

uofa BUSINESS

UNIVERSITY OF ALBERTA SCHOOL OF BUSINESS ALUMNI MAGAZINE



Strategy and Purpose

events

Unless otherwise noted, please contact the School's External Relations Office at 492-4083 in Edmonton or toll-free at 1-877-362-3222 in Canada & the US. You may also wish to send us an e-mail requesting further information: alumni.business@ualberta.ca or go to www.bus.ualberta.ca.

- January 14** Golden Bears' Hockey Night in the Bears' Den (Bears vs. Saskatchewan Huskies)
Eric Geddes Breakfast Lecture Series, Edmonton
Erhan Erkut, Professor, Vargo Chair, and Winspear Senior Fellow, Finance and Management Science
- January 14 - 17** MBA Games
Laval University, Québec City
- January 22** Undergraduate Awards Ceremony - Stollery Centre
- January 26** Alberta Business Family Institute (ABFI) Signature Event
A Family Tradition... Changing the Landscape with Melcor Developments and the Melton Family
- February** Calgary Business Alumni Lunch
- February 2** AIESEC Corporate Breakfast
Chateau Lacombe Crowne Plaza
- February 8** MBA Awards Ceremony – Stollery Centre
- February 10** Fort McMurray Business Alumni Reception
- February 11** Eric Geddes Breakfast Lecture Series, Edmonton
Jennifer Argo, Assistant Professor, Marketing, Business Economics and Law
- February 21 - 25** Rocky Mountain Business Seminar
Jasper Park Lodge, Jasper
- February** BAA Members' Reception
- February 28** Alberta Business Family Institute Seminar
Leadership, Wealth, and Business Planning:
Creating a Strategic Blueprint
- March 1** Alberta Business Family Institute Seminar
Creating and Fostering Relationships as a
Trusted Advisor to Families
- March 2** Alberta Business Family Institute Seminar
Familial Leadership: Transferring Values, Culture,
and Ethics
- March 4** Eric Geddes Breakfast Lecture Series, Edmonton
Karim Jamal, Alexander Hamilton Professor
of Business, Accounting and MIS
- March 23** Canadian Business Leader Award Dinner
Shaw Conference Centre, Edmonton
Recipient: Ross Grieve, President and CEO
PCL Construction Group Ltd.
- April** BAA Annual Luncheon
- April 4** Alberta Business Family Institute Seminar
Money and the Family Business:
Managing Capital and Liquidity
- April 5** Alberta Business Family Institute Seminar
Succession, Estate, Business and Management Plans:
Tying Them All Together

this issue

It's hard to imagine but I still get excited when I hear about our graduates' and our students' amazing stories. Six years and 12 issues of the alumni magazine later, and it's still a thrill to catch up with someone I met at the School's first alumni event in San Francisco back in March 2001. On page 11 you will learn about California resident Priya Saraswati who changed her career in banking into a passion for the fashion industry. Turn to page 24 and you'll find out how a former Students' Union President turned his energy and a passion for people into leading Royal LePage's 10,700 realtors. In fact, we decided to continue profiling the real estate industry as so many of our alumni including Todd Thronson on page 27 have made their mark there. The three MBA alumni featured on our cover share their life stories starting on page 15.

On a different note, on December 1, 2004, the Alberta School of Business went 'public.' No, you won't find us listed on any stock exchanges, but the analogy of a private company going public by selling stock is not entirely misguided. We're looking to our shareholders – our alumni and friends, business and civic leaders, faculty, staff, and students – to help us attract \$20 million in private investment and thereby contribute to the *Building on Our Strengths: Investing in Our People* fundraising campaign. Find out how much has been raised to date and from whom by turning to page 22 and the two inserts in the magazine (one explains the business campaign in detail and how it ties in to the University's one, the other lists our donors and tells some of their stories).

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

E-MAIL: alumni.business@ualberta.ca

WEB SITE: www.bus.ualberta.ca

TELEPHONE: (780) 492-4083

TOLL-FREE IN CANADA AND THE US: 1-877-362-3222

FAX: (780) 492-8748

Dean: Michael Percy
Editor and Director, External Relations
Elke Christianson
Assistant Editor and Manager, Communications
Zanne Cameron
Design: Lime Design Inc.
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Cover image: Tina Chang



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A Man of his Word

Walking the walk

FOR MICHAEL WALESIAK, '93 BCom, IT'S ALL ABOUT BEING A MAN OF HIS WORD. THE RECENTLY MARRIED PROUD NEW FATHER HAS A PASSION FOR ACTIVE CITIZENRY AND VALUES THE FREEDOMS HE'S GOT AS A CANADIAN CITIZEN.

He has a passion for freedom of speech, open airwaves, and independent thought. He walks the walk at work and in his spare time. "It's important to be listened to, to feel comfortable to voice an opinion," says the thirty something accountant.

During the day, Walesiak is a Chartered Accountant and Chartered Business Valuator with Deloitte & Touche, in Edmonton. His day to day work involves business valuation, corporate finance and consulting, some bankruptcy and dispute resolution, which all sounds boring as heck, but really involves close personal contact with a diverse group of businesses, people and problems as

well as a lot of relationship and trust building. Walesiak's strength is in listening, and in facilitating awareness and sharing knowledge with the stakeholders. Not an easy task when one considers the aspects of business issues – personality, finance, tax issues, market assessment are never the same. "Everything revolves around the relationships that I build. If those are solid, then my reputation is that I do good work."

That reputation is critical to Walesiak who at the end of the day wants nothing more. "It feels good to be able to stand in front of a colleague, or the president of a company, or a manager, and to hold your own, to have respect and to be listened to."

So, it is not surprising at all that in his spare time Walesiak sits on the board of the University of Alberta's independent radio station, CJSR. "Everyone should listen to CJSR. It's such an important resource," remarks Walesiak



"It feels good to be able to stand in front of a colleague, or the president of a company, or a manager, and to hold your own, to have respect and to be listened to."

He has a passion for freedom of speech, open airwaves, and independent thought.

Michael Walesiak



INSTITUTE OF CHARTERED ACCOUNTANTS OF ALBERTA

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“Democracy is there for the taking. It’s good to challenge the status quo.”

who believes that it is important to be diligent and to seek out veracity and independent sources of information. He values the independent voices aired on CJSR as an important balance to the mammoth corporate conglomerates that rule the airwaves. CJSR is certainly eclectic and the epitome of an ‘indie’ radio station, airing everything from radical hip-hop, to BBC news broadcasts, and virtually everything in between.

“What I love about it is the passion, the freedom to listen to those different points of view. It’s good to be challenged. Virtually anyone can approach CJSR and they’ll try to get you on.” Walesiak says he is not a radical, but views the support of freedom of speech as one way to contribute to the community and to be a good citizen. “Democracy is there for the taking. It’s good to challenge the status quo.”

Walesiak’s personal heroes are people such as Noam Chomsky, Ralph Nader, Amy Goodman, and late night political spin commentator Jon Stewart. Lately he would include his wife of two years, Denise Pon-Walesiak, and his new 10 month old baby, Devyn. Another family passion is travel. Michael, Devyn, and Denise would like to travel to Japan eventually. Denise and Michael have already been to China, Thailand, Europe, and Mexico. **B**

From Molecule to Market

Designing, developing, marketing and selling drug-delivery systems

AS DIRECTOR OF BUSINESS DEVELOPMENT FOR ALKERMES, A BIOTECH FIRM IN CAMBRIDGE, MASSACHUSETTS, BLAIR JACKSON WORKS ALONGSIDE MBA AND PHD GRADUATES FROM TOP ACADEMIC INSTITUTIONS INCLUDING HARVARD, PRINCETON, YALE, AND MIT.

"My degree stacks up with theirs," says Jackson, who was hired five years ago to work in Alkermes' engineering department. He stayed there for two years before moving to the business development department.

"That's where I wanted to be, but it was a roundabout way of getting there," he acknowledges. "I'd say the School of Business MBA allowed me, once I was here, to get where I wanted to be in the business development role and in more of a managerial capacity."

Jackson has such a broad background he could probably work in just about any department at Alkermes whose 500 employees design, develop, market, and sell drug-delivery systems.

Before enrolling at the U of A in 1996, Jackson had earned a BSc in Biochemistry at the University of Calgary and had worked in the oil and gas industry. It didn't interest him as much as he'd hoped so he decided to apply his science background to the biotech industry.

"I'd say the School of Business MBA allowed me to get where I wanted to be in the business development role and in more of a managerial capacity."

From what he could see, the best place to do that was the U of A where he could earn a Masters in Chemical Engineering by day and an MBA at night. "The U of A is a unique school in that it allowed me to do both without a lot of work experience," he says.

"I liked the part-time MBA because I found the groups more experienced. Some of the people I was with in the evening had worked for 12 or 15 years and had a real broad base and I learned from them."

Jackson was especially grateful for the practical aspects of the program. In one class, he had the opportunity to work with a local business, a rock climbing gym. In another, visiting union and senior management representatives spoke about negotiations and joint bargaining.

Meanwhile, in Engineering, Jackson spent his first year working with engineering professor Rick Batycky who had just arrived from MIT and was helping to design better drug-delivery systems. The next year, he worked with a medical school professor who was developing a way to freeze a tumor without affecting the surrounding tissue.

Batycky tried, unsuccessfully, to convince Jackson to apply to a PhD program at MIT. "I'd had enough school," Jackson says, but, because the idea intrigued him, he looked into it. That's how he learned that MIT had a one-year Masters program that would allow him

"I enjoy negotiating and I just like the health care industry. It's parallel to the oil and gas industry: it's a high-risk business with a big payoff."

to work internationally and get more experience in chemical engineering.

As part of the MIT program, Jackson worked at GE Plastics in Indiana and at Mitsubishi Chemical in Kirashiki, Japan. The hands-on experience gave him the background he needed to land a job in the engineering department at Alkermes working for his former professor, Batycky. But it was the MBA that



Blair Jackson

An Ideal Marriage

Working partnerships



helped him land where he really wanted to be.

One of Jackson's primary responsibilities at Alkermes is working on partnerships and licensing with the company's drug partners, Eli Lilly and Johnson & Johnson.

"I love it," he says. "It's a lot of fun. I like the industry. I enjoy negotiating and I just like the health care industry. It's parallel to the oil and gas industry: it's a high-risk business with a big payoff. In oil and gas, you drill a hole and, at the end of the day, you might hit pay dirt. In biotech, you take a molecule that you think might work in a certain way and, at the end of the trials, you find out."

The payout is huge — Jackson estimates that it costs between \$500 and \$700 million to bring a drug from molecule to market. But the payoff is worth it.

"You're developing therapeutics for patients," he says. "Not only are you coming out ahead economically, but you're helping people." **B**

VANESSA VOGWILL'S RESUME IS A KALEIDOSCOPE OF CAREERS. BLENDED TOGETHER ARE A UNIVERSITY DEGREE IN LANGUAGES FROM ENGLAND, AN MBA FROM THE U OF A, AN EDUCATION DEGREE FROM TORONTO, STINTS AS A SCHOOL TEACHER, COMPUTER SOFTWARE INSTRUCTING, AND Y2K CONSULTING FOR THE LIKES OF CANADA TRUST AND THE CITY OF TORONTO.

Sitting in her office perched above an intersection on the southern border of U of T's campus, Vogwill, '81 MBA, appears to have found a focus in the prism between a dynamic career and a love of learning by working for Bell Canada Laboratories. Vogwill oversees a \$6-million program partnering university researchers and the communications company's own product development branch.

She's also honeymooning as a PhD student in industrial engineering. Looking back at the variety of her pursuits over the years, Vogwill says she simply blazed a jagged trail that is much more the reality now than it was 20 years ago. "I was way ahead of my time. People kind of acknowledge that my generation is probably the last to work for a company 35 years. Behind the baby boom, it's going to be difficult, if not even a reality, for people to go to work at the same job for that long."

Vogwill's path took its first sudden turn after she left Sussex University and discovered that the value of her degree in the working world wasn't quite as high as its personal worth. "I had this French degree and I didn't think it was terribly marketable," she says. "I felt I needed to get something more practical."

Following her brother to Edmonton, she considered taking the hospital administration program before opting for her Masters in Business Administration.



Lacking a math background, Vogwill said the program was a tough ride. "That's one of the reasons I'm very proud. I was always very proud to get my MBA because of the challenge I had to face. I really worked my you-know-what off because I had to make up the math and didn't have the background."

Moving to Toronto with her husband, Vogwill went on to complete her education degree and to teach in both Guelph and Toronto. "I taught for a while and then I decided technology was where it's at," she said. Trouble was, Vogwill had no background in computers at all. Undaunted, she bought the manuals for the major word processing and data-entry programs and proceeded to teach herself the basics. "I tend to use the steep-end technique," she says with a smile. She started off teaching what she had learned, all the while building up her own expertise.

“The skills that I learned in the MBA program have been useful to me every day of my life.”

She went on to do some consulting for various companies, ultimately landing contracts amid the mad scramble for corporations to update their computer systems before New Year 2000.

She credits both her MBA and teaching background for the versatility that has allowed her to make such unorthodox leaps in her career. She remembers the MBA as an experience where you're thrown into the deep end of a stifling workload and forced to learn how to prioritize your way through to the end. That and the ability to teach are skills that transfer easily to most any sector.

“The portability of those skills, to me, that's the real value. They spill over into every aspect of life. The skills that I learned in the MBA program have been useful to me every day of my life. Learning how to educate people, the skills you need to be a good teacher are highly undervalued.”

Three years ago, she joined up with Bell and took on her latest project. What began in Ontario is quickly expanding to universities across the country including a potential partnership with the U of A. She says the program is an ideal marriage between supporting the raw academic research of university labs with a direction that gives value back to the communications company.

Her own research is based around designing a hand-held Palm Pilot-style device specifically for physicians. Once again, she's found a way to tap into her diverse background to forge a new path. “My plan is to put my studies back into health care,” she says. **B**

An Incubator and a Builder

Finding appropriate rates of return on investments

ASK ELROY FIMRITE, '73 BCOM, HIS FAVORITE THING ABOUT HIS WORK AND HIS ANSWER IS AS QUICK AS IT IS ARTICULATE: “PROBABLY WHAT I LIKE BEST ABOUT IT IS THAT IN THE 30 YEARS SINCE I GRADUATED, THERE HASN'T BEEN A SINGLE SOLITARY DAY THAT I GET UP IN THE MORNING AND SAY, ‘I HATE MY JOB AND I DON'T WANT TO GO TO WORK.’”

Then again, it could be that he's been too busy to be miserable. Take, for instance, the day he was interviewed for this article. He was driving on US Interstate 94 from Holland, Michigan, to Chicago. In the past 24 hours, he'd also been in Houston and Phoenix, and he'd gotten, at most, two hours of sleep.

Now he was headed back to the airport in Chicago to catch a flight. To where, he wasn't sure. It all depended on which destination made the most sense upon arrival at the airport.

It might have been Scottsdale, Arizona, where his rubber recycling company is headquartered. Or it could have been back to Houston where he is completing due diligence in preparation for purchasing an oil and gas company. Or he might have opted to fly to Victoria, home to his wife of 31 years and their two adult children. He makes sure to see them at least once every ten days.

“It's not for everyone and, certainly on the path I've chosen, there has been an incredible amount of pressure and stress, and, if you're bothered by that, you shouldn't go into this type of business,” he says. “Any business venture, particularly any start-up venture, struggles with getting finance, and I like the challenge of that. I thrive on challenge.”

For his first ten years out of the U of A, Fimrite worked for various com-

panies and taught at NAIT and at Grande Prairie Regional College. But for the past 20 years, he has been an entrepreneur. He's owned construction companies, technology businesses and real estate development concerns.

“Even my children have had a difficult time labeling what it is that I do,” he says. “I don't pigeonhole easily.”

Fimrite has set himself a particularly formidable challenge as of late: “I have a macro picture of businesses I want to create, industries I want to create, and systems of managing I want to create,” he says. “It incorporates involv-



“I have a macro picture of businesses I want to create...it incorporates involving legislation around the world, materials and products around the world, and financial systems. It's a very complex picture, I'll tell you that.”



