events Manager for the Golden Bears and Pandas at the University of Alberta. He's also travelled extensively and lived in cities like Montreal and Brussels, Belgium.

'99 Sean Crockett, MBA, '94 BCom, formerly of Edmonton, Alberta, has taken an exciting trade position with the Government of Alberta Japan office in Tokyo. As Managing Director, he is responsible for leading the promotion and facilitation of trade and investment opportunities between Japan and Alberta's core industries. Sean is organizing an alumni event with Dean Mike Percy in Tokyo this July.

'99 John Politopoulos, BCom, of Edmonton, Alberta, accepted a position with Lilydale Inc as a National Key Account Manager. This career change is bringing him back to Edmonton after six years of living elsewhere.

'99 Steven Visscher, BCom, of Edmonton, Alberta, is a Canadian Investment Manager and Chartered Financial Analyst. He presented a seminar on investment options and how to build a successful investment portfolio to students and alumni at the U of A on March 4.

'00s

'00 Ted Matsikas, BCom, of Edmonton, Alberta, has become a Partner in the Edmonton accounting

firm Yaremchuk & Annicchiarico LLP where, for nine years, he has been providing income tax and business advice to owner-managed businesses. Also from the same firm, Colin Rietveld, '05 BCom, and Kyle Konsorada, '06 BCom, both passed their Uniform Final Evaluation examinations.

'03 Ben McClure, MBA, of Edmonton, Alberta, is a long-time contributor to Investopedia.com and, more recently, to the Investopedia Advisor. His May 20 contribution was an op-ed piece entitled "Will Dell Bend to Pressure". Ben is the director of McClure & Co., an independent research and consulting firm in Edmonton that specializes in investment analysis and intelligence. Previously Ben was a European equities analyst at London-based Old Mutual Securities, and spent several years as a business/technology journalist at the Economist Group. He likes to write about technology and telecom stocks, as well as pharma, biotech and utilities. He is also interested in energy stocks. "Ben's hard and fast investing philosophy is that the herd is always wrong but heck, if it pays, there's nothing wrong with being a sheep!"



Web-based software for the university and college housing and residence life niche within the higher-education

'03 Kent Greaves, BCom, of Edmonton, Alberta, is a Designated Professional with Meyers Norris Penny LLP. Kent is also teaching an accounting seminar at the U of A and volunteers for the Edmonton Squash League.

'05 David Bawol, BCom, of Edmonton, Alberta, has been awarded membership in the Canadian Institute of Chartered Business Valuations as an official chartered business evaluator. David works for the Edmonton office of McNally Valuations Inc.

'05 Chad Elliott, MBA, of Ottawa, Ontario, and his wife Beth celebrated the first birthday of their daughter, Sydona Jean Elliott on June 5, 2009. After spending two years with the Ottawa Senators hockey club, Chad federally incorporated his company, eRezLife Software Inc. in December 2007. His company builds customized

market. While expanding and gaining recognition within Canada, the company has begun to brand and introduce its system to the US higher education market.

'05 Cameron John, MBA, of Edmonton, Alberta, is Vice President and Director of Deloitte & Touche Corporate Finance Canada Inc. He spoke to the MBA students at the U of A on February 26. His topic was "Origins of the Global Credit Crunch and Tackling the Weak Credit Market."

'05 Preet Khinda, BCom, and Colin Semotiuk, '06 BCom, of the Edmonton accounting firm Veres Picton & Co. LLP recently celebrated milestones in their careers. She obtained her Chartered Accountant designation and he passed his Uniform Final Evaluation exam.

'05 Taron MacLellan, BCom, of Edmonton, Alberta, has passed the Uniform Final Evaluation exam for Chartered Accountants and is now the newest CA in the Edmonton accounting firm of Kinston Ross Pasnah, which she joined shortly after graduation.

IN MEMORIAM

The School of Business is saddened by the passing of these alumni:

Neil Alexander Morris, '37 BCom, of Edmonton, Alberta

James Neshitt McPhail, '44 BCom, of Dawson Creek, British Columbia

Edward Daniel Stack, '50 BCom, of Edmonton, Alberta

Charles Francis Meraw, '53 BCom, of Pigeon Lake, Alberta

James Summers, '55 BCom, of Red Deer, Alberta

Glen Wayne Lavold, '62 BCom, of Edmonton, Alberta

George Humphrey Davison, '70 BCom, of Edmonton, Alberta

George Willis Hedgecock, '72 BCom, of Edmonton, Alberta

Lorne Joseph Ruzicka, '76 BCom, of Edmonton, Alberta

David Phillip MacDonald, '78 BCom, of Edmonton, Alberta

Kenneth William Coull, '82 MBA, of Edmonton, Alberta

Gary Glenn Calderwood, '83 BCom, of Calgary, Alberta

Curtis Mark Allanson, '06 BCom, of St. Albert, Alberta

Matthew Proudfoot, '06 BCom, of Calgary, Alberta

'07 Paul Shaw, BCom, of Edmonton, Alberta, recently started a small business (hobby business) importing custom made suits directly from Hong Kong for friends and family. He says that he started this business, because like many other alumni, he had difficulty finding high-quality suits that fit him properly and cost less than \$500.

