

UNIVERSITY OF ALBERTA SCHOOL OF

FALL/WINTER 06/07

# BUSINESS

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ALUMNI MAGAZINE

BANKING

*Royalty*

BRUCE RIGAL IN LONDON

# EVENTS 2007

- January 13** Undergraduate Awards Ceremony  
Timms Centre for the Performing Arts,  
Edmonton
- January 19** Golden Bears' Hockey Night in the Bears' Den  
(Bears vs Saskatchewan Huskies), Edmonton
- February 6** MBA Awards Ceremony  
Stollery Executive Development Centre,  
Edmonton
- February 19 – 23** Rocky Mountain Business Seminar  
Jasper Park Lodge, Jasper
- February 28** Organizational Leadership:  
The Next Generation  
BAA Professional Development Seminar and  
Luncheon, Edmonton
- March 8** Business Alumni Reception  
Guest speaker – Maureen Fitzgerald  
U of A Vancouver Office
- March 14** Canadian Business Leader Award Dinner  
Recipient: Dominic D'Alessandro  
President and CEO, Manulife Financial  
Corporation, Shaw Conference Centre,  
Edmonton
- April 4** MBA Student/Alumni Reception  
Stollery Executive Development Centre  
Alberta School of Business, Edmonton
- April 26** Back to the 2nd Floor  
Undergraduate Club Executive Event  
Alberta School of Business, Edmonton
- May 9** Alberta Business Family Institute,  
The Asper Family
- June 5** MBA Spring Convocation  
Northern Alberta Jubilee Auditorium,  
Edmonton
- June 13** Undergraduate Spring Convocation,  
Northern Alberta Jubilee Auditorium,  
Edmonton
- June 20** BAA Annual General Meeting and Members'  
Reception
- August 13** BAA Annual Golf Tournament  
Derrick Golf and Winter Club,  
Edmonton
- September 27-30** Reunion Weekend
- November 17** 2nd Annual Cliff Lede Vineyard Wine Tasting  
Napa Valley

# THIS ISSUE

The University of Alberta School of Business began in 1916 with six students. Today, 90 years later, almost 20,000 students have passed through our doors, each with a unique life story to tell. Throughout this issue I hope you enjoy reading about the “art and heart” of your classmates.

The “art of business” is the theme of our alumni feature. Here you will find Bruce Rigal of Deutsche Bank which is home to the largest corporate art collection in the world; a commentary by Roy Suddaby on the semiotics of corporate art; and Marcella Dankow who sells both art and culture in Fort McMurray. As Marcella says, “a techno-town that hasn't got art, hasn't got heart.”

The “heart of business” is always an underlying theme throughout our magazines, as it is often the heart and soul of our alumni, faculty, and students that give them such fulfilling lives. In this issue read about Peter Nichols' determination to build a business in the heart of his hometown; the spirit and generosity of our Class of '56; the retirement of Professor Rolf Mirus, the heart of the School's China Project, and in our classrooms for over 35 years, and the conscience Karina Low, a part-time MBA student and a relentlessly positive thinker.

As always the class notes pages are full of milestones and snippets of alumni giving back to their communities in so many ways. Thank you for sharing your news with us.

Our 2006 annual report is entitled ROI – reputation, opportunity, innovation. Our students and alumni remain the greatest testament to the enduring reputation of the Alberta School of Business.

Monica

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UNIVERSITY OF ALBERTA SCHOOL OF  
**BUSINESS**  
ALUMNI MAGAZINE

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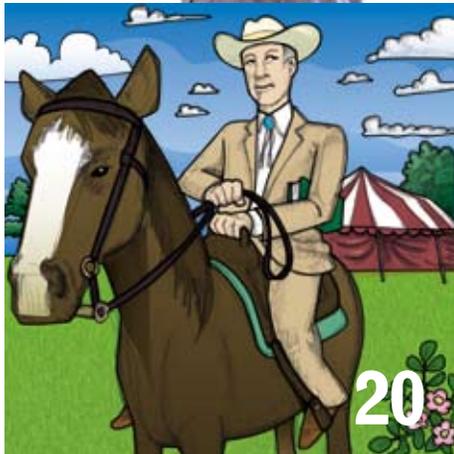
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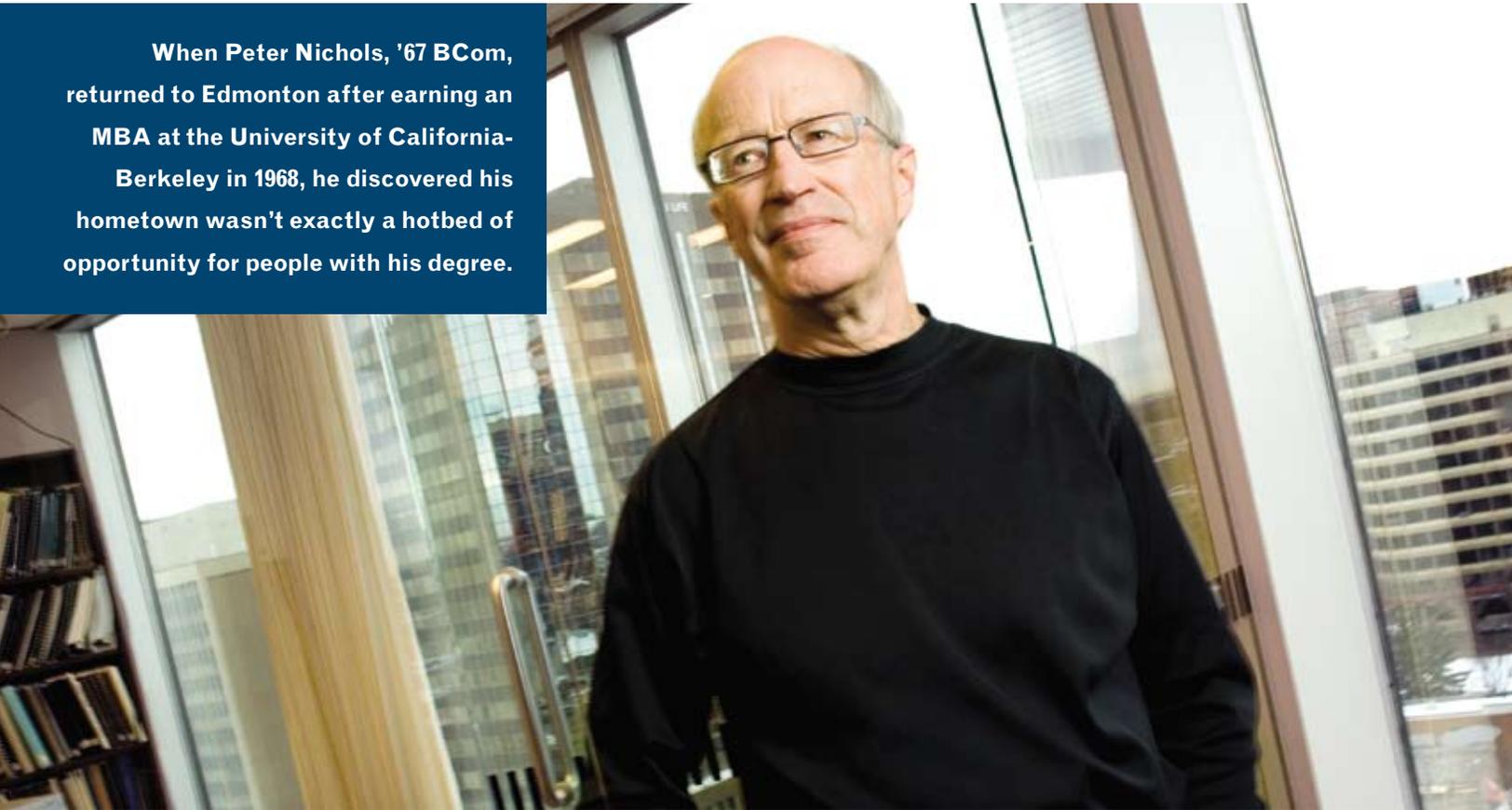
### One Year Out