Elroy Fimrite in his office in Dalin, China

ing legislation around the world, materials and products around the world, and financial systems. It's a very complex picture, I'll tell you that."

In addition to acquiring the oil and gas company in Houston, Fimrite is on the cusp of revamping the rubber recycling industry. During the past eight years, he's made 47 trips to China in large part to learn about the process of devulcanization or rubber reclaiming.

In 1998, he acquired a Chinese technology for the process. Since then, he's gone through the process of commercializing it for North America. According to his research, nobody has made an appropriate rate of return on their investment in the rubber recycling industry in 30 years, but he's confident he can change that.

"The current processes are equivalent to making an omelet by throwing the whole egg into the beater and trying to get the shell out afterwards," he says. "You use large amounts of energy, a high cost of equipment maintenance, and they produce, by and large, a relatively poor quality product typically at a price that's much higher than what they can sell it at in the marketplace."

The new process is not only more efficient, he says, it doesn't pollute. He estimates it will be another year before he has a plant up and running somewhere in North America. "I'm not in a rush," he says. "I'm focusing on the oil and gas industry now."

Once the plant is up and running, however, he'll leave the daily operations to someone else. "I'm not interested in going into the office day to day doing the same thing," he says. "I can hire people to do that. I am an incubator and a builder. I like to build things and find innovative solutions to problems." **B**

Co-op Success

Making a stellar impression

TO SAY CLAIRE NIVEN IS THRILLED WITH HER CO-OP PLACEMENT AT GE CONSUMER FINANCE - AMERICAS IS SOMETHING OF AN UNDERSTATEMENT.

"

It has just been tremendous," says Niven, who started at GE in May after completing her first co-op placement with the Government of Alberta. "I work with such a great team and the environment here is great. It's a meritocracy and hard work pays off."

A Human Resources major, Niven is working as an HR coordinator at GE Consumer Finance, which provides customer service, collections, and special processing support for a number of Canadian and US private-label credit card portfolios.

Niven manages the front-line recruitment process at the Edmonton call centre site ensuring that hiring targets are being met. She also fields inquiries about employment and benefits and facilitates some training with new associates.

"The days here go by so fast," she says. "I've never once looked at the clock and thought to myself, 'It's only 11 o'clock.'"

The real-world speed is teaching her important lessons in how to prioritize and deal with interruptions. "I feel really confident about the experience I've received, and I feel really confident about where I'll be when I finish school," she says. "I would love employment with GE when I finish my degree or even before if they'll take me part time."

Given the stellar impression Niven is making, that's a distinct possibility.

"Claire has been fabulous to work with," says Michelle Provencher, one of her supervisors. "We would love to keep her on. One of the reasons she's been a great fit is that right from the start she's been very responsible, very accountable, and she's been able to take over our front-line recruiting process and run with it. She's made process improvements; she's simplified it for our team as well as for the



"... She's taken a lot of ownership and she did that very early on into her co-op term, which is more than we'd expected from a student."



L to R: Claire Niven and Michelle Provencher

“Claire has been fabulous to work with,” says Michelle Provencher, one of her supervisors.

interviewers. She’s taken a lot of ownership and she did that very early on into her co-op term, which is more than we’d expected from a student.”

That’s all the more impressive considering that Niven’s co-op experience almost never got off the ground. She applied for her first placement after her second year in part because she’d been impressed with the great jobs her brother had gotten as part of his Faculty of Engineering Co-op placements.

Because she didn’t have connections in the business world, she felt the co-op program was the best way for her to get experience. But she was applying from Austria where she’d done an exchange program and she didn’t get any offers. Upon returning to Edmonton, she applied for summer jobs, but the competition was stiffer and, once again, she was unsuccessful.

“I was in that vicious cycle where you can’t get a job because you don’t have experience and you can’t get experience because you can’t get a job,” she says. “I was almost ready to leave the co-op program, but then I realized that if I couldn’t even get a job within the co-op program, how was I going to get a job in the real world? The experience was truly a lesson in persistence for me.”

Niven loves the responsibility of being in the work world. Her voice fills with enthusiasm when she talks about the work culture at GE and how much she appreciates being held accountable for everything she does. It’s hard to imagine she’d even want to return to a classroom. But one of the many lessons she’s learned through her co-op placements is the value of a university education.

“I want to move up and, in order to move up, you need a degree,” she says. “The thing I love about school is that you’re always meeting new people and that’s true of the work force, too. But I love the fact that you have discretion over your own schedule. There are a lot of pros to school.” **B**

Here is a list of some of our U of A School of Business grads and students at GE.

Business Cooperative Education Program
September to December 2004

GE Fanuc Automation
Maureen Arcila-Arenas

GE Consumer Finance
Claire Niven

GE Capital Equipment Financing
Zachary Solikoski; Lan Trang

GE Medical Systems
Shirley Ngo

Permanent Employees

GE Consumer Finance

Michelle Provencher
Jennifer Wiebe
Chris Williams
Nicole Asselin
Renee Amyotte
Kelly Blackett
Jenny Chen
Tim Fairbanks
Elaine Siu

GE Fanuc Automation
Jeff Lucente

GE Capital Equipment Financing
Erin Johnson; Chad Fisk; Cory Pfannmuller

As the Faculty with the most international student exchanges at the U of A, it makes sense that some of our alumni continue this love affair as an expat living overseas.

Some, like David Burke in China and Cameron Duncan in Africa, have chosen a different continent altogether to live and work on. Others, like Priya Saraswati, stayed on the North American continent but she hopes to make her mark in the international fashion industry. All three serve as wonderful role models to our current students who are debating what to do after graduation and where.

Around the World

Three graduates, three degrees, three continents

Canada's Defence Attaché to China

BY WANDA VIVEQUIN

At 1.9 metres tall, Colonel David Burke, '98 EMBA, who is Canada's Defense Attaché to China and Mongolia, more than stands out in a crowded Oriental market. In fact, sometimes, when the frustrations of living in the world's most populous country really get to him, he literally takes matters into his own hands.



*Colonel David Burke
'98 EMBA, China*



“Chinese people really have no concept of lining up in an orderly way and, every now and then, I have been known to physically lift someone back to where they were standing behind me,” Colonel Burke says from Beijing. “I tower

above everyone else so it is not difficult to do,” he laughs.

After more than three and a half decades in the Canadian military, Burke has decided to make China his last posting and will retire this year. Burke says while he never imagined he would spend his entire working life in the military, he has no regrets. “I have been remarkably lucky and it has been a most excellent job,” he says.

Burke and his Australian-born wife Penny moved to China in 2000, leaving sparsely populated Canada for the crush of Beijing and its 14 million inhabitants. Both are fluent in Mandarin and, as active outdoor people, use their free time to explore attractions off the beaten track near the city. “We escape to the mountains often and will drive about 60 km to go walking on some of the wilder parts of the Great Wall of China,” Burke says.

As a trained civil engineer and amateur historian, Burke says visiting this remarkable 4500-mile structure built over 2000 years ago to protect the Chinese from northern invasions always fills him with awe and admiration.

As a Defence attaché, Burke is responsible for establishing and maintaining relationships with the military of China and Mongolia. Canada has no military forces in the region but does have a strong diplomatic presence especially in China.

Burke's main responsibility is to get to know and understand the issues that motivate and drive the military and its relations with the government.

“China is fairly unique given the fact it is a communist state with the party having many fingers in policy and the direction of the military,” Burke says.

China is Canada's third-largest trading partner and is currently its largest source of immigrants.

School of Business Professor Rolf Mirus, who has visited Burke, says, that for Canadian exporters, there was no more of a dynamic and challenging market than China. “The dynamics are clear: China's economy has grown by nearly ten percent annually in recent years. That growth is reflected in the fact that, as of very recently, China's imports have exceeded her exports with Canadian merchandise exports to that country showing 75 percent growth in nominal value for 1999-2003,” Mirus says. “This means an average growth rate of 16 percent per year,” he adds.

For Burke, staying on top of current issues in China and fostering relations with the military remain top of his list of priorities. One interesting fact he likes to point out is that China now has more troops involved in the United Nations peacekeeping forces than Canada. “Our contributions as Canadians are still in demand, but we are no longer the peacekeepers we were,” he says. As a measure of good bilateral relations, Burke says there are now Chinese students studying peacekeeping in Canada.

Travelling with the Chinese Peoples Liberation Army (PLA) has been one of the more unusual experiences for Burke. “The PLA is an army of the Party and is therefore treated differently than any other organizations,” he says. “You are talking about a massive entourage of buses and escorts and travelling with them is much simpler than trying to navigate through the bureaucracy on your own,” he adds.

Reflecting back on his first visit to China

in 1998 as an executive MBA student, Burke says much has changed, most notably, pollution levels in Beijing. Thousands of poplars have since been planted and he says there are now far fewer days when he is not able to see the mountains to the west of the city.

Burke was part of the second Executive MBA program run in conjunction with the University of Calgary. "It was a marvelous course, very well designed, and, in many ways, drew on the strength of both business schools," he says.

Burke did his MBA while still working as Area Engineer in the Land Force Western Area Headquarters based in Edmonton. "I was thinking of post-service employment and it is not such a good thing when someone asks you when you did your last degree and you have to go back to somewhere in the 80s," he says.

Burke's last degree had, in fact, been undertaken as a student at the Pakistan Army Staff College in Quetta in 1984. He obtained his Bachelor of Science with Honours from the University of Baluchistan majoring in War Studies. His studies were part of an old Commonwealth exchange program, a vestige of colonial ties with India predating the 1947 separation with Pakistan.

Time in Pakistan was a real highlight for Burke and his wife who filled their spare time playing polo and exploring the countryside in the shadow of the world's highest mountains.

Back in Edmonton doing his MBA, things were a little different as he juggled raising two young sons, working for the military, and studying. "I lived in the spare bedroom and really only ever had Saturday nights off from study," he says.

After graduating in 1998, he told the military he wanted to leave and they came back to him with the position in China, an offer he says was just too good to refuse. "They offered me promotion to full Colonel and, when we worked out the net present value of all the options, we decided on China," he says enthusiastically.

Mandarin lessons with Penny followed and, in 2000, they headed east after deciding it was best for their two teenage sons Alistair and Robert to stay in Canada. The boys have visited China several times and enjoy the contrast to life on Vancouver Island where they go to school.

Living in China during the SARS crisis in 2003 gave Colonel Burke a real insight into how the country handles difficult situations. "They dealt with it in a real Leninist fashion by closing down all the villages suspected of

How will China fare in 2008 when Beijing hosts the Olympics for the first time in history? "They will be ready and will do an amazing job."

having infections, firing top officials, and, then, also pushing down the responsibility onto the villages," he says. "It was a frustrating time to be in China and I don't think we will ever know the full extent of what happened," he adds.

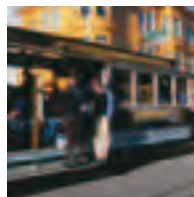
Colonel Burke's posting has also taken him to Mongolia, a country friendly with Canada that reminds him very much of Alberta, he says.

One last question for Colonel Burke: How will China fare in 2008 when Beijing hosts the Olympics for the first time in history? "They will be ready and will do an amazing job," Colonel Burke says without hesitation, having lived and jostled for space in Beijing, and it is hard not to believe him. **B**

Pursuing your Passion

BY CARRIE POHL

Even as a little girl, Priya was passionate about the fashion industry. She also had a strong desire to build her own company. However, translating this dream into a reality was an enormous challenge.



In 1997, Priya Saraswati received her Bachelor of Commerce degree from the School of Business at the University of Alberta where she majored in Japan Studies. She participated in an exchange program in her third year with the Sophia University in Tokyo. "My year in Tokyo was one of the greatest experiences of my life. I would recommend it to anyone. I was completely thrown into another culture and language and it was sink or swim," explains Priya.

During her one-year stint in Tokyo, Priya met her future husband Eric, an American who was working in Toyko at the time. A few years after graduation, Priya and Eric decided to settle down in San Francisco. The School of Business gave Priya the foundation she needed to land an exciting job in the investment banking field with CIBC World Markets. "It was





*Priya Saraswati
'97 BCom, California*

the middle of the dot com boom when there were Initial Public Offerings for technology companies almost every day. This was a fun, exciting time. I was flying from one end of the country to the other on a weekly basis," says Priya. She was working long hard hours, nearly 90 hours per week, rarely taking a day off. When the market tanked in 2000, the deals became much harder to complete and, in 2002, it was time to pursue something new.

Even as a little girl, Priya was passionate about the fashion industry. She also had a strong desire to build her own company. However, translating this dream into a reality was an enormous challenge. Priya's first step was to spend four months as an apprentice for A Motion Studio. This is where she learned about the garment industry and

"I realize it will take years to build a brand, but it will be worth the effort. It is a difficult road to success for a small apparel company, but, with each client we acquire and milestone we hit, it encourages us to keep striving for more."

the ins and outs of bringing a line to production. This is also where she met her business partner, Yugala Priti, who was the women's designer for A Motion at the time.

Approximately a year ago, the duo officially joined forces to launch a fashion design company, Saffron Rare Threads LLC. Priya's business background nicely complemented Yugala's style of design. "Many designers have great design ideas, but they lose out because they don't know how to run the business. This is a very important part of the equation, especially given the highly-competitive nature of the industry," explains Priya.

The two young women have created a line of garments that targets professional women who want day-to-night versatility. The team's goal is to double sales each season and they are off to a good start with their collection hitting seven stores this fall. The main sales thrust will be centred on wholesale sales to retail stores. However, personalized fittings for individual women, otherwise known as trunk shows, have also been extremely valuable in providing immediate feedback.

Priya is bursting with excitement as she describes her vision for the new venture. "I realize it will take years to build a brand, but it will be worth the effort.

It is a difficult road to success for a small apparel company but, with each client we acquire and milestone we hit, it encourages us to keep striving for more." Other than work, Priya also finds time to enjoy the Bay Area with her husband Eric. She specifically likes the culture of San Francisco and the versatility of skiing one day in the mountains and camping by the ocean the next.

To check out Saffron's designs, visit: www.saffronrarethreads.com



Our Man in Africa

BY WANDA VIVEQUIN

Two years ago, Cameron Duncan ('91 BCom) said goodbye to parking problems, grey wet winters, and tiny expensive apartments.



After 11 years

living in London as head of market risk for a big London finance house, Merchant Bank, he headed for an extended

holiday in southern Europe and South Africa and wound up living in a city he admits many write off as having a terrible reputation for violence and instability.

Duncan settled in Johannesburg, a city now regarded as the economic powerhouse of South Africa, but with a history checkered by instability, poverty, and violence.

"I know Jo'Burg has a bad reputation as a violent place, but there are some lovely areas and the quality of life is great," Duncan says from his office at ABSA.

He is back working again as a market risk assessor manager for a South African bank where it is his job to keep tabs on any potential 'Nick Leesons,' who might make catastrophic trading decisions for the company.

Duncan says this is the easiest way to describe to people what he does for a living. He likes to use the example of former British trader Nick Leeson, who, during the 1990s, brought down the investment empire of Barrings with his bold, unchecked trading on the Singapore Monetary Exchange in the Far East.

Living in Johannesburg has opened up a whole new way of life

for the former Edmontonian. He has bought a 'fantastic house' in an expensive suburb and spends his spare time visiting the numerous game reserves in the region as well as enjoying the city's fantastic nightlife.

"I visited Jo'burg during my earlier travels and thought, right, I want to live here at some stage," he says.

"It really has a good vibe and the people are really friendly," he adds.

