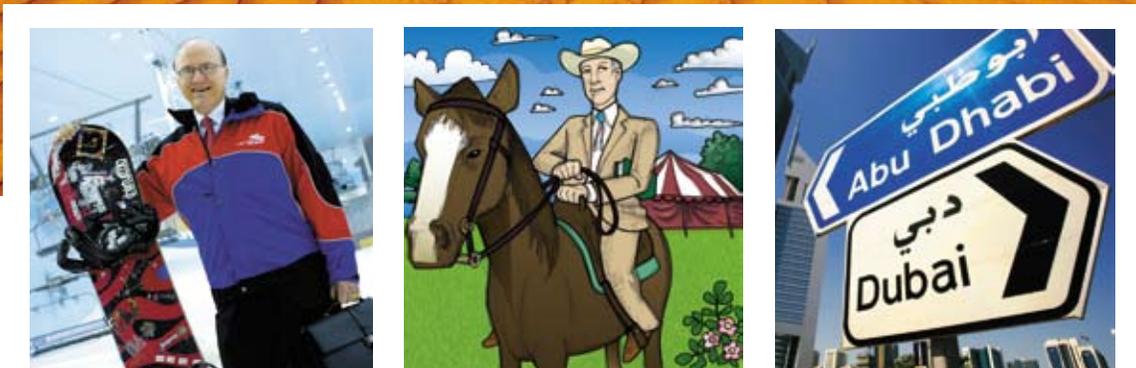


DARE TO DEVELOP DUBAI



From Dewberry to Dubai

LORNE BRAITHWAITE:
EATONS, OXFORD, CAMBRIDGE

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

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

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

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

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

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

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

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

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



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

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

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

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



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

excellence in business.

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

Canada Post Pension Plan Investment Advisory Committee

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

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

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

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