# A Loyal Following

PETER NICHOLS

When Peter Nichols, '67 BCom, returned to Edmonton after earning an MBA at the University of California-Berkeley in 1968, he discovered his hometown wasn't exactly a hotbed of opportunity for people with his degree.



But instead of accepting job offers in the East, Peter was determined to work in Edmonton. He headed to the School of Business seeking advice from former profs and, when then-Dean Hu Harries heard about Peter's situation, he offered the newly minted MBA a job in his economic consulting firm.

The position provided Peter with the opportunity to learn how to do business in Alberta – and it also meant working abroad on various assignments. In addition to consulting for municipalities and the provincial government, Harries' company took on work for the World Bank, which meant that Peter spent a lot of time evaluating and appraising projects in places like Pakistan and Tunisia.

In 1973, Peter started his own firm, thereby increasing the chances that future business grads might have an easier time in the local job market than he did.

Today, 30 years later, Peter has three partners and a dozen employees, half of whom have either a BCom or MBA from the University of Alberta. There are graduates from other universities as well as some who have economics degrees from the U of A. Over the years, Nichols Applied Management has employed co-op students from the BCom program as well as summer students, some of whom have gone on to work full time for the company.

"Historically there haven't been a lot of professional service firms in Edmonton – other than accounting firms – that can utilize the services of a business grad," Peter says. "Not

*Not everybody wants to go to Calgary or down East, so it's been gratifying that we've been able to hire people who want to stay here, or are unable to relocate elsewhere.*

everybody wants to go to Calgary or down East so it's been gratifying that we've been able to hire people who want to stay here or are unable to relocate elsewhere.

"From their standpoint, we've given them experience, honed their skills, and exposed them to this industry, but it's been mutually beneficial because they've brought new capabilities and ideas to us as well," he says. "We've had really great success with U of A students and grads."

Like Peter, most of the people at his company are, at heart, analysts. "The differentiating strengths of our firm are in the areas of quantitative analysis - market research, financial and economic analysis, and statistical and demographic analysis," he says, "although we also are extensively involved in more qualitatively-oriented assignments such as social impact analysis, business and strategic planning, and program evaluation."

The company's clients include the provincial government, municipalities, not-for-profit organizations and associations, Alberta-based energy companies, and various other types of industrial corporations. The firm has expanded considerably since Peter first hung out his shingle in 1973. Then he was the sole employee and the company was called Peter C. Nichols and Associates.

As he'd done while working for Harries, Peter spent a lot of time in the firm's early years on contracts for the World Bank. He assessed port projects in Cyprus and Yugoslavia, oilfield developments and oil and gas pipelines in Saudi Arabia and Pakistan, urban and regional development projects in South Korea, Indonesia, and Egypt, and a Suez Canal expansion project. He also participated in the evaluation of CIDA aid projects in such places as Jamaica and Bangladesh.

The work was fascinating, but Peter was nearing 30 and tiring of the travel. He began taking on more clients closer to



*Evgenia Stoyanova '00 MBA, Steve Adams '75 BCom and '81 MBA, Gerry Fardoe '88 MBA, Ian Gray '94 BCom, Peter Nichols '67 BCom, Jane Somerville '82 MBA*

home, conducting studies in preparation for the Commonwealth Games in Edmonton, and carrying out growth and impact analyses for government and industry in the Athabasca and Cold Lake oil sands areas.

"There was considerable work for the firm in the oil sands areas, for government, school boards, and others who faced all kinds of planning, service delivery, and financial issues, and for active and proposed oil sands operations.

When the federal government introduced its National Energy Program in 1980, new resource development - and the attendant contracts - came to a grinding halt. "I still remember getting a telegram - not an email in those days - instructing us to immediately stop work on a major assignment we were carrying out for the proponent of a new oil sands project.

Because his company was small but relatively diversified, Peter was able to

ride out - and indeed prosper - during the economic downturn. "Some service firms have gone through cycles where they'll hire, and when work dries up, reduce staff," he says. "We've expanded conservatively over time and have not had to go through those cycles. We've had a lot of stability and minimal turnover over the years."

With the current economic climate, with more opportunities and work than ever, the temptation to expand is also greater than ever. But Peter knows his company's strengths, and he and his partners are careful not to compromise the firm's reputation and the quality of its services by growing too quickly.

"We've found a niche," he says. "There is a massive amount of resource activity occurring in northern Alberta, broad economic growth across the province, an increasing market for the kinds of evaluation we do, and we've been able to assemble a team of consultants second to none anywhere." **R**

# A Passionate Pursuit for Balance

JUDITH ATHAIDE



Thomas Edison once said that 'if we did all the things we are capable of doing, we would literally astound ourselves.' Fellow electricity aficionado, Judith Athaide, '85 MBA – entrepreneur, engineer, energy consultant, traveler, mother, community leader – may not be astounding herself, but she's certainly astounding others.

Talking with Judith from her Calgary-based office gives the impression that she's on a series of simultaneous journeys – the literal and the metaphorical, the outward and the inward, the finite and the timeless. "The Chinese say that 'the journey is the reward' and I believe it. Embracing challenge and change offers life's greatest lessons and most satisfying moments," she says.