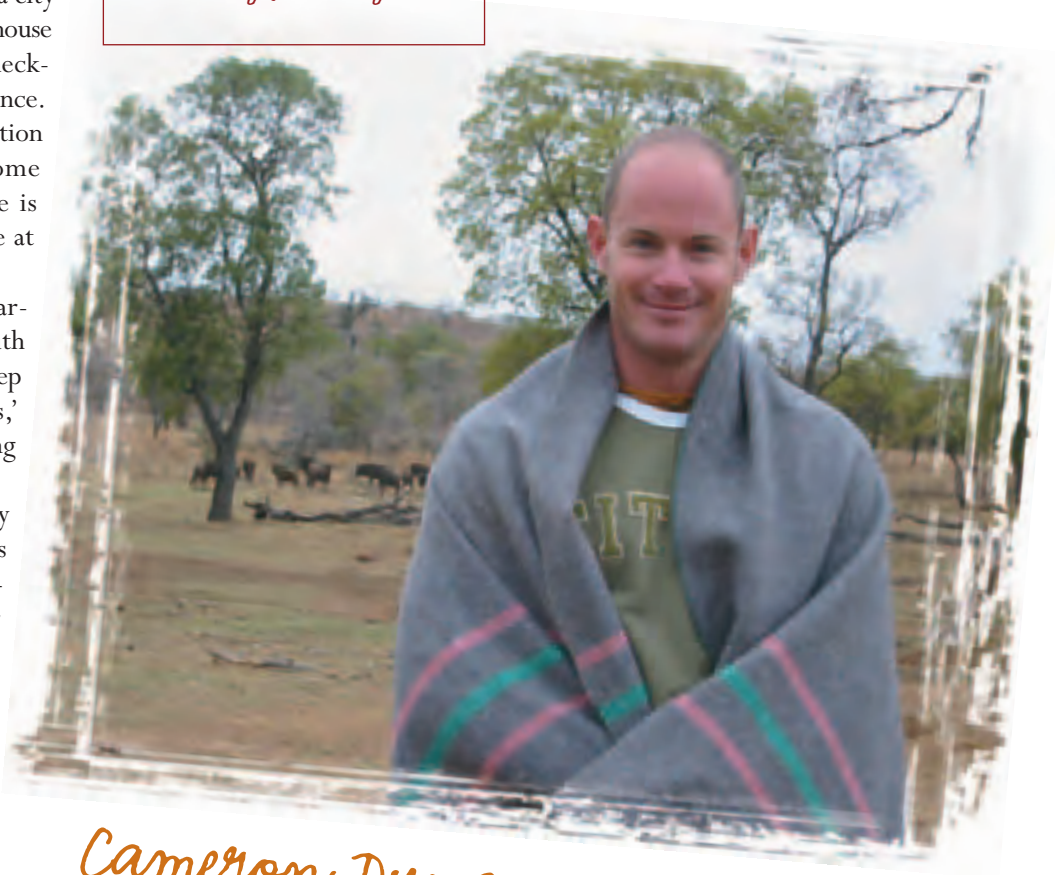
Johannesburg is different from many other big cities in Africa because it was not developed around a major waterway or on the coast. Its establishment well inland was based around the discovery of gold and, at an altitude of around 2000 metres, it enjoys a wonderful climate and superb access to some of the country's premiere attractions – the big game parks.

The sprawling city, now reputedly the third largest in Africa behind Cairo and Lagos, still has its fair share of problems, Duncan says.

Ten years of democracy have seen some changes for people living in the townships like Soweto on the outskirts of Johannesburg such as greater access to running water, improved sanitation, and electricity, he says.

"I visited Jo'burg during my earlier travels and thought, right, I want to live here at some stage. It really has a good vibe and the people are really friendly."

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*Cameron Duncan
'91 BCom, Africa*

"It is very easy to shelter yourself in a nice neighborhood, but I think it is important to understand what is going on beyond."

"The fact remains that black ownership of businesses has not necessarily translated into more wealth overall for the majority of blacks."

"Black ownership has really just created fat black cats rather than fat white cats," he adds.

Duncan says he is learning some of the local African dialects and has visited some of the townships in an effort to better understand the community.

"It is very easy to shelter yourself in a nice neighborhood, but I think it is important to understand what is going on beyond," he says.

"Being able to say hello in an African language, like Zulu, the most common tongue, and to make



GETTY IMAGES

an attempt at conversation goes a long way," he says.

One of the biggest issues facing the present government was how to manage the generation of blacks people who have largely gone without education as a result of the massive school burnings that happened during the '80s in protest at apartheid.

Duncan says, contrary to what many people believe, he knows of no one who sleeps with a gun under their pillow although it is foolish not to be vigilant in a country where deep seeded economic disparities and historical animosities still exist between whites and blacks and rich and poor.

While Johannesburg may seem like just another big city, travel just beyond its limits and Duncan says it is very obvious that you are in a developing country. Cape Town, one of the world's most desired travel locations, is an easy plane ride away and there are many more stunning locations in vast South Africa.

"You definitely know you are in Africa when you head out and that is one of the most appealing aspects of living here," he says.

"It's a vibrant and amazing place." **B**

Left: Cameron and his mother visit a game reserve.





Strategy and Purpose

STORIES BY WANDA VIVEQUIN

The three alumni profiled here represent a career choice we have not featured in the past. Colonel Paul Wynnyk, '04 MBA, is Commander of 1 Area Support Group; Captain Veronica Van Diepen, '02 MBA, is Public Affairs Officer and a member of the Reserves; and Major Brian MacGillivray, '01 MBA, is the COO.

All three are stationed in Edmonton, Alberta.

1 Area Support Group (1 ASG) is made up of over 2000 military and civilian personnel and is responsible for providing a wide range of logistical, technical, and materials support for army resources from Thunder Bay, Ontario, in the East to Victoria, British Columbia, in the West.

COLONEL PAUL WYNNYK

It is an unusual fact that Edmonton's Colonel Paul Wynnyk ('04 MBA) can tell you almost anything you ever wanted to know about the ecology and life cycle of a flatfish.

For example, he can tell you about the gastronomic significance of a left leaning, upward staring flatfish to a Japanese officer or the fact flatfish start their lives swimming straight up and down and then flop over either left or right. So why does a high ranking officer in the Canadian Armed Forces know so much about the topic of flatfish?

It turns out that, in 1992, when Wynnyk was in Cambodia on a United Nations Mission serving with a big group of engineers from all over the world, he was also responsible for feeding them. "The Japanese soldiers were very particular about this part of their diet so sourcing these fish in Cambodia was something of a logistical challenge," Wynnyk says with a laugh. It was one of the more unconventional responsibilities he has shouldered during his military career to date.

At 40-years old, Wynnyk has already crammed a whole lot of service into his military career and many of his colleagues say he is destined for high places. Ask anyone at the 1 Area Support Group which Wynnyk leads in Edmonton about their Colonel and it is the same answer each time. "He is a really smart man," they all say. 1 Area Support Group (1 ASG) is made up of over 2000 military and civilian personnel and is responsible for providing a wide range of logistical, technical and materials support for army resources from Thunder Bay, Ontario, in the east to Victoria, British Columbia in the west.

Fresh out of the Royal Military College in 1986 armed with a degree in civil engineering, it did not take long for the ambitious young Wynnyk to get his first overseas posting. Shortly after graduating, he was sent off to Germany. "I look back at that time as a real peak in my career develop-

"There was excitement and trepidation, and it was an era of unbridled optimism with regards to the role of the UN in rebuilding countries."



ment," Wynnyk says. "We were at the pointy end of the Canadian Army, fully resourced, and the training opportunities were outstanding," he says. "It was a perfect training ground and gave me a taste for overseas postings," he adds. There were many more postings to come for the enthusiastic combat engineer from the small Alberta town of Breton who had an idea he would end up pursuing a career in the armed forces.

Now, as a full Colonel in charge of the 1 ASG, Wynnyk remains modest about his achievements and says his greatest reward comes from seeing people come through the ranks and develop through their time in the armed forces.

"There was no pressure at all from my parents to join the regular forces," he adds, even though his father Walter ran the local army cadet corps. "They thought it was honourable to serve my country," he says.

Wynnyk believes a military career offers unparalleled opportunities rarely encountered in other professions. One of the opportunities offered to Wynnyk was to be part of the first major post-Cold War peacekeeping mission in Cambodia. "I knew nothing about Cambodia although I had seen the movie *The Killing Fields* which came out the year I left for Asia," he says. "There was excitement and trepidation, and it was an era of unbridled optimism with regards to the role of the UN in rebuilding countries," he adds.

Cambodia's history up to the time of Wynnyk's arrival in 1992 had been horrific. In the 1950s, French colonialism gave way to a time of political instability and civil war, made worse by spillover from the war in neighbouring Vietnam.

From 1975 to 1979, Cambodians were subjected to a dictatorship under Pol Pot. It is estimated that more than one

Putting

million people were killed by Pot's Khmer Rouge, which was eventually overthrown in late 1978. For over a decade the country remained unstable until the UN was called in to help with the establishment of a fair democratic process and a rebuilding of the shattered country.

For Wynnyk, Cambodia was a chance to put his leadership skills to the test when he was told that instead of working as a mine specialist, he would be responsible for the logistical needs of over 2,500 engineers from all over the world. They arrived in a country bristling with between six and ten million landmines, the highest concentration of these deadly devices in the world. Roads were in an abysmal condition, pock-marked with bomb craters the size of Olympic diving pools, and, living amidst all of this was a decimated population, psychologically affected by the atrocities committed by the Khmer Rouge.

"It was hugely challenging," Wynnyk says. "The only way we could get supplies to the units stationed around the country was by helicopter," he adds. The only marginally useable road fortunately lay between Phnom Penh and the country's only port at Sihanoukville although this was still a seven-hour drive away. Today, this drive takes just two and a half hours. In all, Wynnyk spent a large part of 1992 and 1993 in Cambodia heading the logistics section of the engineering brigade and taking every opportunity to have a good look around the country.

One of the highlights was to visit the famed ruins of Angkor Wat, which is now an immensely popular tourist destination although when Wynnyk was there very little of the extensive restoration work had been started. "There were no tourists there and we had to be very careful as the area was still heavily mined," he says.

Today, Cambodia is a popular tourist destination and the country's economy has slowly recovered but not as fast as neighbouring Vietnam. It was a comparison of these two countries' economies that Wynnyk chose for his MBA project for the international business specialization. "My project was to analyze the economic impact of capitalism since the fall of communism in Cambodia, and contrast this with

Colonel Wynnyk in Cambodia with a young friend



"The classic picture of UN peacekeepers such as in Cyprus where we had opposing forces on either side of a line and the UN in the middle is now rarely the case."

the economic development in socialist Vietnam over the same time period.

His conclusions were that, despite UN intervention and huge injections of foreign aid, the Cambodians still lagged well behind Vietnam economically. "Corruption and the loss of human capital under the Khmer Rouge have had a huge effect," he says. Wynnyk has been back to Cambodia once since leaving in 1993 although he would like to return again to see what kind of further changes have taken place.

Coming back to Canada in 1993, Wynnyk then went on to spend 200 days over the next three years travelling to the Balkans as part of the Canadian commitment to UN forces deployed to assist with the conflict in the former Yugoslavia. While the desk job was actually based in Ottawa, it also involved an immense amount of travelling between the two countries.

Wynnyk says he has seen major changes in the way the UN carries out its operations over the last three decades. "In Canada, we don't call them peacekeeping operations anymore but peace support operations," he says. "The classic picture of UN peacekeepers such as in Cyprus where we had opposing forces on either side of a line and the UN in the middle is now rarely the case," he adds.

Wynnyk says the variety of options and flexibility offered by a career in the armed services appeals to him a lot. "It's one career but many different jobs and I am only limited in what I want to do by me," he says.

In 2002, another UN mission took him to the Congo, which is a former Belgian colony wracked by civil war, disease, and spill over conflicts from neighbouring countries like Rwanda, Uganda, and Angola. "I was quite ex-

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leadership to the test

A civilian in unifor

cited about going to the Congo and had lobbied hard to get the job,” he says. “Our role was to stabilize and monitor the situation in this country, and the issues facing this nation were similar to those facing many of the sub-Saharan nations,” he adds.

Wynnyk says spending time in countries like the Congo where the misery of so many caught in the conflict or affected by disease like AIDS or malnutrition does not overly depress him. “I know that the work we do is good and makes a difference,” he says. It was while stationed in the Congo, however, that Wynnyk heard of his most unusual posting. “The army posted me to the University of Alberta,” he laughs. In an unusual move, the army decided to send Wynnyk to do his MBA on full salary.

His wife Marianne Howell, whom he met on a blind date in 1999, is a doctor who works in the clinical department at the Dentistry School. “I found doing the MBA an incredibly stimulating time,” he says. “It was great to be surrounded by highly-motivated people,” he adds.

As for what is next on the agenda, he is not too sure although others agree he is on his way to the top. **B**



VERONICA VAN DIEPEN

As a young girl in the 1960s Captain Veronica Van Diepen ('02 MBA) would sit on her father's lap and watch the then very popular television series Hogan's Heroes.

The high jinks of this ragtag bunch of cheeky American and British soldiers in a German POW camp sparked something in Van Diepen who decided she wanted to see for herself what life in the army was really like.

So, as a 16-year old living in Lambeth Ontario, she enrolled in the air cadets and then in the army reserves as an armoured soldier. That was until the paperwork trail caught up with her and the 'system' realized that she was a woman and could not serve in a combat role. “Sure, I was disappointed at the time but now I am glad I don't have to be out there with all those diesel fumes and the tanks,” she says.

Twenty-four years later she is not so disappointed and says that some people in her office jokingly describe her as a “civilian in a uniform.” Van Diepen works as the public affairs officer for the 1 Area Support Group in Edmonton. She is a member of the Reserves, which means she gets all the benefits and official rankings that come from being in the Canadian Forces except for a pension. In return, she retains a choice over whether she gets posted somewhere outside of Edmonton or not.

“I respect the institution and the standards and you know what is expected of you.”

“I am a bit of a homebody actually and like to stay in Edmonton,” she says. Consequently, the media have come to rely on her because unlike regular forces members who move from place to place, van Diepen has become something of a fixture at the Edmonton Garrison. “They know they can always find me here,” she says.

The involvement of women in the Canadian armed forces can be traced back to the War of 1812. It was not until after the Canadian Charter of Rights and Freedoms was passed that the Canadian Forces were forced to change their policies towards women and combat. In 1989, Canada finally celebrated its first female infantry soldier.

For Van Diepen and 60 other women enrolled in the reserves in the early 1980s it was, however, a little too early and they were re-badged and retrained as administration clerks. Things have changed a lot since then and the opportunities and achievements for women in combat have been amazing,” she adds.

Women now occupy the ranks of Brigadier General, Lieutenant Colonel, and Major General and make up 17 percent of the Canadian Forces. Van Diepen says she loves being in the Reserves. “There is just something about waking up in the morning and knowing you don’t have to worry about what to wear,” she laughs. “There is also a requirement to stay fit and that’s a great incentive to stay in shape,” she says. Once a year, the soldiers are put through their paces on a 13km rucksack march lugging a 50-pound pack in combat boots and carrying a weapon. “I respect the institution and the standards and you know what is expected of you,” van Diepen says.

Her husband Ross Nairne is also a Captain in the Reserves and is presently based in Afghanistan at Camp Julian and has also had tours in Sierra Leone and Bosnia. “I send him care packages, we email and phone once a week but its part of the life, and I am actually quite independent,” she says.

“I have to say I was really impacted by 9/11 but we have to understand that part of being a soldier means going into the theatre of war,” she adds.

Van Diepen originally trained as a nurse and spent a few years working in the profession but also keeping up with her commitment to the Reserves. “It was an interesting time because, by day, I would be nursing and, on the weekends, I was

out blowing things up as part of exercises,” she laughs.

Finally, in 1995, she began working as a full-time reservist in Edmonton collecting a bag of military qualifications along the way which have helped her in her present role at the Edmonton Garrison. For Van Diepen, managing public affairs goes far beyond just dealing with media. The focus for her is to get the army integrated as closely as possible within the Edmonton community. Of course, the media management required during a crisis is important, but, for Van Diepen, a strong public profile for the Canadian Forces and a good understanding of what it does is what she strives for.

Van Diepen clearly remembers the day of the “Friendly Fire” incident in Afghanistan in which four soldiers from the Edmonton Garrison were killed by American troops. Eight others were also wounded when a US jet dropped a bomb on their unit during a training mission. “It was a crazy time,” she says. “We were really quite surprised at the incredible level of media interest in the event and once a decision was made to hold a memorial event in the city of Edmonton, it became bigger than anything we could have imagined,” she says.