'08 Danita Haysom, MBA, of Edmonton, Alberta, PCL's Director of Professional Development, received the training and development award in Alberta's Best Workplaces Awards competition on behalf of the PCL family of companies.

'08 Fraser Murray, MBA, formerly of Edmonton, Alberta, has moved to Rome, Italy, and is experiencing life and work abroad.

'08 Kieran Ryan, BCom, of Edmonton, Alberta, writes: "Just wanted to let you know I landed a job here in Edmonton with a company called Exel. Exel is a contract logistics company affiliated with DHL and under the DWPN group, the second largest employer in the world. I'm working as a Business Analyst, managing the metrics for reporting, monitoring, and improvement. The company has a very energetic, entrepreneurial work environment, and the job has excellent opportunities – I'm very happy with it."

'08, Sean Lelacheur, BCom, of Edmonton, Alberta, is one of the founders of Kai Asian Grill – the newest Asian-fusion dining experience in downtown Edmonton. Only four months old, Kai Asian Grill has proven to be a great learning experience and a chance to put the theories and lessons of business school to use. Sean has had a direct hand in getting Kai up and running; not only is he very involved in the management and administrative side of things, but he wasn't afraid to tackle the challenge of personally installing the glass for the private dining area. For more information on Kai, feel free to contact Sean at sean@kaiasiangrill.com.

'09 Pringle Chong, BCom, of Edmonton, Alberta, will be taking a position at Deloitte Touche Tohmatsu as an Accountant in the Assurance and Advisory division. Pringle is also planning to obtain his Chartered Accountant designation. He is currently travelling across Asia and will be heading off to Europe in July.

'09 Ted Photinopoulos, BCom, of Calgary, Alberta, Development Coordinator, is the newest member of the Calgary External Relations, U of A team. Ted's role is to assist in major gift fundraising in Calgary.

KEEP *in* TOUCH

Thank you for sharing your news with us, and thank you for mentioning the University of Alberta School of Business affiliation in your announcements where many of these classnotes are found. Thank you also for keeping your contact information up to date in order that you may continue to receive your *Business Alumni Magazine*. We encourage you to stay connected with your alma mater and your classmates!



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Thanks for your help.

Kurian Tharakan, '85 BCom, Moderator



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When to Fire a Coach

ARMANN INGOLFSSON

Growing up in Iceland, Armann Ingolfsson didn't pay much attention to hockey. This was a bit disappointing to his father, a devoted fan in a country that had three amateur teams.

Armann's interest in the game grew in the late 1980s when he attended graduate school at the Massachusetts Institute of Technology and began following the local NHL team, the Boston Bruins. By the time he arrived in Edmonton in the early 1990s to teach at the School of Business, he was hooked enough to spot trends.

Among those trends: every February or perhaps as late as March, Oilers fans and journalists begin to play a guessing game. Will the team make the playoffs or will they not?

Armann read the sports pages regularly. An operations management specialist, he became interested in how sports writers predicted whether the team would make it into post-season play.

"I thought, this is something I could do a better job with – this is the kind of modeling I do," he recalls. And thus was born a plan "to prove some of the sports writers wrong," and, at the same time, inspire his students to get excited about quantitative modeling.

A resulting paper, "Simulating NHL games to motivate student interest" was published in 2004 in *INFORMS Transactions on Education*, a journal of which he is now a senior editor. That led to a subsequent project, writing a chapter for the Wiley *Encyclopedia of Operations Research and Management Science* about using data analysis and mathematical modeling

to answer questions for hockey fans, coaches, and managers. The encyclopedia is scheduled for publication in the fall of 2010.




The chapter summarizes studies from other academics on everything from when to pull a goalie to when to fire a coach. (If only the Oilers' management had had a sneak preview: they might have gotten rid of Craig MacTavish sooner or held onto him for another season as research has shown that the best time to fire a coach is during the season.)

Not all of Armann's research is fun and games. In fact, the bulk of his work lately has focused on emergency services operations including wait times for ambulances and how much they vary depending on factors including time of day and distance from the ambulance bay.

The Academic Director of the Centre for Excellence in Operations at the School of Business, Armann also studies models of waiting lines with the goal to help businesses figure out what they have to do shorten or eliminate lines altogether.

For now, those projects take precedence over hockey research. But that doesn't mean the game won't find a way into his curriculum. Armann has found it's a useful way to introduce such prediction tools as Monte Carlo simulation and the Poisson process.

"Some students say, 'oh, that's interesting,' others get really interested – the hockey fanatics – and maybe find something I did wrong or find a way to do better in their hockey pool," he says. "Whatever motivates them is fine with me." 

Armann's hockey forecasting research has appeared in the *Miami Herald* and several other North American city newspapers.

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