Born in the former West Pakistan and frequently moving between West and East Pakistan and India, Judith and her family eventually left India for Brandon, Manitoba, in the early 1970s. "I remember feeling overwhelmed by the vast, open spaces and wondering where

all the people were," laughs Judith.

In 1983, with a Bachelor of Commerce (Honours) from the University of Manitoba under her belt at the age of 20, Judith moved to Edmonton and entered the MBA program at the University of Alberta. She discovered a flair for finance, a subject she would later teach while working on her Mechanical Engineering degree also at the University of Alberta. For a few years, she was both student and professor – changing back and forth between blue jeans and blue suits. "A classmate once praised my job-seeking tenacity – he assumed that each time I wore a suit, I was interviewing for summer jobs," she says.

In reality, Judith had her choice of

positions. One summer she worked in Norman Wells, NWT and watched the black bears live alongside the locals under a sun that did not set. The next summer, Judith worked in Cold Lake. "My supervisor was shocked to meet me – he never expected his third-year mechanical engineering student to be female. He called the head office and returned an hour later with the stony-faced announcement: 'Calgary confirms you are a woman!' Let's just say it was a long summer."

But such incidents are no match for Judith's confidence and grace. She's a woman with a strong sense of self – and no wonder. Her achievements are dazzling, her devotion to family, friends and community impressive, and her passion for nature, travel, and culture inspiring. And yet it's as if life's good fortune has caught her by surprise. "Life is a mosaic of sorts," she says. "It may not always make sense up close or even be comfortable, but, when you look at it from a distance – it is wonderful."



*Her achievements are dazzling, her devotion to family, friends and community impressive, and her passion for nature, travel, and culture inspiring.*



Since the early 1990s, Judith's professional life has been built around energy markets. Perhaps the biggest break of her career came more by chance than intention. "I was working for Edmonton Power and had just returned from maternity leave. Near the end of a management meeting, someone raised the question of resourcing the electricity deregulation discussions and, as the "newbie" back from maternity leave, I was given the responsibility to represent the company's perspective in shaping industry reforms. Since deregulation was still a twinkle in the Government's eye, the company did not have a perspective. I had the wonderful opportunity to create it."

That impromptu assignment became Judith's professional *raison d'être* for several years. "The changes that we made to Alberta's energy infrastructure and policy were significant. The changes we made internally in preparation for the competitive marketplace were equally remarkable. It was a very gratifying, career-defining experience," she says.

These days, Judith finds gratification through her consulting business, the Cogent Group, which she founded in 1999. As a boutique consulting firm, Cogent specializes in services to assist companies to thrive within competitive energy markets. "We offer a spectrum of services including development of business strategy, market assessments, financial modelling and due diligence to support acquisitions, divestments and project financing, policy analysis, and regulatory support. It is exciting work!" says Judith. "I can be entrepreneur and engineer, innovator and analyst, media commentator and newsletter editor."

Business is good – so good, in fact, that she spends little time courting new clients. Judith is justifiably proud of the achievements of the company. Cogent's clients extend throughout the North American value chain: from oil and gas producers to generation developers, from infrastructure owners to large industrial owners, and from the tried-and-known to the new-and-innovative.

Recently, Judith's been drawn to the

realm of corporate governance and serves on the board of Cogenera Corporation and the U of A's Business Advisory Council as well as a member of a United Way Committee. "Not only am I contributing based on my experiences but I'm learning so much from my fellow Board members" she says. Judith, it seems, is as passionate about learning as she is about sharing what she knows. It seems she has gone back to school one more time; she recently graduated from the Institute of Corporate Director's Governance College.

For all that she's got on the go, Judith has a refreshing take on the ephemeral pursuit of balance. "I am a big believer in the moment – whether that moment is spent negotiating a major acquisition, cheering at my kids' soccer and ringette games, backpacking through Thailand with my father, scrambling around the Angkor Wat in Cambodia with my mother, or riding camels through the desert with my children. As Emerson said 'Make the most of yourself, for that is all there is of you.'" 

# A Leader of Discussions and Dialogue

PHYLLIS WOOLLEY

A native elder, a Jungian analyst, and a senior vice president of the Mattel Toy Company were scheduled to speak at a conference...



It sounds like the beginning of a joke, but, in fact, there was such a conference and, in the process of organizing it four years ago, Phyllis Woolley, '91 MPM, was introduced to contemplative dialogue, which is a form of communication that has changed her life.

Phyllis, who runs the Government Interchange Program at the School of Business, was struggling to translate the Jungian analyst's work into simple language when she came across an article he'd sent her about spirituality, the environment, and contemplative dialogue, which is a process by which people shed preconceived notions

about themselves and each other in an effort to better work together.

The two-page article explained how a group of international leaders had undergone a profound experience when a former health care administrator named Steven Wirth introduced them to contemplative dialogue.

Wirth, who is Executive Director of the Indiana-based Centre for Contemplative Dialogue, explains the process as an alternative way of communicating “that respects you as a free person and trusts that if I respect your freedom and don’t try to do something to you, it’s quite likely you’ll make your best choice. What comes of that more often than not is a better quality of relationship than when we’re pushing each other and, in a sense, trying to manipulate the other.”

Phyllis, who has been bringing provincial leaders together since starting the Government Interchange Program in 1989, was “completely galvanized” by the concept, but she put the article aside intending to take a closer look once the conference was over.

After the conference, she packed up her family and headed to Indiana for a year where her then-husband was taking a sabbatical. During the move, the article went missing so Phyllis phoned the Jungian analyst and asked him to send her another copy. He had no idea what she was talking about. “He said, ‘I didn’t send you an article,’ and he looked high and low in his office and didn’t find anything,” she recalls. “He had no recollection of it.”

Turning to the Internet, Phyllis typed contemplative dialogue into her search engine. That’s when she discovered that the same Steven Wirth who had facilitated the experience that she’d found so compelling in print was living only three hours away, just over the border in Kentucky.

“I picked up the phone and called him and introduced myself and asked if

I might come and visit,” she recalls. “His generosity continues to know no bounds.”

During her year in Indiana, Phyllis visited Wirth several times and kept in touch via phone calls and email. She attended a retreat, Spirituality and Leadership: The Path of Contemplative Dialogue that January in Indianapolis and was so taken that she attended another in June in Detroit.

“It deepened what I’d already been doing,” she says, referring to her work with the Government Interchange Program, which she started in 1989 and

*Contemplative dialogue has affected my leadership, how I govern myself, and how I choose to be in each moment, and that, concretely, has changed everything.”*

continues to run. She’s also the architect of the School’s Canadian Institute of Retailing and Services, which she ran for six years beginning in the early 1990s. The program has continued under the leadership of Paul McElhone who this fall announced the creation of a School of Retailing.