One of the things that she was very thankful for during this time was the incredible network of contacts in the community that helped ease the load. Van Diepen credits the extra effort put into community relations by the Canadian Forces in Edmonton for this. “Our big push is to be seen in the community doing things,” she says. Over the years, this push has resulted in the Canadian Forces becoming much more visible, involved, and, consequently, understood by members of the wider community. “We now get regular requests for staff to be involved in parades and events,” she says. “We have people who volunteer at schools, build houses for Habitat for Humanity, and are invited to K Days,” she adds.

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“Our big push is to be seen in the community doing things. We have people who volunteer at schools, build houses for Habitat for Humanity... This all helps to build a better understanding and support for who we are and what we do.”

“We are a small force but are comprised of well-respected and credible soldiers. We have a good name.”

“This all helps to build a better understanding and support for who we are and what we do.”

It also helps to dispel some of the popular misconceptions about the armed forces. “I am constantly surprised about how little people know about the variety of work we are involved in outside of the theatre of war,” she says.

As examples Van Diepen cites the ice storm in Québec in 1998 where thousands of troops were deployed to help and the Manitoba Floods in 1997. She herself spent a couple of weeks as media liaison during the 1998 Silvercreek fires in British Columbia where the army was called on to help.

In 1998, Van Diepen decided to add another item to her bag of qualifications by enrolling in the MBA program. It was by her description a “personal challenge” that took three and a half years of part-time study to complete.

Colonel David Burke, also a U of A MBA graduate (see profile on page 10), played a role in convincing Van Diepen to pursue her MBA. “It was the best time of my life,” she says. “There is something about sitting in the middle of a whole bunch of really smart people that is so inspiring,” she adds. Van Diepen admits that further study is never far from her mind and is currently in the Local Government Management

Certificate program at the University of Alberta and is contemplating a PhD. **B**



MAJOR BRIAN MACGILLIVRAY

Major Brian MacGillivray ('01 MBA) is about as enthusiastic about his career in the Canadian Armed Forces as one could possibly imagine.

At 36-years old, he has spent half his life doing his part for the country and would not change this for anything in the world. “I am having a great time and I love what I am doing,” he says enthusiastically. “I can’t imagine doing anything else and get a real kick out of it,” he adds.

MacGillivray works for the 1 Area Support Group based in Edmonton where he is Chief Operating Officer of the organization. On behalf of his commander, Colonel Paul Wynnyk (see profile on page 16), he is responsible for the coordination and control of logistical, engineering, communications, and other vital support requirements for the 1 ASG.

His training is as a mechanical engineer although his career path to date has taken him to places and into roles that he says have “saturated my professional goals.” As a young man

“You bring with

“Supporting the delivery of humanitarian aid meant we brought with us a sense of hope.”

growing up in Cape Breton, MacGillivray was encouraged to join the armed forces by his then neighbour who just happened to be the provincial Minister for Education. “I joined the army the week after I graduated from high school,” he says. “I really wanted to do my part for my country,” he adds.

His work with the 1 ASG is another step in a military career that has taken MacGillivray around Canada and to international hot spots like Somalia and Kosovo.

“The kind of work we are involved in has changed and grown dramatically since the end of the Cold War,” he says. “The paradigm of operations has changed and our operational scope is so much more diverse with now an added emphasis to peace support operations and humanitarian assistance.”

“The asymmetrical nature of the threats facing nations and people means that that enemy can be everywhere,” he adds.

MacGillivray is referring to the peacetime support role that Canadian soldiers have become well known for internationally in recent times. “We are a small force but are comprised of well-respected and credible soldiers,” he says.

His own experience in Somalia in 1993 provided him a first hand experience of the tremendous difficulties facing agencies like the United Nations to get humanitarian aid to people in conflict-affected countries. “I had no understanding whatsoever about where I was going and the situation there,” MacGillivray says.

Two and a half months in the war-torn country lo-

cated strategically on the Horn of East Africa left a lasting impression on the young MacGillivray. “Supporting the delivery of humanitarian aid meant we brought with us a sense of hope,” he says. As a young Canadian soldier on his first tour, Somalia was a real eye opener.

Until the arrival of the UN, much of the foreign aid delivered to this country was being taken by the warlords running the country leaving the population to starve. The US-led UN mission entered Somalia in 1992 to support the safe delivery of humanitarian aid to a country decimated by war and famine. MacGillivray’s role was to work on projects that provided protection to the convoys of trucks delivering humanitarian aid to the starving masses in the countryside.

Somalia had been a pawn in the Cold War and supported financially by the USA while neighbouring Ethiopia received money and arms from the former Soviet Union. Its strategic location along the shipping routes out of the oil-rich Persian Gulf meant there was a keen interest in the area, but

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you a sense of hope.”

School of Business Goes Public



WE WILL USE THE POWER OF
THE DOLLARS WE RAISE TO

Attract and retain faculty
of exceptional quality

Attract and retain
top-quality students

Strengthen our community
linkages through the work of
our Centres and Institutes

Make ongoing investments
in the technology needed to
deliver and sustain world-class
research and teaching

The University of Alberta School of Business publicly launched its fundraising campaign *Building on Our Strengths: Investing in Our People* December 1 in Edmonton and on December 2 in Calgary, announcing an overall target of \$20 million. Now, halfway through the campaign, the School has already raised \$11 million in donations from its many shareholders.

The School's campaign is closely integrated with the University's campaign and dollars raised count towards the University's overall goal of \$310 million. In 2008, the University of Alberta will celebrate 100 years of service. In 2006, the Commerce program will be 90 years old. We have a long tradition of educating the leaders of tomorrow and responding to the evolving needs of our shareholders. We hope that you, our alumni, will join us in keeping this momentum going. ●

Please turn to both our Campaign booklet facing this page and our Thank-you to Donors booklet inserted elsewhere in the magazine for additional information.

"To meet our goal, in the face of intense and growing competition for top-quality researchers, teachers and students, the School's campaign will deliver a legacy – a solid, stable funding base that will help us to achieve and maintain a critical mass such that it will render our efforts bulletproof. As Dean, I can honestly say that without our alumni the School would not be where it is today. Nor would it enjoy the competitive advantages it does were it not for the foresight and generosity of our alumni."

Mike Percy, Dean
Stanley A Milner Professor

"The School's aspirations mirror those of the University and its larger vision: to be universally recognized in teaching, research, and community service. We are proud of our future alumni – our 2,200 current students. With your help, we will enrich and expand the experience these young men and women will encounter on campus, in competitions and in exchange programs."

Stanley A Milner
Honourary Campaign Chair

"This campaign is about renewal: about investing not in bricks and mortar but in people. Just as business reinvests its profits, with your help, so must this School. Our "profits" are our alumni, our students, and our faculty. Reinvesting in them will allow us to strengthen our balance sheet."

Hugh Bolton
Campaign Chair

Alumni Support:

The MacLean Family – Bob ('75 BCom) and wife Maryanne ('75 BEd) along with son Ryan ('00 BCom) and daughter Michelle ('02 BCom) have committed to a very generous long-term partnership benefiting the School and launching what we hope will be a very successful alumni campaign.

Corporate Support:

"We believe that if Canada is to compete with other countries for talent, investment, and economic growth, we simply must invest in intellectual capital and provide an environment for business to prosper."

RBC Financial Group President and CEO Gordon Nixon, after announcing \$1.5 million to the School for family enterprise initiatives on November 2



when the Soviet Union withdrew its resources so too did the USA.

Involvement in Somalia ended disastrously for both Canadian and American troops. The now infamous 'Black Hawk Down' incident forced the Americans out of the country and the Somalia incident in which Canadian soldiers were charged with torturing local people caught breaking into one of their storerooms spelled the end of their involvement.

He said travel into the countryside provided some of the most vivid memories: scores of children appearing from behind the scrubby bushes and marveling at the taste of cold water for the first time.

As a father of two young children now, MacGillivray says it would be hard for him to go to a place like Somalia now. "We have so much to be thankful for here in Canada and sometimes it takes a trip to a place like Somalia or the former Yugoslavia to make you realise this," he says.

MacGillivray eventually enrolled in a part-time MBA in 1997 and, although he took a little longer than most, there were a number of extraordinary reasons for this. "It took me four and a half or five years to finish my MBA part time," he says. No sooner had MacGillivray been accepted into the program when he was called to help with the Manitoba floods of 1997 that drowned huge swaths of land in and around Winnipeg. In 1998, his studies were interrupted by the Ice

"We have a great life here and when I read about all the things people complain about I think those people should go to a place like Somalia to see what they should be thankful for."

Storm in Quebec and in 1999 a posting to Kosovo took him away for eight months.

"The professors at the University of Alberta School of Business were great about this," he says. "People like Dr Jobson and Dr Rasmussen would say 'that you are off to serve our country' and, as such, were very accommodating to all of us," he says. "I think the people at the school are incredibly supportive of the military."

Of his time in Kosovo, where MacGillivray was responsible for coordinating the tactical-level provision of logistics and movement of 1300 troops, he also has very strong memories. "We were all apprehensive since we expected NATO to utilize the United Nations Section 6 powers to enforce the security in Kosovo," he says. "But you are seen as the liberators and you bring with you a sense of hope to the people."

MacGillivray says his frequent absences from class also required a high level of trust in him by the faculty especially for delayed exams and assignments. "They knew where I was, sleeping in a hole somewhere without power so it was unlikely I would be able to cheat," he laughs. He finally completed his MBA in 2001 and was hoping for a holiday with his wife Heather who is a nurse at the U of A hospital, but their daughter Siobhan had different plans.

She was born the day after he finished his last exam. "So much for a break and, of course, a very big change in focus," he says.

MacGillivray is on the move again from Edmonton, this time to Central Canada although there had been prospects for an adventure in the Pacific until quite recently.

"We were supposed to be going to New Zealand, but now we are off to Ottawa." **B**

"I love what I am doing."

Phil Soper in Toronto

BY ALAN FINDLAY

PERCHED A TOP *Toronto's Don Valley and overlooking much of the city's central landscape, Phil Soper's ('84 BCom) sweeping, corner office view is pretty much what you'd expect for the President and CEO of Royal LePage. Across the valley and down into the city's core is much of the area where Albert E. LePage would have revolutionized the industry 90 years ago by simply driving clients to and from prospective homes and listing properties in the local newspapers. Trying to sell some of that same land and much, much more in the 21st Century, Soper has spent the last two years leading the company's army of 10,700 realtors into a vastly different real estate landscape where clients are looking for a lot more than just a lift.*

Sitting back in his office with a morning cup of coffee and reflecting on the challenges before him and the road behind, his unconventional climb up the corporate ladder seems a natural fit for an industry leader facing so much change. From helping to save the neighborhood of North Garneau from the wrecking ball as a student to taking on assignments in seemingly dead-end departments that other young managers chose to whistle past, Soper has proven himself a change agent who doesn't shy away from a challenge.

"Taking risks has always been a defining characteristic in my career and it inevitably worked out," he says. "It reinvigorated me and gave me opportunities I wouldn't otherwise have had."


Soper's time at the U of A was a colourful beginning to his career. After a freshman year of literally leading the party on Henday Hall's most rambunctious floor, he went on to become President of the



No Bound

The many

Meet two high achievers who enjoy making their mark in the burgeoning real estate market.



darries

*Faces of
Real Estate*

GETTY IMAGES

“TAKING RISKS HAS ALWAYS BEEN A DEFINING CHARACTERISTIC IN MY CAREER AND IT INEVITABLY WORKED OUT.”

Students' Union at a time when the bloated organization was deeply in debt and badly in need of an overhaul. Winning a hard-fought election campaign with a slate of fiscally-minded, political underdogs, Soper and his SU executive took what was reputedly the largest student-run business in North America (including a bowling alley, curling rink, and more than 200 unionized employees) and radically reformed it into a core set of affordable student services.

“It was a fascinating time,” he recalls. “You make a ton of mistakes. I learned how critical it was to focus on the problem you’re trying to solve and not to let it get personal.”

Inside the classroom, he best remembers the professors whose lectures taught outside the textbook and instilled in him the importance of maintaining a good rapport with employees.

“Some business leaders maintain you have to be distant,” Soper says. “I’ve always maintained if you show them your human side you can develop a level of trust. They can trust in you and you can trust in them.”

He began his career on a much different track from real estate, working with IBM in the mid ‘80s as a systems engineer. It was the ideal job with the perfect company for someone who loved all things technical.

“I was always fascinated with computers. When I was in high school, I used to order computer parts from the back of comic books and wire them together to make them work.”

It wasn’t until Soper took part in a company program that arranged lunches between employees and senior executives that his career path suddenly veered from the technical route to business.

“We left the meeting and the VP went to my manager and said, ‘This guy’s not an engineer, he should be in sales.’”

Soper quickly found himself in the ultra-competitive market of the late ‘80s, working on what he describes as an IBM SWAT team that would help different branches of the company win major deals. The pressure was high and expectations were even greater, he remembers.

“There was this incredibly passionate desire to win at all costs during those days. We treated ev-

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“WHAT WE SEE NOW IS THAT CONSUMERS ARE MUCH MORE EDUCATED ON WHAT’S AVAILABLE. THEY TEND TO MAKE THEIR DECISIONS QUICKER.”

ery single deal we did as if the fate of the entire company depended on it. I don’t think there was a better training ground in the world.”

He later witnessed first hand the difficult choices a corporate leader must make as new competitors emerged in the world of personal computers and the Internet to challenge IBM’s dominance. Company-owned country clubs were closed and fringe benefits slashed as Bill Etherington (now chairman of the CIBC) rightly predicted the difficult times ahead.

“What I learned during that time was that a business leader has to do what it takes and make unpopular decisions when you know it’s the right thing to do.”

By the mid ‘90s, Soper took a risky assignment heading up what was viewed at the time as a “backwash area for rejects and people who couldn’t get along with others” — IBM’s nascent IT professional services business.

Soper and company set up networking partnerships with emerging players such as Cisco and Nortel and soon saw double-digit revenue growth for their services division at a time when IBM’s traditional hardware business was struggling. Over the next few years, his business grew to over \$200 million in annual sales and created hundreds of jobs.

In 2000, Brascan Corporation came knocking with a new challenge: to integrate and manage two newly-acquired companies into their Royal LePage business. The risk of leaving a promising career with IBM looked prophetic when the tech industry suffered its devastating collapse three months later.

“It turned out to be one of the best decisions I’ve ever made. Never underestimate the role of luck in career planning,” he says with a smile.

Over at Royal LePage, Soper began making wholesale management changes, tossing out old systems and processes for others he had learned from his IT days.

“We have grown like stink both because the market has been so good and because we’ve been able to execute on some solid strategies,” he said.

Soper’s impressive results landed him in the President’s seat two years later and the title of CEO earlier this year.

He quickly set to work, taking the company public (TSX: RSF.un), and putting together an eclectic team with backgrounds ranging from real estate to online book sales. They began the daunting task of training the company’s entire sales fleet of over 9,000 brokers and agents to hone in on the niche markets of 21st Century real estate. He said his days in IT impressed upon him how important it was to hold people’s hand through major change if it was going to stick and not simply ignored in favour of old habits.

A team of adult educators travel across the country to train the company’s agents how to capitalize on technology and recognize the unique needs of clients such as the growing number of single women buying homes and the incredibly sensitive issues surrounding the huge market of divorcing couples looking to turn one home into two.

And as the burgeoning real estate market continues to grow by the month, Soper is determined to keep his company in step with the evolving demands of its clientele.

“What we see now is that consumers are much more educated on what’s available. They tend to make their decisions quicker, they possibly look at fewer properties so real estate companies like ours have to adapt.” **B**

Phil Soper

- ’84 BCom
- Students’ Union President
- IBM SWAT Team
- TSX: RSF.un
- Provides leadership to 10,700 Royal LePage realtors

“In commercial real estate, you get the opportunity to meet and do business with the elite of the business community. This provides for a great learning environment and wonderful friendships.”

Todd Thronkson in Edmonton

BY DEBBY WALDMAN

FOR SOMEONE *who entered the job market in the late 1980s, Todd Thronkson, '87 BCom, has followed an unusual career path: he's always worked for the same company.*

Shortly after graduating, Thronkson was hired to work at the commercial real estate firm of Graeme Young and Associates, which was started in Edmonton in 1978. In 1996, the company merged with Melton Real Estate in Calgary to form a larger Graeme Young and Associates in that city. A year later, Graeme Young merged with Avison Inc. in Toronto and Vancouver.

Thronkson is now the Managing Partner of the Edmonton office of Avison Young. He says he'll stay with the company for the rest of his working days.

"I'm very loyal and I've always had the opinion the grass is not always greener on the other side of the fence," he says. "If you love what you're doing and enjoy and respect the people you're with, there's no real reason to change."

Avison Young has more than 120 brokers working from Vancouver to Québec. The Edmonton office has 17 brokers and eight assistants on its 33-person staff. As Managing Partner, a position he has held for seven years, Thronkson manages and provides leadership to the local office. He is also active in the brokerage side of the business where he provides professional advice to his clients who typically lease office space or own office buildings.

Thronkson's role allows him to get a strong sense of the business climate in Edmonton. Industries that have done particularly well during the past 15 years include construction, education and, lately, commercial and residential real estate.

The economic climate wasn't as promising when Thronkson graduated from the U of A. "It was a difficult economy for business students trying to get jobs," he says.

Thronkson learned about an opening at Graeme Young through a friend there. He started as an assistant to the managing partner and one of the founding partners. He did tours, cold calls, financial summaries and reports and also prepared marketing pieces and completed documentation for listings.

"I'M VERY LOYAL AND I'VE ALWAYS HAD THE OPINION THE GRASS IS NOT ALWAYS GREENER ON THE OTHER SIDE OF THE FENCE."

He did tours, cold calls, financial summaries and reports and also prepared marketing pieces and completed documentation for listings.

After a few years, he was promoted to negotiator where he specialized in the suburban office market. His first major clients were Standard Life Assurance and Canadian Urban Equities. Seven years later, he was promoted to Partner and, a year later, he was named Managing Partner.

One of his favorite duties as Managing Partner is helping to mentor new negotiators and new assistants. He advises students contemplating a career in commercial real estate to get involved at school and get to know people.

"It's very important to develop your sphere of friends at an early age" he says, adding "that it's equally important to keep an open mind, work hard, and be prepared to make sacrifices early on to get where you want to be down the road."

New assistants at Avison Young earn approximately \$30,000 a year, all base salary. In their second year, they can either increase their salary or take less pay and share commissions with a senior negotiator.

Thronkson believes the life of a salesperson is greatly misunderstood by students graduating from university. From his perspective, the life and opportunities that come from a life in sales cannot be underestimated. "Everyone has to sell whether they are an accountant, lawyer, stock trader, or realtor," he says. "They have to bring in business to be successful. In commercial real estate, you get the opportunity to meet and do business with the elite of the business community. This provides for a great learning environment and wonderful friendships. The golf in the summer is an excellent benefit as well."

Thronkson is blessed with a wonderful wife and two boys. He met his wife Kim at business school at the University of Alberta in 1987. Kim is a fellow Business graduate (2000) who also has a law degree (2003). Their children Alex, who is seven, and Jacob, who is five, are both keen students of business. The Thronkson family's passions are golf, skiing and computers (the children's passion). **B**



"EVERYONE HAS TO SELL WHETHER THEY ARE AN ACCOUNTANT, LAWYER, STOCK TRADER, OR REALTOR."

Business Alumni Association

Formed in 1988, the University of Alberta Business Alumni Association represents 18,000 BCom, MBA and PhD graduates of the University of Alberta School of Business with branches across Canada and around the world.

BRANCH CONTACT LIST

CALGARY: Jon Wrathall, '00 BCom
e-mail: jwrathall@icomproductions.ca

FORT McMURRAY:
Marcella Dankow, '94 BCom
e-mail: marcella@artworksgallery.ca

HONG KONG: Catherine Kwan, '98 BCom
e-mail: UAAAHK@netvigator.com

LOS ANGELES: Lorne Fierbach, '96 MBA
e-mail: lornefi@comcast.net

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

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

SAN FRANCISCO: Dyan Triffo, '88 BCom
e-mail: dyan.triffo@db.com

TORONTO: Paul Joliat, '02 MBA
e-mail: pjoliat@stellarsponsorship.com

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

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

KEEP IN TOUCH

Please take a moment to update your current contact information and send a class note for a future issue of Business. Go to page 37 or www.bus.ualberta.ca/alumni/.

recent events

>>> For more event photos visit
www.bus.ualberta.ca/alumni/events.htm

Annual Dinner

On October 14th, the Business Alumni Association held its 16th Annual Dinner with guest speakers Dr. Greg Zeschuk and Dr. Ray Muzyka, Joint CEOs, BioWare Corp. and Co-Chairmen, CodeBaby Corp. Business alumni and their guests were entertained with the stories behind these two unique, Edmonton-based technology companies that have experienced great success in their short histories.



Top, L to R: Corinne Warwaruk, Chris Pilger, Dwayne Stang, Adam Cook

Bottom, L to R: Barry James, Janice Rennie, Kirk Mahon, Glenn McEown

Right: L to R: Mike Percy, Harvey Lawton, Ray Muzyka, Greg Zeschuk



Spruce Meadows Show Jumping Event, June 10, Calgary

Left: L to R: Robin Harvie, Helen Jull, Ron Winkelaar, Sue Stanford. Right: L to R: Tammy Sky, Alfred Sorensen and Ilene Schmalz

Reunion Days

September 30 – October 3, 2004



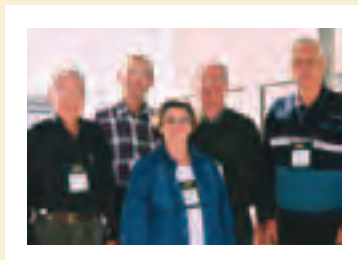
Class of '49 Dinner, October 1
Members of the Class of '49 and their guests held a special dinner to celebrate their 55th Anniversary. L to R - top row: Keith Fowler, Ben Shikaze, Gord Coulson, Bob Seaton
Bottom row: Bill Vanner, Doreen Loughheed, Marg Sutherland, Illa Skeith, Don Hall



Class of '54 Dinner
Members of the Class of '54 and their guests joined Dean Mike Percy for a dinner to celebrate the 50th Anniversary of their graduation from the University of Alberta.

Top row, L to R: Bill Tye, Don Fraser, Dick McKinnon, Don Cross, Debby Carlson, Bill Stevens, June Stevens, Mike Percy.

Seated, L to R: Lorraine McKinnon, Margot Wood, Bill Ferris



Members of the Class of '59
L to R: Al Cromb, Robert Johnstone, Eva Gelmici, John Buchan, John Krall



BAA Golf Tournament, September 13

L to R: Doug Alloway, Terry Harris, Glenn Mitchell, Ed Davies



Convocation Breakfast, June 9

Business graduates and their families celebrate at the 2004 Convocation Breakfast

Other Events

October 12 • MBA/Alumni Reception and Mentorship Launch

October 14 • 16th Annual Business Alumni Association Dinner

November 10 • U of A Alumni Reception – Edinburgh, Scotland, with Dean Mike Percy

November 13 • U of A Alumni Reception, London, England, with Dean Mike Percy

November 13 • Dallas Business Alumni Lunch with Professor Joseph Doucet

November 15 • New York Business Alumni Lunch with Net Impact MBA students

Onward and Upward!

This is not a typo. "Onward" is a new Web-based application that will allow the School to take online registrations for some of the many events that it hosts. This simple and secure application will allow users to sign up and pay for certain events on the Web and represents a significant improvement in the services we are able to offer as a School to our constituents. For more information on this application, contact External Relations at external.business@ualberta.ca.

MBA Liaison

An MBA alumni networking event was held at Characters Restaurant in Edmonton on September 21, bringing more than 90 alumni and current students together for an evening of mingling, catching up with old friends, and making new connections. The MBA Alumni Liaison Committee and the BAA would like to thank the event sponsors – Characters Restaurant, Deloitte and Touche, and West Edmonton Mall.

Similar events targeted at MBA alumni will be held every few months - the next one is planned for February 2005. If you would like to attend in the future and did not receive notice of the inaugural event, please contact either of the committee co-chairs: Barton Goth (goth@ocii.com) or Russ Farmer (farmerr@shaw.ca).

Back to Business

BY CHELSEA BARON
PRESIDENT, BUSINESS STUDENTS'
ASSOCIATION, 2004-2005

The Business Students' Association (BSA) started things off in early September with its annual Frosh Week activities: Cohort Olympics, to stir up some friendly cohort rivalry, Dean's BBQ United Way fundraiser, and a Business Clubs Fair.

WE ALSO LAUNCHED A NEW EVENT to help students develop a fundamental skill for success in business: the CGA Golf Series. This event combined a series of lessons with a corporate and student golf tournament in early October and received very positive feedback. Our Second Annual Oktoberfest Beer Gardens was also successful, and, thanks to our awesome planning committee and volunteers, had significant improvements after its inaugural year.

In the midst of the accounting recruitment rush and the new co-op student seminars (not to mention classes), students made time to compete in the local round of the Inter Collegiate Business Case Competition. Thirteen strong teams competed in the seven categories and the U of A will be well represented at the national level of this Queens competition. The School of Business also sent a team of students to the Dalhousie Business Ethics Case Competition in November and representatives on the Canadian team at the Commerce Games



Clubs' Fair



Cohort Olympics



Dean's BBQ



L to R: Clark Barr (BSA) and Chris Ziebart (RMBS)

The fall semester has had a busy start with student group activities, competitions, conferences, and other fun to welcome students back to school.

(Jeux de Commerce) in January. Good luck!

The Business clubs have been adding to the dynamic student life in Business. The University of Alberta Marketing Association (UAMA) again held its popular Grafitti Pub Crawl and is working on an internal Marketing case competition. October saw Network for Success, the first installment of the Success Series, which is a collaborative event started last year by the Cooperative Education Students' Association (CESA), the University of Alberta Human Resource Management Association (UAHRMA), and the BSA. Each club hosts a seminar focusing on professional development. CESA has also launched a very successful mentorship program that partners new co-op students with veteran students in the program. The Management Information System Club (MISC) held a networking event with alumni in the discipline, and AIESEC members just returned from a regional conference the proud winners of the "Spirit Keg." There is more to come from these and other Business clubs in the next few months! Thank you sponsors, guest speakers, and faculty for your support! **B**

profile In the Fast Lane

BY DEBBY WALDMAN

Most School of Business students have to wait until after graduation to move into the fast lane. Mike Forest has been there all along – literally.

NOW 23 AND IN HIS LAST YEAR AT THE SCHOOL OF BUSINESS, Forest has been racing formula cars, also known as open-wheel cars, since he was 19. He was inspired by his father Ric who finished second and third in the Formula Atlantic Series Championships in the 1970s.

As did his father, Forest competes on road courses as opposed to ovals. There are four levels and he is in the second level racing for PR1, which is the top US team.

During the season that just ended, he finished second overall in the championships, which is a competitive series where the top seven or eight drivers qualify within a half second. It was his best showing yet and he did it while taking four classes.

“It’s worked out pretty well, but it’s certainly not the easiest way to live a life,” he said during a recent phone conversation from California where he had another race. “You’ve got to be well organized.”

Forest usually studies on plane rides because, once he’s in the race environment, he has no time for schoolwork. When the Fall ‘04 semester ends, he will have one class remaining: an individual project based



on Finance 418. He’ll take it by correspondence and it’s the first class he’s had to do long distance.

Understanding professors and a solid work ethic have helped Forest succeed in his studies. His one regret is that he’s been too busy to participate in the co-op program.

“My friends at University have spoken highly of it,” he says. “It would have been a good introduction to various fields in business.”

Racing itself is a business and an expensive one. PR1 transports Forest’s car to the 50-plus days of testing and racing and provides the engineering, setup, preparation and maintenance, but he pays for the privilege, which adds up to roughly US\$125,000 a season. Once he progresses to the next level, the cost will jump to between US\$300,000 and \$600,000.

To cover the costs, Forest has had to look for sponsors. This year, he’s received support from dieselpusher.com, the marketing arm of Motorcoach West and Western RV Coach, which maintain offices in Edmonton, Vancouver, and Indio, California.

“We’re in talks for next season with a few other companies,” he says. “It’s always a difficult battle to get enough money to keep running – the money becomes as much a part of it as the driving. That makes it a unique element that separates it from other sports.”

On the plus side, Forest is honing his business skills. “There’s a lot of lessons you can learn given the number of new people you meet and, once you start getting into the sponsorship side, you’re able to work with a business to find out how the relationship can work and how to create value for both sides. When I’m able to get on the podium, they’re about to get television exposure. When we do track days, the sponsor’s staff or clients take away some valuable skills.”

Forest has always been interested in business. His grandfather left Poole Construction in 1952 to start the family construction firm, Forest Construction, which his father bought in the mid-70s. In 1998, his father sold the company to PCL. Ric currently oversees the BC and Northern Alberta operations.

A Finance major, Forest has always been good with numbers and plans on a lifelong career in business. For the next few years though, racing will occupy most of his time.

“My goal is to be the best driver I can be,” he says. “It’s entirely within my grasp to make the Mazda and Toyota-Atlantic series and I’d like to take a shot at Champ Car. That’s a five-year plan and, following that, there are plenty of opportunities within the world of business based on the tight relationship between the two.” **B**



“Once you start getting into the sponsorship side, you’re able to work with a business to find out how the relationship can work and how to create value for both sides.”

profile Riding for a Dream



Jaimie Kidston and Out of the Blue, Pritchard, British Columbia, August 2003

BY DEBBY WALDMAN

Early in her second year at the U of A, Jaimie Kidston, '04 BCom, took time off to compete in an international horse show, the Chase Creek CCI Two-Star Three-Day Event in Chase, BC.

IT WAS HER FIRST SHOW AT THAT LEVEL, she placed sixth overall and third in the Young Riders Division, which made her feel great.

The enthusiasm didn't last long. On her limited budget, Kidston couldn't afford to keep her beloved thoroughbred, Out of the Blue, in Edmonton. She sent him back to her parents' farm in 100 Mile House, BC.

"My marks went way up and so did my depression," she recalls. "I really didn't like it – he was gone from October to April. Except for the time I lived in the Caribbean with my parents when I was nine, that was the longest I'd been horseless."

For her third and fourth year, Kidston made a change: she took out a student loan, borrowed money from her parents, and boarded Out of the Blue with a woman named Cyndie Adams, a friend of her mother's in Stony Plain. In exchange for a reduced rate, Kidston did chores and looked after the other

Kidston would love to continue with competitive riding and someday make it to the Olympics.

horses when Adams and her family were out of town.

Balancing riding with a major in international relations was a challenge, but, with the help of understanding professors and hard work, Kidston managed to make it work.

Based on her high school marks, she'd won a President's Citation for her first year. By maintaining good grades, the award was renewed every year. She was also awarded a Business Alumni Association Undergraduate Scholarship in Business and the William S. Ziegler Scholarship in Business. In her fourth year, she won a School of Business Involvement Award honouring her volunteer efforts at the U of A.

As a result of her hard work and with the help of her coach, Therese Washtock of Summerland, BC, Kidston also earned a spot on the Canadian Talent Squad, which is two levels below the Olympic Team. She was also awarded funding from the Canadian Athlete Development Fund, which she used to travel to California last fall for her biggest international competition.

In a field of 28 horses and riders, Kidston and Blue finished a respectable 12th, which is impressive for a team that had been competing at that level for only three months and had been able to participate in the bare minimum of qualifying competitions.

Kidston would love to continue with competitive riding and someday make it to the Olympics, but she's realistic. In addition to an extraordinary amount of work required at the elite level, "riding is a hard-luck sport," she says. "A lot of it is timing, whether you have the right horse at the right time. The

Now managing a farm in Maple Ridge, BC, and looking for a job related to her degree, Kidston plans to return to school in the next few years to study either international relations or law.