The Government Interchange Program grew out of Phyllis’ desire to foster communication between bureaucrats and academics, whom she believed could benefit from sharing their ideas and expertise. Every spring for the past 17 years, she has visited different Deputy Ministers, whom she sees as “essentially CEOs of large corporations.” During one-on-one meetings, she asks them about their concerns or, as she puts it, “what keeps them up at night.”

Once she has an idea of what topics need to be covered, Phyllis reaches into her impressive Rolodex and finds experts to address the various concerns. Past speakers have included Preston Manning, Peter Loughheed, former Stelco CEO Courtney Pratt, Royal Ontario Museum director William Thorsell, and Chaviva Hosek, former Senior Policy Advisor to Jean Chretien and now the CEO of the Canadian Institute of Advanced Research.

The roundtable discussions among the Deputy Ministers, Assistant Deputy Ministers, and guest speakers take place six times a year “at the crack of dawn for a few hours in a confidential venue so that they can really have a good conversation,” Phyllis says.

Although contemplative dialogue has changed the way Phyllis relates to people, the roundtable discussions are not contemplative dialogue workshops. But the concept is taking root in the provincial government nonetheless, says Phyllis who, along with Wirth, has conducted workshops for some Deputy Ministers and their executive teams. The two also run training sessions in Edmonton (for more information see [www.theyardleygroup.com](http://www.theyardleygroup.com)). Past participants have included the Honourable Elaine McCoy, MP, who now serves on the Centre’s board.

Contemplative dialogue can benefit anyone who wants to become “more mindful” in their leadership or personal lives, says Phyllis, adding that the emphasis is on becoming more aware of those around you and how you interact with them.

“At the risk of using language that’s not often used in business fields, it has opened the door both with awareness and skill to be far more myself than I ever have,” she says. “In doing that, my effectiveness, and the ability to tap into my own intelligence and wisdom is so much greater than it was before. It’s affected my leadership, how I govern myself, and how I choose to be in each moment, and that, concretely, has changed everything.” 

ALUMNI *profile* | BY MONICA WEGNER



*Bruce Rigal with painting by Damien Hirst – Biotin-Maleimide (1995)*

# BANKING *Royalty*

BRUCE RIGAL



The ART of BUSINESS

The Deutsche Bank Building in London, England, has an impressive address on Great Winchester Street, located a stone's throw from the banks of the Thames. The headquarters of Deutsche Bank United Kingdom occupy both the historic 23 Great Winchester Street and an adjoining modern office complex (Winchester House). They include not only one of the world's most impressive corporate art collections but an equally impressive cookie collection, the latter enjoyed by my daughter who was not impressed that she was spending her first day of vacation in a bank...



*Painting by James Rosenquist –  
The Swimmer in the Econo-mist 1(1997-98)  
and sculpture by Tony Cragg – Secretions (1998)*



*Bruce Rigal*

Winchester House is where we found the very amiable, engaging, and most impressive Bruce Rigal, '84 BCom and present Global Chief Operating Officer of Global Banking.

Deutsche Bank is clearly among the world's banking royalty. Founded in Germany in 1870, Deutsche Bank is one of today's largest investment banks in the world ranked by revenues and profits, employs more than 67,500 people, and enjoyed a record profit year in 2005 by achieving a 25 percent pre-tax return on average active equity. Headquartered in Frankfurt, Deutsche Bank is organized into seven group divisions. The heads of the two top divisions, Global Marketing and Global Banking, are based in London. London was the first branch opened outside Germany in 1873. With over 7,000 employees in London, Deutsche Bank is one of the city's largest employers and occupiers of space in downtown London's illustrious "Square Mile."

After graduating with his BCom, Bruce spent several years in Edmonton with Canadian Utilities Limited (part of the ATCO Group) in their cash management and treasury areas. He then decided to pursue additional education and seriously considered both the career choice of his wife, law, or an MBA. In the end, he decided that while law might be the more interesting to study, he believed that for himself, business would be the more interesting to practice. He began his MBA at the University of Chicago in 1987.

Admittedly nervous, given the academic bent and strong reputation of the University of Chicago's finance department, Bruce was pleasantly surprised and feels that he was one of the better prepared students in his class as a result of the academic and theoretical grounding received at the U of A. A telling example he shares is that one of his professors at the University of Chicago was Eugene Fama who authored the widely used financial textbook "Foundations of Finance." Despite it being authored and taught by his professor at Chicago, Bruce feels that for him it was as strong a course at the U of A where the same textbook was used. Of interest, in 2005, Fama was honoured by Deutsche Bank as the first recipient of the Deutsche Bank Prize in Finance and Economics for his work in developing and investigating the concept of market efficiency.

Shortly after graduation, Bruce decided to move to New York to pursue an offer in management consulting. His future wife, Lisa Tedeschini, decided to join him in New York and attended Columbia Law School. Landing in one of the world's key financial districts was a wonderful opportunity for Bruce and Lisa. After two years in New York Lisa

The management of human resources is top of mind to Deutsche Bank. "We know that our most precious asset is the intellectual capital of our people."

*Not far from Liverpool Street in the heart of the City of London, bankers, couriers, staff members and visitors to the British headquarters of the Deutsche Bank hurry through the great entrance hall of Winchester House – a constant coming and going of humanity that appears to embrace all cultures, ages and social classes. One almost has the impression that the stream of people is being sucked up into the spiralling maelstrom of colours of a gigantic painting located at the far end of the foyer – James Rosenquist’s monumental *The Swimmer in the Econo-mist 1*.*

## The ART of BUSINESS



and Bruce decided to move to London where Lisa joined a top law firm and Bruce joined investment bank S. G. Warburg (now part of the UBS Group).

A few years later, Bruce was headhunted by Deutsche Bank where he moved quickly through the ranks. Even after he left the bank for one and a half years to help start up a venture capital company, Deutsche Bank kept the door open for his return. When asked what he likes best in his present position of COO, Bruce shares that the position is “truly management.” He uses all business disciplines – organizational theory, marketing, and accounting – and, above all, financial training for budgeting and human resources for daily “argument resolution.” The management of human resources is top of mind to Deutsche Bank. “We know that our most precious asset is the intellectual capital of our people.” Bruce is also very much involved with the Deutsche Bank’s Women’s Network Project, which promotes the employment and advancement of women within the company.

London has now been home to Bruce and his wife Lisa for over 15 years. Their family now includes sons Joseph (aged 8) and Aaron (aged 6). Bruce feels lucky that he has been able to live in the world’s two largest financial markets. While London has more of a village feel, a majority of the businesses are international and the business pace is much more gentle. New York, on

the other hand, is the more challenging place of the two to live, has many more conveniences, but people there take themselves too seriously work-wise. The biggest detriment of London he adds is that “the average speed of a car in London today is equal to that of a horse-carriage over 100 years ago – seriously!”