Olympics are only every four years; whether the horse stays sound for the crucial competition or result and whether you have the finances are things you can't control."

Chances are, Kidston won't have Blue in another four years. Now managing a farm in Maple Ridge, BC, and looking for a job related to her degree, she plans to return to school in the next few years to study either international relations or law. Neither are conducive to keeping a horse so she's put Blue on the market.

"I had a loan to pay," she says. "The Bank of Mom and Dad said, 'We got you this far...' That trip to California had been a huge goal for me for years and years, and I was finally able to go and it was a wonderful thing. I never in my heart of hearts knew if I'd be able to make it and, when I did, I went for it and I knew it would be so much money I would have to sell my horse the next year."

Kidston's not in any hurry, however. "I'm not just going to sell him to the first person who comes and hands me a cheque," she says. "I want to make sure he's going to a good home where someone is going to love him and care for him."

Sounding less like a School of Business grad and more like the horse crazy kid she once was, she adds, "Sometimes price isn't the biggest factor. **B**

Enhancing the MBA Student Experience

BY CHAD ELLIOTT
PRESIDENT, MBAA, 2004-2005

The summer of 2004 was filled with many opportunities for MBA students.

THIRTY-EIGHT STUDENTS ENROLED IN THE BUSINESS 601 INTERNSHIP and were placed in dynamic Alberta organizations in areas such as Technology Commercialization/Hi-Tech, Government, Finance, Consulting, Sports and Entertainment, Natural Resources, and Law. The 'hands-on learning' provided by internships is a valuable part of the MBA Program. Academic offerings in topical areas such as finance, accounting, marketing, management science, and organizational analysis provided students with 'in-the-classroom' learning. Phuong Ngo, MBAA International Rep, organized a weekly "MBA Healthy Living Night," where students participated in physical activities such as ultimate frisbee, soccer, and football. The BAA Convocation Breakfast on June 9th was a success and well attended by graduating MBA Students.

The MBAA executive team met regularly over the summer to prepare for the upcoming year. During these meetings, an MBAA mission was created: "To



MBAA Orientation



Men's Intramural Flag Football Team

enhance the MBA student experience at the University of Alberta." We will achieve this mission through our six operational goals and use it to guide us during the year. Good governance, transparency, accountability, and strong communication are guiding principles for this year's MBAA team. In cooperation with the MBA programs office, Stephen Hanus, MBAAVP Internal, and the orientation organizing committee kicked off the year with one of the most successful MBA student orientations to date. Orientation consisted of academic primers, computer workshops, team-building activities, and social events. Among the many new initiatives of this year's orientation was a family day BBQ. Families are an important component to an MBA student's success and we wanted to offer an opportunity for families to get involved. We also collected feedback from participants during orientation to help with next year's planning efforts.

The MBAA executive team has been diligently preparing the differential fee budget. Randy Yu, MBAA VP Finance, has been putting in many hours with our new accounting software to ensure that our past and current financial statements comply with university approval. This

MBA News, *continued...*

budget will be administered by the MBAA and will largely be used to fund our case competition teams. It will also provide money for student initiatives such as orientation, conferences, international study tours, and other related MBA events. We plan to attend four case competitions this year including Concordia, MBA Games at Laval, Net Impact, and George Washington. The MBAA and MBA Programs Office are currently creating eligibility requirements and funding guidelines to help send the most qualified students to these events. Thomas Braun chaired the Third Annual Gay and Ralph Young Case Competition Committee.

Already this fall, the MBAA has been actively involved in making the program as cohesive and integrated as possible. New initiatives include MBAA-hosted town hall meetings, communication bulletin boards, and a new and improved Website. Sean Kozicki, MBAA GSA Rep, has been leading the charge to get our new Website up and running to provide better communication with current students, faculty, and alumni.

The Dean's office and Cameron John, MBAA VP External, have already organized seven excellent Dean's Forums. Presentations have been delivered by Robert Mullins, Principal of Robert G. Mullins Investments; Larry Pollock, President and CEO of Canadian West-



Blue Lake Retreat



Net Impact members Melanie Bowbell and Jolene Ali adopt Robin Williams as an honorary alumnus on their recent trip to New York.

ern Bank and Trust; Christopher Robb, Managing Director and Co-Founder of Traction Capital Ltd.; Roberto Geremia, Senior VP of Finance and CFO of Boardwalk Real Estate Investment Trust; Peter Robinson, CEO, Mountain Equipment Co-op; Yvon Charest, President and CEO, Industrial Alliance; and Sheila Weatherill, President and CEO, Capital Health. The presenters have given insightful and valuable advice that is appreciated by those in attendance. There are many more outstanding business leaders lined up for subsequent Dean's Forum presentations throughout the year.

Thanks to Billy Chan, MBAA Sports and Activity Coordinator, the MBA intramural sport participation has increased significantly to include outdoor soccer, flag football, basketball, ball hockey, ice hockey, and two volleyball teams (and that's only first semester), which 25 percent of our students are participating in. Billy also organized a very successful MBA golf tournament and is currently planning an MBA ski trip for the new year. Jennifer Beck, MBAA Social and Volunteer Coordinator, has done a fabulous job of organizing social events and is currently investigating more student volunteer opportunities.


This academic year will be highlighted with a January trip to the 2005 MBA Games at Laval University in Québec City, Québec. Thirty-five MBA students are off to bring the Queen's Cup back

to its rightful home. We have had four straight years of finishing in the top three spots. A large sponsorship and fundraising campaign is underway as the students seek to cover the enormous cost of this activity. Katie Spriggs and Trish Morrison, Co-chairs of the MBA Games committee, have been doing a wonderful job organizing our team and are fresh off of an excellent Casino Night fundraising effort. Thank you to all who have supported our team. If you would like to support our team, please contact us at the number/e-mail below.

The opportunities for MBA students are increasing every year and, this year, we are fortunate to be involved with more industry connections and opportunities. We would like to thank the BAA for providing the MBA-BAA student/alumni mixer and the BAA reception where the mentorship program was introduced. The MBA students are very fortunate to be involved with this program and community business leaders. The BAA dinner was also an excellent networking opportunity for MBA students.



MBA Newcomers' Social

The year is off to a tremendous start and the momentum is building for the successes experienced at the beginning of the year to carry on. The MBA Program at the University of Alberta School of Business continues to encourage alumni to attend our events and become/stay involved with the MBA program. You can reach us at (780) 492-2854 or mbaa@ualberta.ca. 

profile A Passion for Canada's Wilderness

BY ZANNE CAMERON

Stephen Hanus, a second-year Natural Resources and Energy (NR&E) MBA student, has a background in biological sciences. In the Summer of 2004, Hanus was one of two NR&E students chosen to work on a ground-breaking tripartite initiative at the University of Alberta School of Business.

THE SCHOOL OF BUSINESS' Centre for Applied Business Research in Energy and the Environment (CABREE) has entered into a two-year agreement with the Henry P. Kendall Foundation and the Parks Canada Agency (PCA). The primary objectives of this initiative are twofold. First, this initiative aims to improve the management of Canada's national parks in a focused and strategic manner through the incorporation of better management practices and analysis. Second, the initiative strives to bilaterally leverage opportunity and skill between the Agency and MBA students. In addition, this pilot program is exploring a longer-term strategic alliance between the PCA and the School of Business. This has the potential to set the stage for a similar program with other Canadian universities. It marked the first year the Kendall Foundation funded a partnership between a Canadian MBA program and a federal parks agency.

Since 1997, Hanus has worked on various ecological research, monitoring, and managing projects, which have taken him to the most remote corners of Alberta. Hanus has worked for the Government of Alberta as a Wildlife Biologist since 2001 and has been living in Jasper with his wife Debbie since 2002. Having a strong background and understanding of conservation issues specific to Alberta meant the intern position was a natural fit. Applying newly-acquired analytical business skills to an organization like PCA was "a dream come true" says Hanus. He brought to the position a clear understanding of the challenges associated with managing protected areas and his own passion for conservation."

Hanus worked on two business strategy analysis projects, each of which was developed for PCA management teams and facilitated strategic management directions. Each project was approached using multiple business perspectives to



Stephen Hanus

aim for win-win solutions. This approach facilitated a strong working relationship with PCA staff and resulted in value-added deliverables that were positively received. "Providing deliverables that ultimately improve the management of federal parks was highly rewarding and ultimately fulfilled my personal goal of applying business fundamentals in the context of natural resources and protected area management."

Hanus worked with people from all levels of the PCA organization including senior management such as the Director of the Mountain Parks Superintendents and Chief Park Wardens. "I certainly met all the right people and working within a Parks Canada management team would be ideal upon graduation." For someone with a passion for Canada's wilderness, this was an unbeatable opportunity.

Hanus has had few regrets in life. "Although living apart from my wife and the great outdoors for much of the school year is challenging, I have thoroughly enjoyed the MBA experience and have never regretted a moment. I have particularly enjoyed the incredible culture of the MBA program – one based on excellence, teamwork, creativity, and excitement."

This year Hanus is VP Internal for the MBA Association and was active in planning Orientation week for incoming MBA students. Currently, he is working closely with fellow MBA Association executives and the MBA Programs Office to develop differential fees guidelines to enhance participation in case competition, conferences and other student initiatives. Upon graduation, Hanus certainly looks forward to the opportunities that await. This would include more time exploring the back country. "Debby and I have enjoyed literally thousands of kilometers of back country hiking and mountain biking." **B**

classnotes

'50

'56 **RICHARD HASKAYNE**, BCom, of Calgary, Alberta, was recently appointed to the Board of Trustees for the Alberta Heritage Foundation for Medical Research.

'60

'64 **JERRY KWAN, BCom**, of Hong Kong, China, is the Executive Vice President and CEO of an independent business development in Hong Kong, China, and North America. He is also the sole agent representative for Canadian, US, and China environmental systems and products and consumer goods (textile and furniture).

'65 **ROBERT INGRAM**, BCom, of Edmonton, Alberta, was recently appointed to the Board of Directors, EquiTech Corp.

'65 **ROBERT SANDERMAN**, BCom, of Denver, Colorado, shared his experiences about doing international business with a group of MBA students at the School of Business on October 14, 2004. Mr. Sanderman is a member of the School's Business Advisory Council.

'66 **WILLIAM ROBERTSON**, BCom, of Calgary, Alberta, was recently appointed to the Board of Directors for Endev Energy Inc.

'69 **VIRENDER (VERN) KRISHNA**, MBA, of Ottawa, Ontario, was awarded an Honourary Doctorate by the The Law Society of Upper Canada along with two other recipients. Each year, the Law Society confers honorary degrees upon select members of the public and the profession who have demonstrated extraordinary character or who have performed good works of benefit to the public. Recipients serve as keynote speakers to inspire the graduating class as they begin their new careers. The recipients were selected because of

1930/31 Evergreen and Gold Yearbook:

"It requires no argument to convince University men and women that the friendships of college days are amongst the most precious in life. And yet, without an organization such as the Alumni Association, these friendships would, in most cases, become but memories following graduation day, not from lack of interest, but through lack of opportunity to keep in touch with old classmates. Such an opportunity is offered in our alumni magazine. Each issue contains all available news so that it becomes impossible to forget entirely the friends of college days."

their service to the profession as educators and legal scholars and for the role they have played in advancing the cause of justice. Professor Krishna, a former Law Society Treasurer, is a professor of law at the University of Ottawa. He received his Bachelor of Commerce from the University of Manchester and his MBA and LLB from the University of Alberta. He also received his LLM from Harvard and his DCL from Cambridge University.

'70

'70 **TED ZAHARKO**, BCom, of Calgary, Alberta, was recently

appointed chair of the Real Estate Council of Alberta.

'72 **BRUCE MCCOLLUM**, BCom, of Edmonton, Alberta, was recently appointed Vice President of Property Management and Development at the Lauring Group.

'73 **HAROLD KINGSTON**, BCom, of Edmonton, Alberta, was recently elected a Fellow of the Institute of Chartered Accountants of Alberta.

'75 **JODY ANNE HUNT**, BCom, of St. Albert, Alberta, was recently appointed as a Public Member to Athabasca University's Governing Council.



'75 **ALLAN MAH, BCom**, of Edmonton, Alberta, former Director of the University of Alberta, Commercial Property Management and Parking, retired in June 2004 after 20 years in parking services and real estate management. Allan has since moved on to his next challenge as a teacher of real estate

courses across North America. Allan became synonymous with a parking system that enforced its policies with sometimes maddening efficiency. Although he never budged on matters of safety, he always had time for anyone with a legitimate complaint and he always brought

in memoriam

THE SCHOOL OF BUSINESS REGRETS THE PASSING OF THESE ALUMNI AND FRIENDS:

Josephine Gorcak, '33 BCom,
of Consort, Alberta

J C Ken Madsen, '39 BCom,
of Banff, Alberta

W Boyd McFetridge, '41 BCom,
of Calgary, Alberta

Dorothy Montgomery Bussard
'45 BCom, of Edmonton, Alberta

Donald Grant Buchanan, '48 BCom,
of Calgary, Alberta

Eldon D. Foote, '48 LLB, '96 Hon.,
of Norfolk Islands, Australia

Donald Gower, '48 BCom,
of Edmonton, Alberta

J Grant Gunderson, '48 BCom,
of Calgary, Alberta

Edgar Pullman, '49 BCom,
of Cochrane, Alberta

Richard McKenzie, '49 BCom,
of Ottawa, Ontario

Vincent Krehel, '50 BCom,
of Calgary, Alberta

William Miller, '51 BCom,
of Calgary, Alberta

F Reginald Peacock, '64 BCom,
of Calgary, Alberta

Walter Mayer, '71 BCom,
of Calgary, Alberta

Gary Gauthier, '72 BCom,
of Beaconsfield, Québec

Rick M Tanner, '72 BCom,
of Victoria, British Columbia

Irwin Hunte '74 BCom,
of Calgary, Alberta

Tom Mayson, '78 BCom,
of Calgary, Alberta

Laurier Landry, '79, of BCom,
of Okotoks, Alberta

Martin Mentz, '81 BCom,
of Edmonton, Alberta

his personal touch to many special functions. Allan has been active in the campus community in a number of different ways and on many different committees, most recently as Chair of the APO Council and as a Director of the Faculty Club. He is also an active volunteer with a number of city groups and is a Director of the Business Alumni Association.

'76 THOMAS IP, BCom, of Edmonton, Alberta, is proud to report that his son Jason graduated from the University of Alberta with his computer engineering degree this June. His other son will be graduating in 2005.

'78 JAMES MAHAFFY, BCom, '80 MBA, of Toronto, Ontario, was recently appointed Executive Vice President & Head of Corporate and Institutional Banking for HSBC.

'78 DAVID ROBOTOM, MBA, of Calgary, Alberta, recently joined the Calgary office of Stikeman Elliott LLP as a partner.

'78 ROBERT WILSON, BCom, of Edmonton, Alberta, was recently appointed CEO of Kingston Ross Pasnak LLP.

'79 KEN BABICH,

BCom, of Brentwood Bay, British Columbia, holds a position as Manager, Purchasing Services, at the University of Victoria. He is married to Michelle Koziol, a '79 U of A Pharmacy grad. They have two children, Sharlene (19) and Sarah (18), who are both attending the University

of Alberta. Ken attended his 25-year reunion this fall.

'79 ROBERT BIETZ, BCom, of Calgary, Alberta, recently joined McLeod Scotia as an Investment Executive.

'79 COLLEEN COLLINS, BCom, '93 PhD, of Burnaby, British Columbia, writes: "After School, I

> keepintouch <

GRADUATE'S NAME

Year of Graduation & Degree(s)

Address Preference Home Business

Are either of these new addresses? Yes No

BUSINESS ADDRESS

Organization

Title

Postal Code

Business Telephone

Fax

HOME ADDRESS

Postal Code

Home Telephone

Preferred E-mail Address

CLASS NOTE (for a future issue of this magazine or to post on the alumni Web site):

News or Comments

E-MAIL, FAX OR SNAIL-MAIL THIS FORM TO:

E-mail: alumni.business@ualberta.ca
Website: www.bus.ualberta.ca/alumni/
Fax: (780) 492-8748 Telephone: (780) 492-4083
Toll-free in Canada & US: 1-877-362-3222

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

PLEASE SEND INFORMATION ON:

- Undergraduate and Graduate Programs
- Getting Involved with the Business Alumni Association
- Alumni Chapters in my area
- Contributing to Campaign
- Making a Gift to the School in my will
- Mentoring
- Other (please indicate) _____

The personal information requested on this form is collected under the authority of Section 33(c) of the Alberta *Freedom of Information and Protection of Privacy Act* for the purpose of maintaining current contact information. Questions concerning the collection, use or disposal of this information should be directed to: Director, External Relations, University of Alberta, School of Business, 4-40 Business Building, Edmonton, Alberta T6G 2R6, Phone:(780) 492-3581 • Fax:(780) 492-8748.



joined Premier Peter Lougheed's Office as his Research officer - it was the best job in the world. So when he retired, I did as well and went back to the University of Alberta to get my PhD in marketing. I married my late husband, Colin Dodd, in 1981 and we had a son who is now 15 years old. I'm teaching marketing at Simon Fraser University and I love it."

'79 OWEN EDMONDSON, MBA, was recently appointed Senior Vice President and Controller for ATCO Gas and Utilities.

'79 JANICE RENNIE, BCom, of Edmonton, Alberta, former Business Advisory Council member, was recently appointed Vice President, Human Resources and Organizational Effectiveness of EPCOR Utilities.

'79 DAVID M STRONG, BCom, CA, of Denver, Colorado, writes: "I lived in San Diego from 1984 to 1992. During that time, I held the position of CFO and then CEO of London Pacific Investment Group, a British-owned developer, investor and manager of commercial real estate in Southern California and Edmonton. In 1994, I completed my MBA at the Anderson School at UCLA. I have been holding the position of Vice President of Development of Wellsford Real Properties, Inc. since 1994. I'm married and have three children: Katherine (7), Libby (5) and Robert (3). We live in Denver and spend summers at Ma-Me-O Beach.

'80

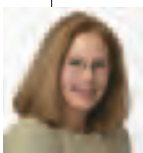
'80 BARRY JAMES, BCom, of Edmonton, Alberta, was recently appointed to the Board of Directors, Edmonton Space and Science Foundation. He is also a member of the Alberta School of Business Advisory Council.

'81 JANICE COMEAU, BCom, of Vancouver, British Columbia, was, recently appointed Chief Financial

Advisor of Napier Environmental Technologies.

'81 WALTER PAVLIC, BCom, '85 LLB, of Edmonton, Alberta, was recently appointed President of the Canadian Bar Association of Alberta.

'81 BRIAN VAASJO, MBA, of Edmonton, Alberta, was recently appointed to the Board of Directors, United Way of Alberta, Capital Region.



'82 DAWN RINGROSE, MBA, of Edmonton, Alberta is the principal of Dawn Ringrose and Associates Inc. The company has provided management

consulting to the tourism and hospitality industry for 18 years specializing in strategic planning, marketing and quality management. She is also the co-chair of Alberta Attractions Inc., a company that represents tourism attractions throughout Alberta. Attractions Inc. won the Travel Alberta Award for Innovating Marketing in 2002. The company was also the finalist for the 2003 National Awards for Tourism Excellence (Tourism Industry Association of Canada) in the New Business category. Dawn was named a Fellow Certified Management Consultant with Distinction from the Institute of Certified Management Consultants of Alberta in 2003 and recently completed her Certified Excellence Professional Designation with the National Quality Institute.

'83 LINDA BANISTER, BCom, '87 MPM, of Edmonton, Alberta, was featured in the Professional Market Research Society (PMRS) newsletter and discussed a variety of topics regarding the market research industry. The PMRS is the national organization which represents over 1700 research professionals and educators. The Society encourages the highest ethical and professional standards in the prac-

tice and use of marketing research in Canada and all members of the Society abide by the Rules of Conduct and Good Practice. "The Alberta School of Business attracts an outstanding calibre of students who are constantly challenging my thoughts and perceptions of market research. The dialogue between the students and myself is not only insightful but reenergizes my love of the profession and encourages me to think creatively. Banister Research has also benefited greatly from having many students from the faculty join our firm in full-time, summer, or Co-op positions," she says. Linda has recently been appointed to the Edmonton Oiler Community Foundation Board, which distributes funds raised through the club to various community-based organizations. In August 2004, Linda also received her Certified Market Research Professional designation (CMRP), a new professional designation held by only a couple of hundred market research practitioners in Canada.

'83 PETER J KRAUS, BCom, of Calgary, Alberta, was appointed Vice-President, Finance, of Octane

Energy Services Ltd. in June 2004. Octane is an emerging, diversified oilfield services company. The company provides services in three main areas: facilities construction services, small diameter pipeline construction services, and electrical and instrumentation services. Peter has a wealth of experience from the oil field service sector having held senior accounting and finance positions in a number of different companies both private and public. Peter is a Certified Management Accountant (CMA).

'83 BRENDA M LEONG, BCom, of Vancouver, British Columbia, was appointed Executive Director of the British Columbia Securities Commission (BCSC). Brenda has been with the BCSC for 12 years. Since 2001, she has been Director of Legal and Market Initiatives. In that role, she is responsible for advising the Commission on securities regulatory matters, exercising powers under the Securities Act, and managing legal and regulatory issues related to mergers and acquisitions. As Executive Director, she will be the chief operating officer of the Commission responsi-

Announcement

◆ FROM DEAN MICHAEL PERCY:

Our undergraduate students have been recognized with a 'special event' award for their continued active support for the United Way. This award recognizes the efforts of the Business Students' Association, Business 201, the Operations Management Club, Management Science 352, and all of the many business students who contributed to the United Way last year and in previous campaigns. Last year, undergraduate business students

raised over \$5,000 for United Way through various activities on campus. The award is significant in that it indicates how our students give back to the community even before they graduate. This ethic of community service is an important tradition at the Alberta School of Business and, although we do not seek recognition for these efforts, I am very happy to see our students acknowledged by the external community this way.

To all AIESEC Alumni!

AIESEC EDMONTON will be hosting their annual Corporate Breakfast on **February 9th**. This event will provide an excellent opportunity to network, spread the AIESEC word to potential partners and recognize existing supporters. For more information or tickets, please contact Organizing Committee President Kimberly Latos at klatos@ualberta.ca. ■

ble for overseeing the financial, administrative, and technical affairs of the Commission and directing the activities of staff to effectively enforce the Securities Act.

'83 STEWART T MACPHAIL, BCom, of Edmonton, Alberta, was recently appointed Vice President, Marketing and Business Development, of Parkland Income Fund.

'84 SCOTT ROSZELL, BCom, of Calgary, Alberta, was recently appointed Vice President, Controller for ATCO I-Tek.

'85 WILLIAM CHARNETSKI, BCom, of Toronto, Ontario was appointed Vice President and General Counsel of AstraZeneca Canada Inc.

'85 IAN GLASSFORD, BCom, of Edmonton, Alberta, was recently appointed Chief Financial Officer, Capital City Savings.

'85 RICHARD HIGA, BCom, of Ajax, Ontario, was recently appointed to McMillan Binch LLP.

'85 MARK E JONES, BCom, of Colleyville, Texas, writes: "After 14 years, I have left Bain & Company to become Chairman and CEO of Texas Wasatch Group, a private investment firm that controls an Internet-based insurance company headquartered in Dallas, Texas.

'85 DOUGLAS STRICKLAND, BCom, of Annapolis, Maryland, recently joined the Certified Commercial Investment Member Institute (CCIM) as Director of

Business Development and Operations. CCIM, an affiliate of the National Association of Realtors, is one of world's largest networks of commercial real estate professionals. Douglas has enjoyed residing in Annapolis since 1996.

'85 CHERYL SYNNOTT, MPM, of Hopkinton, Massachusetts, writes: "At the end of January, we left Canada again to return to the US. This time we are living in a beautiful little town just outside of Boston called Hopkinton. It's actually the starting point for the Boston Marathon." Cheryl can be reached via email at cesynnott@comcast.net.

'86 JEFF BAKER, BCom, of Edmonton, Alberta, was recently appointed partner with PricewaterhouseCoopers LLP.

'86 BRIAN MILNE, BCom, of Orleans, Ontario, was recently appointed Vice President, Controller for ATCO Midstream.

'87 IMRAN ALLY, BCom, of Edmonton, Alberta, was recently appointed to Board of Directors of Solid Resources Inc.

'87 TOM BOROWIECKI, BCom, of Bothell, Washington, writes: "In 2000, I came down to Seattle to help some other Albertans work on a project for Microsoft. It was supposed to be a three-month assignment. Well, four years later, I am still here and now work for a ma-

job Wireless Carrier in a Service Management/Engineering capacity for their Enterprise Customers. (Focusing on the Fortune 1000 companies utilizing wireless data services). I got married in 2002 and we just had a baby.

'87 STEVEN J GLOVER, MBA, FCA, of Edmonton, Alberta, was recently recognized for his services as Executive Director to ICAA at a special fundraising dinner on September 22, 2004. More than 400 colleagues and peers gathered at Calgary's Hyatt Regency Hotel to mark the Silver Anniversary of the Institute of Chartered Accountants of Alberta (ICAA). Proceeds from the evening, in excess of \$50,000, will benefit the Chartered Accountants' Education Foundation (CAEF) through the establishment of the Steve Glover FCA Fund for Thought Leadership. The fund is intended to honour Steve's significant 25-year contribution to the CA profession provincially, nationally, and internationally. Congratulations, Steve!

'87 ROBERT ROTH, BCom, '91 LLB, of St Albert, Alberta, recently became a member of the Athabasca University Governing Council.

'89 GABRIEL LEE, BCom, of Edmonton, Alberta, recently joined Richardson Partners Financial

'89 SEAN O'NEIL, BCom, of Toronto, Ontario, recently joined the partnership of McCarthy Tetrault.

'90

'90 JOANNE ANDERSON, BCom, of Edmonton, Alberta, is now the Director of Finance for the Greater Edmonton Foundation. Joanne previously held a position with Deloitte & Touche.



'90 PAT KIERNAN, BCom, of New York, New York, was recently profiled in the *New York Times*. Pat left CFRN in Edmonton eight years ago to break into the US market. He eased on camera at NY1, New York City's all-news channel, to moderate a business segment before becoming the morning anchor. Shows like "Good Morning America" and "Today" earned Mr. Kiernan the distinction of being the only local television newscaster on the Columbia Journalism Review's list of New Yorkers who shape the nation's coverage of the media. Pat has recently crossed the border from morning news to night time entertainment. He is the host of "Studio 7" a reality quiz game show that marks the WB network's debut in that format. Pat lives on the Upper West Side with his wife and two children.

Announcement

THE SECOND OFFICIAL EVENT OF THE UNIVERSITY OF ALBERTA ALUMNI BRANCH IN PARIS TOOK PLACE ON MAY 15, 2004, AT THE CANADIAN CULTURAL CENTRE.

The distinguished guests included Canadian Ambassador to France Claude Lavendure, France-Canada Chamber of Commerce director Florence Brillouin, and University of Alberta President Rod Fraser. The branch started in November 2001 with a plan to reunite University of Alberta alumni and also connect them with the France-Canada Chamber of Commerce. The following School of Business grads were in attendance:

'98 Geraldine Escofet, MBA
'01 Maggy Guirle, MBA
'00 Cameron Moore, BCom
'99 Aly Virani, BCom
(Aly has since moved to London, England)

Home Sweet Home



TINA CHANG

recreationally and is also actively involved in coaching his son and daughter's hockey and soccer teams. When asked about his future ambitions, Darryl made it clear that his heart is in amateur sports. "I'm more interested in amateur sports than anything else. I've seen first hand the positive benefits that sports can have on our youth from elementary school right up to the university level. It develops a person's character. My participation in sports increased my self confidence and truly shaped who I am today."

Similarly, Doug has also been actively involved in sports including basketball, football and hockey. "Once my dream of playing in pro sports died, I began to pursue the next best thing. For me, this is a career in sports management," says Doug. In 1999, Doug secured a six-month intern position with the International University Sports Federation in Belgium,

'90 DARRYL SZAFRANSKI, BCOM, '98 MBA, AND '98 DOUG MCLEAN, BCOM, ARE HEADING UP MARKETING FOR UNIVERSITY OF ALBERTA ATHLETICS.

DARRYL, THE AREA'S MARKETING MANAGER, recruited Doug last November to work with him as an events coordinator. Both men share a passion for amateur sports and the exciting programs available at the University of Alberta. "We hope to see athletics more entrenched in greater Edmonton and the university community. Our goal is to expose, inform, and educate. The programs are tremendous and go well beyond Bears and Panda games. We have a lot to offer including a wide range of sports camps," explains Darryl.

Darryl joined the athletics area in 1998 upon completion of his MBA. He was one of the first graduates with a specialization in sports and recreation management. Athletics at the U of A was like home to Darryl. He played for the Golden Bears as a wide receiver while he pursued his BCom from 1986 to 1990. He also acted as captain his last year on the team and received the Jimmie Condon Athletics Scholarship for three consecutive years.

While pursuing his MBA, Darryl worked part time in the Athletics area assisting with the football program. He was charged with getting the alumni more involved as well as running football camps for high school students. Darryl still plays sports

which allowed him to get his feet wet in various areas of management. In the fall of 2000, Doug came back to Canada and worked with the World Championships in Athletics. He was the coordinator for their international division and his main role was to oversee the activities of visiting dignitaries and VIPs.

A position with U of A Athletics is a good fit for Doug. "I've gone to Panda and Bears games since I was ten-years old. Working with U of A Athletics is a good combination. I'm able to use my business education and it's tied to what I'm most interested in," says Doug. In addition to working with U of A Athletics, Doug also coaches high school basketball and volunteers as a fraternity advisor on campus. □



'90 VERA McCARTY, of Edmonton, Alberta, spoke at the June 2004 Convocation Breakfast at the Château Lacombe Crowne Plaza hotel together with Mark Kluchky, of Edmonton, Alberta, who is also a School of Business grad ('96 MBA).

'90 KEVIN YAREMCHUK, BCom, of Phoenix, Arizona, resigned from IBM after 14 years with that company to assume responsibilities as Vice President in Honeywell International's intellectual property division. Kevin and his wife Delicia (nee Brokop, BA 1989) of 12 years are excited about moving to the warm Phoenix climate but are leaving behind good friends and colleagues in the Connecticut/New York area. Their two boys, Joseph (5 years) and Mitchell (16 months), will also have fun exploring the southwest USA! Kevin completed an Executive Master of Science degree from the University of Texas at Austin in 2001, and along with the U of A degree, this has proven very valuable in his career development.

'91 PHYLLIS WOOLLEY-FISHER, MPM, of Edmonton, Alberta, has teamed up with Deborah Witwicki to form a new company called W2 Communication, which offers educational, training and coaching programs on the art, practice and science of mindful leadership. W2 works with individuals and organizations to help them

strengthen their ability to communicate and engage with one another – paving the way for greater understanding, collaboration and co-operation. Real dialogue between people of different gifts, talents, perspectives, and values is one of the most elusive aspects in most organizations. And it is one of the most crucial. Elaine McCoy, President of The Macleod Institute of Calgary, says, "that the work W2 has done with the Institute has cleared a path forward through dialogue resulting in increased collaboration and excellence among our team." To reach W2, contact Phyllis at her home office 435-3305 or Deborah at 454-7466.

'95 BRAD FERGUSON, BCom, of Edmonton, Alberta, was recently appointed to the Board of Directors, Edmonton Space and Science Foundation.

'92 LES J CREASY, BCom, of Edmonton, Alberta, was recently appointed Partner with Meyers Norris Penny LLP

'92 JASON LAMMERTS, BCom, of Edmonton, Alberta, was recently appointed Senior Vice President for Remington Development Corporation.

'94 SCOTT KASHUBA, MBA, of Edmonton, Alberta, accepted a newly-created position as Manager

within the Deputy Minister's office at Alberta Sustainable Resource Development. He started the new job on October 1st. "While I am looking forward to this exciting new challenge, it was a difficult decision to make as I have enjoyed my time at Acton working with great colleagues and clients," says Scott.