In addition to the open highways of Alberta, among the things Bruce misses most about Edmonton are the connections of youth and community including his beloved Edmonton Oilers who were on their Stanley Cup run as we spoke. While he was tempted to watch game seven live at London’s Maple Leaf Pub, he taped it instead and watched it over breakfast. As for examples of connections, we needed to look no further than ourselves. Both are School of Business alumni from 1984 and both were part of the still reigning city championship Strathcona High School track team.

Bruce’s U of A ties also run deep. His father, Dr. Wynne Rigal, was on the medical faculty of the U of A for many years. Bruce is also connected to so many of us alumni who have had his father-in-law, Dr. Mario Tedeschini as pediatrician to either ourselves or our children. While Bruce might be the royal one in London, back at home, he happily passes the crown to his father-in-law who this year celebrated his 50-year anniversary from the U of A’s Faculty of Medicine. “Dr. T is the man.” The world is indeed small and full of promise. **R**

# Explaining Corporate Art



Michael Holly

**Why do corporations collect art? Some corporations, like the Hudson's Bay Company, have collected local artifacts and art for hundreds of years. Since the Second World War, however, art collecting has become an increasingly normal element of corporate life.**

Nearly all Fortune 500 companies have active art collections. Some, like the eight thousand piece collection of Readers Digest, are larger than most public galleries. In the 1980s, corporations surpassed government and individuals as the primary patrons of the arts communities in North America. Inside these firms, collections are becoming more formal with professionally trained curators and art appreciation programs for employees, and with an increasing proportion of firm revenue devoted to acquiring and maintaining these collections.

The fact that corporations collect art, however, presents an interesting anomaly. Art is a uniquely symbolic act of human creation. Yet corporations are designed to be rational instruments of efficient production. If we take economic theory seriously, using shareholder wealth to buy art seems, at best, non-rational, and, at worst, shamelessly wasteful.

Executives proffer a bewildering array of justifications for their firms' art collections. Some argue that art is a good investment.

Others suggest that art provides an effective way of marketing the firm to clients. Some observe that art helps form a strong corporate identity, aids in recruiting talented employees, or reflects a strong corporate culture. Nearly all will point to the community goodwill generated by supporting the local arts community.

My research suggests that, while there is some truth to these justifications, they offer only partial explanations for collecting art. While some art does tend to increase in value over time, over the last thirty years, a portfolio of fine art appreciates at about the same rate as a standard index fund but with considerably higher risk. Art, in this context, is a non-strategic asset and a firm with expertise in, say, manufacturing is better advised to devote its efforts to making widgets than collecting art. And while a Van Gogh in the lobby may help promote the firm or make employees feel good about their workspace, there are likely more cost effective ways of accomplishing both the marketing and human resource functions in firms.

This is not to say, however, that collecting art is inappropriate for corporations. Rather, attempting to justify art collections in purely economic terms is wrong. Art and profit occupy two distinct institutional logics and it is difficult, if not outright disingenuous, to try and reduce the logic of aesthetics to the logic of economics.

A few brave executives justify their companies' art collections in purely aesthetic terms; that high quality art in the workplace alleviates the quotidian drudgery of commerce. Statements like this reflect a growing awareness that modern corporations serve broader purposes in society beyond the generation of products and profits. The emergence of corporate art collections, thus, is related to the emergence of corporate social responsibility and ethical investment programs. It is, in part, an expression of the profoundly important

While some corporate art collections are inspired by expressions of humanism, others may indicate a lapse of appropriate governance mechanisms.



## ROY SUDDABY:

### Corporate Change, Corporate Art, Corporate Law

Roy Suddaby must think in threes. He not only represents the blend of business, art, and science in his education, experience, and research, he is also a three-time alumnus of the U of A including an '01 PhD from Business, an '84 LLB, and an '81 BSc. (Roy also earned an MBA from UBC in 1991, but we won't hold that against him!). Roy joined the School of Business from the University of Iowa and is presently an Assistant Professor in Strategy where his research focuses on managing strategic change in knowledge intensive industries. His current research includes the study of the semiotics of corporate art and post-professional regulation.

Prior to becoming an academic, Roy practiced corporate law. When not being "corporate," Roy and his wife Moira "enjoy their three fabulous children, Toryn, Griffin, and Tiegan, and their three family pets including two beautiful bullies, Cecil and Giles, and one clever cat, Ptolemy." In history, "Ptolemy" was the most influential of Greek astronomers, geographers, and mathematicians of his time.

role that large corporations have assumed in contemporary social life.

There are some potential dangers signaled by the growth of corporate art collections however. While some corporate art collections are inspired by expressions of humanism, others may indicate a lapse of appropriate governance mechanisms. Similarly, the shift of artifacts and art to private companies may signal the demise of public access to art through museums and galleries and indicate an important redrawing of the boundary between public and private access to art.

My research shows, however, that we can tell a lot about a corporation by the art it keeps and, perhaps more importantly, by examining the process by which the art is collected and displayed. Does the company focus on a single theme or does it have eclectic tastes? The variation in collection content seems to correlate with the degree

of strategic focus in a firm in both product and geographic lines. Who decides which type of art is collected – a committee or are employees allowed to vote? The answer to this question offers important clues about the nature of internal controls and employee commitment. Where is art displayed in the organization – where employees can see it or is it reserved for the executive suites? This question offers important signals about the power structure in the organization not only between management and employees, but also between management and shareholders.

Corporate art collections, thus, are much more than mere investments. They offer incredible insight into the culture, power structure, and unstated motivations of complex organizations. More importantly, they offer the potential of a new way of thinking about corporations and the role they could play in society. **R**



## The Business of Selling Art

BY MICHAEL ROBB

When Marcella Dankow, '94 BCom, first opened her business, Art Works Gallery and Framing Centre, ten years ago in Fort McMurray, she found it frustrating that some of her customers simply wanted to purchase a piece of art that would "match the carpet and the couch." Marcella was not in the business of home décor; she was in the business of selling art.

She made a commitment to show local artists by selling water colours by Carol Breen, soapstone carvings by Brian Clark, oil landscapes by Shirley Thomas, uniquely styled wood carvings by Robert McDonald, and stunning acrylics by one of Canada's foremost aboriginal artists, Alex Janvier.

Marcella not only set out to provide a voice for the local artistic community, she was determined to create a market for them. One customer at a time, Marcella also set out to raise the level of artistic knowledge among her customers and dispel the myth that Fort McMurray is devoid of culture. Her first years were tough; it wasn't always easy to pay the rent. Nevertheless, she persevered and sought to convince people that original art was unique and could be an expression of their own personalities. "A techno-town that hasn't got art, hasn't got heart," she says. **R**

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

# BUSINESS ALUMNI ASSOCIATION

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**VICTORIA:** Brenda Yanchuk, '89 MBA  
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## KEEP IN TOUCH

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

Go to page 36 or

[www.bus.ualberta.ca/alumni](http://www.bus.ualberta.ca/alumni)

## Reunion Weekend 2006

This year, 2006, marked a special reunion year as the School of Business celebrated its 90th anniversary and the MBA program turned 40.

## 2006 Alumni Recognition Awards

Business alumni were well represented once again at the 2006 Alumni Recognition Awards held on September 28. This year, a record six Business alumni were honoured with the Awards acknowledging the significant contributions made by University of Alberta alumni in their local communities and beyond.

### Distinguished Alumni Award

**William Winspear, '54 BCom**, is one of North America's outstanding business leaders who continues to strive for excellence as a volunteer and a philanthropist. After managing companies in Vancouver and Toronto, he moved to Dallas in 1975 to become president of Chaparral Steel, a company that under his leadership became known for its innovation in steel production. In 1985, he became President and CEO of Associated Materials, a



building-supply manufacturer, with annual sales in excess of \$500 million US. In both Canada and the United States, he is known for his enthusiastic and generous support of the performing arts and arts education. As a past-president of the Dallas Opera Society, he remains active on this board and is a charter member of the Dallas Center for the Performing Arts Foundation. In 2002, he gave the largest private donation in the history of Dallas to help build the Dallas Center for the Performing Arts. In recognition of his commitment to the opera, symphony, and arts education, he received an Honorary Doctorate in Performing Arts from the University of North Texas in 2000.

### Alumni Horizon Award

**Pernille M.K. Ironside, '95 BCom**, is a passionate humanitarian dedicated to improving the lives of people in conflict-affected areas. A graduate of Osgoode Hall Law School and Columbia University School of Law where she earned a master's of law, she has focused her energies on international human rights and justice issues. She has worked with the United Nations Office



for the Coordination of Humanitarian Affairs and UNICEF in New York where she helped launch major initiatives to improve the protection of civilians and monitoring of child rights violations in areas of armed conflict. She is now working as a child protection advisor with the UN Peacekeeping Mission in the Democratic Republic of Congo, based in the volatile eastern region.

### Alumni Honour Award

**Loraine R. Altenweg, '75 BCom**, is the financial officer of the Alberta Cancer Foundation. A well-respected chartered accountant, she has



been a long-standing board member and chair of the audit committees on several publicly-traded companies and Capital City Savings Credit

Union. Recently, she was appointed to the University of Alberta Audit Committee. In recognition of her excellence and commitment to the accounting profession and the business community, the Institute of Chartered Accountants of Alberta honoured her with a 2006 Distinguished Service Award.

**Allen R. Hagerman, '73 BCom**, the Chief Financial Officer



of the Canadian Oil Sands Trust, has brought much credit to his profession during his long-standing career. A strong community supporter, he has served on many organizations including the board of governors of the

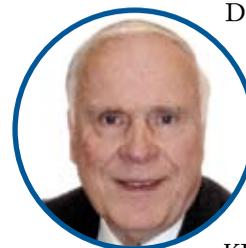
University of Calgary, various Calgary Exhibition and Stampede committees, and as past chair of the Alberta Children's Hospital Foundation. In recognition of his contributions, he was recognized as a Fellow of the Institute of Chartered Accountants of Alberta and received the Institute's Distinguished Service Award in 2006.

**Ivor Ruste, '77 BCom**, is a high-profile chartered accountant in Alberta. He has taken on significant professional and volunteer roles, which have earned him many accolades and



honours. The former Managing Partner of KPMG LLP in Edmonton, he is Vice-President of Finance for EnCana Corporation in Calgary. In addition to his professional responsibilities, he has been extensively involved with the University of Alberta, serving on its board of governors and alumni council, and with the community as a member of the Support Network and the United Way Capital Campaign.

**W. Ross Walker, '56 BCom**, has more than 40 years of experience in management, accounting, and finance.



During most of his career, he was involved in senior management roles with KPMG, serving as chair and CEO of KPMG Canada and as executive partner of KPMG International. In recognition of his contributions, he was named a Fellow of Chartered Accountants by the Ontario and Alberta Institutes of Chartered Accountants and awarded the Order of Outstanding Merit by the Ontario Institute. Currently, he is a board member of three corporations and chair of two.

## Business Brunch

Festivities were held throughout the weekend that brought many of our alumni back to campus to re-capture the camaraderie of their student days. On September 30, Dean Mike Percy and the Business Alumni Association hosted the annual Business Brunch. Alumni and their guests reconnected with former classmates, met other alumni, and were toured through the Business Building by our student ambassadors. Guests came from as far away as Germany to enjoy reminiscing about their days on campus.



*Alumni Mark and Jodi Kluchky with their "future grads".*



*Visiting from Germany – alumnus Albrecht Hallbauer and wife Uschi*



*Aly Luc and Paul Avender*

Reunion Weekend 2006

# COMMERCE CLASS OF '56



*Class of '56 (L to R) – Front row: John Tweddle, Betty Jean Buchanan, Harry Graschuck, Ted Elford, Jack Culbert  
Back Row: David Page, Ross Walker, Dick Haskayne, Joe Walsh, Grant Fairley, George Lange, Don Campbell, Don Hatch, Gary Trimble, Wayne Maxwell*

## A Legacy of Leaders and Laughter

A highlight of this year’s Reunion Weekend activities was the wonderful turnout of the Commerce Class of ’56. Dean Mike Percy hosted members of the Class and their guests to a special dinner at the Hotel Macdonald to mark their golden anniversary. The three Class organizers, Betty Jean Buchanan, John Tweddle, and Grant Fairley, were pleased that so many of their former classmates travelled from across Canada and the US to attend this special celebration. One of their classmates, Ross Walker, was also honored with an Alumni Recognition Award presented at the annual Award ceremony held at the Winspear Centre for the Performing Arts.

### Laughter...

For the group, the long weekend included a party at the Tweddle’s Thursday evening, golf on Friday, the dinner hosted by Dean Mike Percy on Friday evening, the Saturday Business Brunch, the Saturday evening Alumni Dinner, and the President’s Sunday Brunch. When asked for the highlight,

there is no hesitation from the organizing committee who were happy to have another excuse to get together to discuss their week-end over lunch. It was unanimous – it was after the Friday evening dinner where everyone got up for two minutes to give an update on their lives. After spending days and decades of laughter together, “we could hear a pin drop. It was magic.” Also most telling, almost every sentence any of them spoke during the follow-up lunch began with the word “we.” As we left the trio to more laughter, we could already hear plans for their next get together.