'95 PERNILLE IRONSIDE, BCom, of New York, writes: "Since May, I started a new job with UNICEF as the Project Office on Justice and Rule of Law in the Humanitarian Policy and Advocacy Unit, Office of Emergency Programs." In November, Pernille attended a lunch with other NY alumni and a delegation of U of A MBA students with NET IMPACT.

'95 WES ZABOSCHUK, BCom, of Edmonton, Alberta, writes: "After spending six years in the publishing business with McGraw-Hill and John Wiley & Sons, my clients at NAIT hired me in the Fall of 2002. I coordinate the Professional Selling Skills and Applied Sales courses as well as teach Introductory Marketing. I have plans to start my MBA in the fall of 2005." Wes can be reached by email at wesz@nait.ab.ca.

'96 BLAIN BANICK, MBA, of New York, New York, was appointed Chief Marketing Officer of Ballard Spahr Andrews & Ingersoll. Prior to taking this position, Blain served as Gray Cary's marketing director for the past two years. Before his time at Gray Cary, Banick held senior-level marketing positions at Strasburger & Price (1999-2002) in Dallas and McLennan Ross (1997-1999) in Edmonton.

'98 SUSAN BUDGE, MBA, of Beaumont, Alberta, a Management Science PhD student, successfully defended her thesis on September, 17. The title of her thesis was: "Emergency Medical Service Systems: Modelling Uncertainty in Response Time." Congratulations!

lectures

Eric Geddes Breakfast Lecture Series 2004/05

Established in honour of the late Eric Geddes ('47 BCom) in recognition of his long-standing volunteer contributions as and commitment to his School, University, and the Edmonton community.

Select Friday mornings at the Royal Glenora 11160 River Valley Road
7:00 am – Coffee and Registration
7:15 am – Buffet Breakfast & Lecture
8:30 am – Event Conclusion.

January 14, 2005,

Speaker Erhan Erkut
RSVP Deadline – January 11

February 11, 2005,

Speaker Jennifer Argo
RSVP Deadline – February 8

March 4, 2005,

Speaker Karim Jamal
RSVP Deadline – March 1

Cost: \$1750 per lecture or
\$50 for all 3 lectures (prepaid)

For more information or to register, please email external.business@ualberta.ca or call (780) 492-4083.

'98 JULIE GAGNON, LLB, '94 BCom, of Edmonton, Alberta, recently joined the partnership of Reynolds, Mirth, Richards, and Farmer.

'98 DOUG McLEAN, BCom, of Edmonton, Alberta, who works as an Athletic Events Coordinator at the University of Alberta, writes: "University sport is changing somewhat to reflect more of a business approach and that's certainly what I find exciting about being involved. Personally, my work experience since graduation has been heavy in sport management and often people are sur-

Attention all BSBS or RMBS Executive Alumni...

WE HAVE BEEN LOOKING FOR YOU! Right now, the Rocky Mountain Business Seminar (previously Banff Student Business Seminar) is trying to contact past Executive Alumni. This year, RMBS will be celebrating its landmark **40th year** due in large to the hard work and dedication of past executives. If you are interested in keeping in touch or would like to be involved in **RMBS 2005 – February 21-25**, please give us a call **(780) 492-2736** or send me an email at cziebart@ualberta.ca. Cheers! Chris Ziebart (Chairperson, RMBS 2005). □

classnotes

prised when I tell them I have a business degree and not a background in physical education. I always find that interesting as I see many applicable tools I gained during my Co-op BCom that fit well with what I do today." Doug can be contacted by email at doug.mclean@ualberta.ca and is also shown on page 40.

'98 JARED SMITH, BCom, of Edmonton, Alberta, celebrated Incite's fifth birthday party at Maxwell Taylor's in June. Jared and Ted Kouri, also a School of Business graduate ('97 BCom), started Incite Solutions Inc., a company that acts as an outsourced marketing department for clients that depend on word of mouth for their growth. Incite becomes an ongoing resource for their clients: researching, planning, branding, and executing all of their communications activities from Web sites and marketing materials to promotions and events. Jared can be reached by email at jared@surfincite.com.

'98 TREVOR LUKEY, BCom, of Edmonton, Alberta, recently joined the partnership of Veres Picton and Co.

'00

'00 BRENT AGERBAK, BCom, of Edmonton, Alberta, was recently appointed Manager for CIBC Commercial Banking.



'00 CINDY LIEU, BCom, of Edmonton, Alberta, writes: "Since my last update about my trip to Europe in 2002, I have gone back to school and obtained a public relations diploma - a wonderful complement to my BCom in marketing. I am now working in the communications field and enjoying the experience tremendously. Recently, my brother Peter, who is also a School of Business graduate ('98 BCom), married Anu Sharma, his high school sweetheart.

'00 MIKE LOENEN, MBA, of Zionsville, Indiana, will be visiting the School on February 4 and 5, 2005 to give seminars on risk management in the energy/electricity sector. He will also meet with students to discuss careers and working in the US. Mike is a Pricing/Risk Analyst with Aces Power Marketing based in Indiana. To learn more about Aces Power Marketing go to <http://acespower.com/>.

'00 JAMIE MONTGOMERY, BCom, of Uppsala, Sweden, married his girlfriend Cecilia on May 15, 2004. Congratulations! Jamie's sister Kelly works as an administrative assistant in the MBA office at the School of Business.



'00 BRENT POOHKAY, MBA, and Assistant Dean of Technology for the School of Business, writes: "Intel has completed a case study of the School's mobile computing and e-learning initiatives and has referenced them as best practices for the higher education vertical market. The School of Business is the only Business School that has been targeted by Intel for this type of case study. Other "wireless" Universities featured at Intel.com are Boston College, University of British Columbia, University of Toronto and Kasetsart University in Thailand. This external recognition by one of the top global technology companies is more evidence of the world-class teaching

Olympic Fever

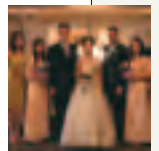


'02 PAUL JOLIAT, MBA, of Toronto, Ontario, writes: "Things here in Toronto are good. I am working away on a few Olympic-related marketing projects and trying to secure more. The biggest thrill I had recently was carrying the Olympic Torch in Montreal. It was amazing. I was one of only 120 Canadians to do so! All in all, quite an amazing experience."

and learning environment the School has worked to create for business students here in Edmonton."

'02 NEIL EISERMAN, BCom, writes: "After completing my BCom, I traveled to London, England in search of a job. Within a few months, I began work at a small boutique consultancy specialising in high level strategy planning predominantly for Utility companies. I worked there for a year before taking a summer off to travel England and Europe. After my summer of adventure, I returned to London and began work for PA consulting focused in strategy and Project Management, where I am to this day."

'02 TIMOTHY WONG, BCom, of Edmonton, Alberta writes: "I work for All Weather Windows in their head office location. A local company, started in 1979, All Weather Windows is the largest manufacturer of windows and doors in the Prairies. In Edmonton alone, 60 percent of housing starts in 2003 have our windows. We are currently robustly entering the Ontario and British Columbia markets. There are over 700 employees nationwide with the majority located here in Edmonton. My title is Edmonton Home Builders' Sales Support. My one year anniversary with the company will be on Wednesday! In short, I am the "go-to guy" for all ten of the Edmonton Sales Entrepreneurs ensuring orders are put through correctly. I also handle any issues regarding job sites such as missing, damaged, or wrong windows and/or doors." Timothy was married on May 15, 2004, to Ginny Tsui and they welcomed their first child Nicholas Jason Wong on September 1st, at 11:14 am. He weighed in at 5 pounds and 12 ounces. Both Ginny and Nicholas are doing very well! Dad is on cloud nine.



'03 **ROB JEKIELEK**, BCom, of New York, New York, writes: "Things continue to go very well and I have been involved in a number of interesting projects including recently running a project for the WEF (one of our large international clients) African Summit in Maputo. Also, my stay in South Africa was cut short as I spent three months in Bonn, Media Tenor's German office. I'm currently in Media Tenor's New York City office for at least a year."

'04 **HWEE-CHENG TAN**, PhD, successfully defended her thesis on June 16, 2004. The title of her thesis was: "An Experimental Investigation of the Effect of Accounting Discretion on the Reporting of Smooth Increasing Earnings by Managers." Congratulations!

'04 **JASON DING**, BCom, of Edmonton, Alberta, took a position with KPMG in September 2004. Jason can be reached at jdjing3@hotmail.com.

'04 **JANE SABER**, PhD, of Tyler, Texas, a Marketing PhD student, successfully defended her thesis on June 2, 2004. The title of Jane's thesis was: "Do you hear what I hear? The SESER framework of sales communication: Listening skills and sales success." Congratulations!

'04 **ANDREA TECUN OLMO**s, BCom, of Edmonton, Alberta, volunteered at the Chancellor's Cup Golf Tournament, which was held in May 2004 at the Blackhawk Golf Club.

'04 **VALERIE TRIFTS**, a PhD Marketing student, successfully defended her thesis on June 15. The title of her thesis was: "Providing Access to Uncensored Competitor Information: Attribution and Information-Based Determinants of Consumer Preference." Congratulations!



Business Alumni Receive Special Recognition

FOUR BUSINESS ALUMNI WERE CELEBRATED WITH ALUMNI HONOUR AWARDS AT THE 2004 ALUMNI RECOGNITION AWARDS HELD DURING REUNION WEEKEND. THE AWARDS ACKNOWLEDGE THE SIGNIFICANT CONTRIBUTIONS MADE OVER A NUMBER OF YEARS BY UNIVERSITY OF ALBERTA ALUMNI IN THEIR LOCAL COMMUNITIES AND BEYOND.

THIS YEAR'S BUSINESS RECIPIENTS INCLUDE:



DONALD F. ARCHIBALD, '82 BCom, Howard Crone, '84 BSc(Eng), and Alison Jones, '85 BSc, teamed up in 1996 to build the phenomenally successful oil and gas producer Cypress Energy, a company that started with an initial market capitalization of \$6 million and not even five years later sold for \$800 million. Joining forces again, they formed Cequel Energy Inc., a junior oil and gas exploration and production company, which in July 2004 merged with Progress Energy to form Progress Energy Trust. In addition to their innovative business leadership, they are active in the community and professional organizations. All three were recognized in 1999 by *Report on Business* as among "Canada's Top 40 Under 40."



HAROLD KINGSTON, '73 BCom, is a founder of Kingston Ross Pasnak LLP. Active in the community, he is a board member of WINGS of Providence, a second-stage women's shelter, and the president of the Alberta Diabetes Foundation. He is the Chair of the Alberta/NWT Chapter of the Canadian Breast Cancer Foundation and Vice-Chair of its national board. He is



also a board member, executive committee member, and finance chair of Northlands Park. In recognition of his service to his profession, he was recently granted a Fellowship from the Alberta Institute of Chartered Accountants.

PETER K. LAU, '75 BCom, is the Chair and CEO of Giordano International Limited, a Hong Kong retail operation listed on the Hong Kong stock exchange since 1992. A trail-blazer, Lau left a middle-management position at a Calgary oil and gas company for a sales manager position with Giordano. Within two years, he reached senior management. Under his visionary leadership—combining Eastern and Western philosophies—Giordano has experienced phenomenal growth. Today, it serves more than 1.5 billion customers in 26 countries. A believer in giving back to the community, Lau has helped build schools for underprivileged students in rural China.



PETER C. READ, '86 BSc(Eng), '87 MBA, is a staunch advocate of the University of Alberta mining engineering program, and he championed the successful campaign that kept the program open when it faced closure. He helped establish the University's Alberta Chamber of Resources Industry Chair in Mining Engineering and was involved in implementing a master's degree program in extraction engineering. As General Manager of Extraction at Syncrude Canada, he is responsible for an operation that has more than 500 staff and a budget that exceeds \$150 million. He volunteers with numerous community, sporting, and professional organizations.

2005 Canadian Business Leader Award

THE 2005 CANADIAN BUSINESS LEADER AWARD RECIPIENT IS ROSS GRIEVE,

President and CEO, PCL Construction Group Inc. Please join us for the 24th Awards Ceremony on **Wednesday, March 23, 2005**, at the Shaw Conference Centre in Edmonton. For tickets and information, call (780) 492-2348 or go to www.bus.ualberta.ca. □

What business does the School of Business have in the health care sector?

Plenty. That's the word from Professor Erhan Erkut and Dan Haight, '97 BCom. Together, they run the School of Business' Centre for Excellence in Operations (CEO), which is an outreach centre for applied research partnerships between CEO and Alberta organizations.

REGARDLESS OF THE SECTOR, the focus of these partnerships is on assisting the organization with managing some aspect of their operations. CEO started up two years ago with a budget of \$7K. Successes with regional EMS services led to partnerships in other health sectors with organizations such as Alberta Health and Wellness. The Centre is now operating at full capacity and with a budget of close to \$300K. "Health Care operations are fertile ground for operations research," notes Erkut, the Academic Director of CEO. The three-year contract with Alberta Health and Wellness is to assess the impact of, and develop strategy for, the Access Standards proposed by the Alberta health minister.

Do we need more surgeons, more access to radiology, more urologists, or all of the above? What impact will more MRI machines have on demand within the system? What resources – both human and technical – will we need to provide quality health care in the future? CEO is examining the logistics around key areas in the health care system to help answer these questions.

Operations research (OR) involves the use of computer models and technology to assist in decision making. In this case, CEO is using historical data to develop its OR models of service in the health sector. Erkut notes that while processes in the health sector are similar to those in other service sectors, there are critical differences. For example, health care is free in Alberta so the interaction between demand and supply is not governed by prices as in a free market. Also, factors demographics, the availability of new treatments, and other factors can contribute

to a significant increase in demand over the next ten years. "One needs to forecast demand and plan for capacity," says Erkut. "There are a variety of complicated procedures to analyze and we are able to take a 'whole systems' approach to the problem." For example, CEO is examining MRI logistics, a one-stop service, but is also developing models to examine complicated multi-stage procedures such as prostate cancer treatment. "Initially, a patient will see a urologist and then, after assessment, the paths for treatment involve a complicated and varying set of stages," says Erkut. One patient may need surgery, another may need radiology, and another may need both.

CEO uses students under the direction of academics and industry to perform the analysis, so for Erkut, this year's recipient of the INFORMS Teaching Award,* the circle of connecting research to students, to inform and benefit the community is complete. For Erkut and Haight, this is an exciting time for CEO as it breaks ground in a new direction.

For more information on CEO go to: www.bus.ualberta.ca/ceo. **B**

DR. ERHAN ERKUT

PROFESSOR
VARGO TEACHING CHAIR
FRANCIS WINSPEAR PROFESSOR OF BUSINESS
DIRECTOR, CENTRE FOR EXCELLENCE IN OPERATIONS
PUNK WANNABIE

*The Institute for Operations Research and the Management Sciences (INFORMS®) is an international scientific society with 10,000 members, including Nobel Prize laureates, dedicated to applying scientific methods to help improve decision-making, management, and operations. They are represented in application areas as diverse as airlines, health care, law enforcement, the military, the stock market, and telecommunications.



BLAKE PHOTODISK

The INFORMS Prize for the Teaching of OR/MS Practice is given annually, if there is a suitable recipient, to a university or college teacher for excellence in teaching the practice of OR/MS. The purpose of this award is to recognize a teacher who has succeeded in helping his or her students to acquire the knowledge and skills necessary to be effective practitioners of operations research or the management sciences. An "effective practitioner" has respect for, understanding of, and the skills to surmount both the practical difficulties and the technical challenges of doing good OR/MS work.

Please note: The School also has Health Organization Studies (HOS) which looks at health care from an organizational business perspective. Dr. Karen Golden-Biddle is the Project Director for HOS.



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Please Note: if you attend all four modules above, you will complete the minimum requirement for the Corporate Executive Program and be eligible for up to 3 credits towards the University's MBA Degree Program.

- Leadership Development Program
(for Front Line Leaders) Starts March 14
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Presenting thought-leaders in management and leadership. The next forum is January 27, featuring Linda Tarrant.
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