### Legacy...

To commemorate their 50-year milestone, a legacy gift was established by the Class of ’56 to benefit undergraduate students in Business. More than \$32,000 has been raised to support undergraduate scholarships. This is the largest Class gift received by the School of Business to date. Thank you for your continuing leadership, generosity, and support.



Grant Fairley, John Tweddle, Ross Walker, Dick Haskayne

## Grant Fairley, '56 BCom: Sunday Dinner with the Tweddles

*"There was only one meal that was never served in Athabasca Hall – Sunday dinner. It was the cook's night off. One of my classmates sort of adopted me," Grant remembers, "and I had Sunday dinner at his house for three years. His name is John Tweddle, and we are friends to this day."*

*"And you know the best lesson from my early days in business? It came from my university friend John Tweddle. I went to him early in my career to sell him an insurance policy. This is what he told me: "Grant, you'll get my business when you deserve it." That woke me up and I worked hard. And, eventually, I did get John's business."*

*Grant's career flourished. He founded his own company, which has evolved into today's FE Advisory Group, a multi-service financial advising firm with offices in Edmonton and Calgary and affiliates throughout Canada and the United States.*

*Grant made lifelong friends at the U of A, many of them from his small commerce class of some 35 students. "About a third of that class turned out to be real leaders in the business world," says Grant. John Tweddle became a partner in PricewaterhouseCoopers. And not only did he feed me Sunday dinners, he tutored me in accounting when we were students. I could learn quicker from people than I could from a book, and John was great with numbers.*

*"Dick Haskayne was another classmate. Dick was from Gleichen and his father, like mine, was a butcher. Dick became chairman of the Board of TransCanada Pipelines and the University of Calgary's School of Business is named after him. Then there was Ross Walker," adds Grant. "He became chairman and CEO of KPMG Canada and then International Executive Partner of KPMG International. The 1956 commerce class was an incredibly competitive group. But there was a woman who outshone all these men. She was the Commerce Gold Medal winner in 1956 – Elaine Penner."*

*Grant is quick to recall his favourite professor. It was JD Campbell in accounting. "He was loud and demonstrative and would stomp around the room while teaching us accounting. I never forget what he taught me."*

*Excerpts from I Was There: A Century of Alumni Stories about the University of Alberta, 1906 – 2006, Ellen Schoeck, University of Alberta Press, 2006.*

## A special thank you

to all our 2006 Reunion organizers!  
Betty Jean Buchanan, John Tweddle,  
Grant Fairley, 1956 Commerce;  
Joan Cowling, 1961 Commerce;  
David Allan, 1971 MBA; Damen Ng,  
1976 Commerce; Carole Hunt,  
Doug Bell, Larry Jenkinson, 1981  
Commerce; Kurian Tharakan, 1986  
Commerce and Mark Kluchky and  
Susan O'Neil, 1996 MBA.

## Mark the Date – Reunion Weekend 2007 September 27–30

If you're a business alumnus/a who graduated in a year ending in a 2 or 7 we need your help. Consider becoming a Reunion Organizer for your class. It's a fun way to catch up with old friends and classmates. Interested? Call Jami at (780) 492-1192, toll free 1-877-362-3222 or email [alumni.business@ualberta.ca](mailto:alumni.business@ualberta.ca).

## Alumni Survey

### Support the on-line community.

Thank you to all of our Business alumni who took time to complete the recent alumni survey distributed in our last issue and available on the Web.

The School is currently focusing on plans to develop and launch a more interactive on-line community that will allow a more frequent exchange of ideas and information between our alumni and the University as well as graduate to graduate. The majority of survey respondents preferred contact by email and a number of you expressed interest in participating in focus groups and will be contacted. Please ensure we have your most up-to-date email by sending us a note at [alumnibusiness@ualberta.ca](mailto:alumnibusiness@ualberta.ca).

We welcome your feedback at any time. If you have ideas or suggestions on how the Business Alumni Association can better serve you, please let us know. Please refer to the keepintouch form for contact information.

## 18th Annual Business Alumni Dinner

The annual Business Alumni dinner, held this year on November 22, featured local Edmonton businesswoman Eveline Charles. More than 200 Business alumni and their guests heard how Eveline, a native of the small French community of Falher, Alberta, started with a dream and built an award-winning business featuring eight luxury salons and spas in Alberta and BC as well as an Academy of Cosmetology and Esthetics in Edmonton.

Special thanks to the corporations who supported the 2006 BAA Dinner by purchasing a full or half table.



(l to r) Tom Scott, Vice-Dean, Alberta School of Business; Harvey Lawton, Dinner Co-Chair; Dustin Bateyko, Dinner Co-Chair; Eveline Charles; Dean Mike Percy; and Xiang Qin (Coco) Lu, 2006 BAA Graduate Scholarship recipient.

### FULL TABLES

- Acton Consulting Ltd**
- AON's Financial Benefits Group**
- ATB Financial**
- Bishop & McKenzie LLP**
- Blue Sky Limos**
- Canadian Western Bank**
- Executive Education and Lifelong Learning**
- Henry Singer Fashion Group**
- Institute of Chartered Accountants of Alberta**
- JJ Barnicke Edmonton Ltd**
- KPMG LLP**
- Oxford Developments**
- PricewaterhouseCoopers LLP**
- Royal Bank Financial Services**
- Veres Picton & Co. LLP**

### HALF TABLES

- MacPherson Leslie & Tyerman LLP**
- Melcor Developments Ltd.**



Kelly Gibbon, Darin Labonte and Guest



Alumna Jodi Tauber (2nd from right) with Junior Achievement students (from left) Josh Heary, Asiah Holm and Nickolas Huebschwerlen.



Gaylene Cromack, Guest, Jason Yohemas and Chris Pilger



Jeff Battershill, Scott Montgomery, Jason Zhao and Mark McRae

## 2006 Business Alumni Association Golf Tournament

The annual BAA golf tournament was held on September 11 at the Derrick Golf and Winter Club. The tournament attracted 80 alumni and their guests (along with the sunshine!) for a beautiful day on the links. Funds from the tournament help support the Business Alumni Association scholarships, which are awarded each year to both undergraduate and graduate students studying at the School of Business.

A special thank you to our tournament title sponsor – Chris Grey at RBC Dominion Securities through the RBC Foundation and to our hole sponsors: Dorward & Company Chartered Accountants, Financial Benefits Group, Franklin Templeton Investments, Investors Group, Makloc Buildings Inc. & Cycle Works, Melcor Developments Ltd., R. Allan Farmer Professional Corporation, and Western Management Consultants.

Thanks as well to our golf tournament organizing committee – Russ Farmer, Bart Goth, Jaime Steffensen, and Mike Palmer.



*Tricia Cisakowski and Glenn Mitchell*

**Mark your calendars now for next year's event – booked for the Derrick on Monday, August 13, 2007.**



*Tom Vinika, Mike Palmer, Bart Goth and Jeff Colbert*



*Deb Spence, Terry Harris, Nicole Hiel and Earl Shindruk*



## Napa Valley Wine Tasting

U of A alumni from the San Francisco bay area as well as from Edmonton enjoyed a sampling of fabulous wines from the Cliff Lede Vineyard in the Napa Valley on November 18. Cliff, a '79 BCom who has owned and operated the vineyard since 2002, took our grads on a personal tour of his facility. We are planning another event in Napa for next November and encourage a group of our alumni from Canada to travel to the event as a destination getaway long weekend. If you're interested in receiving more information, contact us at [alumni.business@ualberta.ca](mailto:alumni.business@ualberta.ca).

**JOIN US – November 17, 2007**

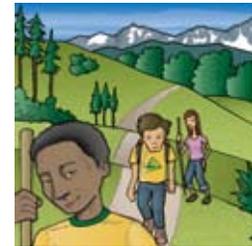
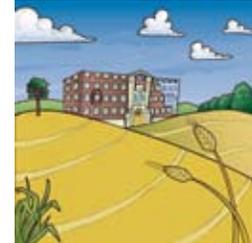
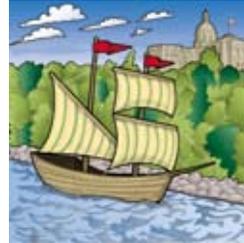
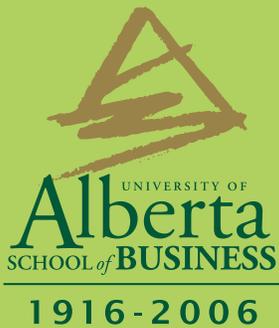


*BCom grads – Cliff Lede, Priya Saraswati, Melynnie and Ali Rizv*

# SCHOOL NEWS

## Celebrating 90 Years

SUSAN ROBERTSON



To help commemorate our 90th anniversary, a 2007 CD desk calendar, with 12 unique illustrations depicting our history was prepared. Request your complimentary copy today!



First graduates: Donald Allan, Max Palmer and Robert Page

The September 29 celebration of our 90th anniversary saw more than 300 alumni, students, friends, faculty, and staff turn out in the Business/Arts Quad for a home-style luncheon on a crisp yet sunny fall Friday afternoon. To the sounds of popular tunes from the last nine decades, everyone seemed to enjoy the opportunity to visit with former classmates and friends over lunch.

Among our special guests for the celebration, some of our most recent Alumni Recognition Award inductees – Bill Winspear, '54 BCom, Distinguished Alumni Award, and Pernille Ironside, '95 BCom, Alumni Horizon Award – as well as Chancellor Eric Newell who brought good wishes on behalf of the University and our Honorary Alumna Harriet Winspear.

The sun shone brightly and the wind quieted just in time for the end of the formal program in which Dean Mike Percy delivered an abbreviated Report to the Community in addition to sharing some good news about our alumni in Edmonton and worldwide. He also took the opportunity to recognize a number of faculty and staff who have worked here for 20 or more years including six who have 30 or more years of service. Harv Lawton, '73 BCom, BAA President; Jasmine Konsorada, BSA President; and Henning Moe, MBAA President, also brought special messages from their respective constituents.

# Inaugural Petro-Canada Scholarships Celebrated

## Petro-Canada Emerging Leaders Scholarships

Petro-Canada has generously endowed \$1 million to establish the Petro-Canada Emerging Leaders Scholarships at the U of A. Three scholarships have been created for Business students through Petro-Canada's endowment: two at the undergraduate level worth \$2500 each year and one MBA scholarship for a student specializing in natural resources and energy worth \$9000 over two years. These scholarships, along with scholarships established in Engineering and Science, will be established in perpetuity and represent the most well-paying honours available to students within these faculties.

This year's inaugural undergraduate recipients are Melanie Hong and Haley Chau, and Qi Chen is this year's MBA scholarship recipient. Petro-Canada hosted a lunch on January 11, 2007 in honour of the recipients from Business, Engineering, and Science. President Samarasekera and Ron Brenneman, President & CEO of Petro-Canada were in attendance.

## Petro-Canada Young Innovator Award

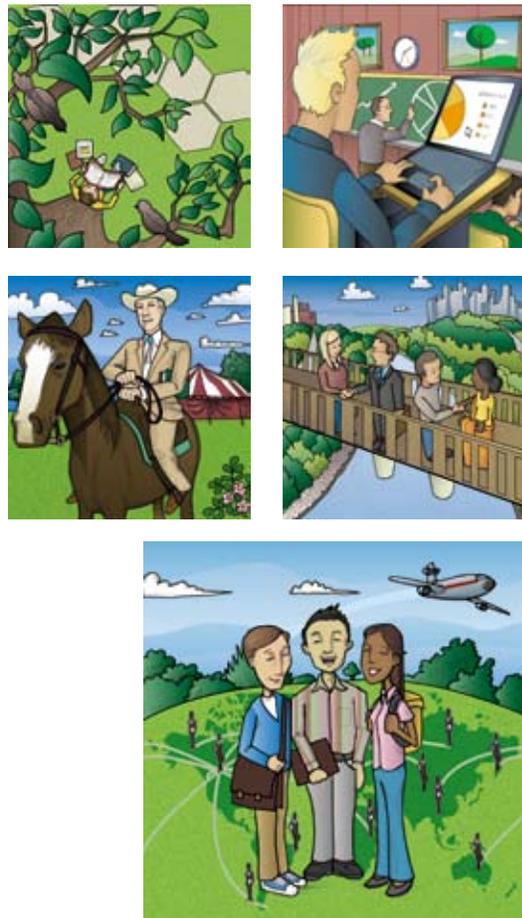
This is not the first time Petro-Canada has seen value in investing in Business at the University of Alberta. Last spring, business professor Dr. Michael Lounsbury was awarded the Petro-Canada Young Innovator Award for 2006. This prestigious award recognizes and supports the work of outstanding young faculty researchers at Canadian universities. Fittingly, the award was presented by alumnus Harry Roberts, '73 BCom, and Executive Vice President and Chief Financial Officer of Petro-Canada. Michael's research includes looking at ways to use the emerging science of nanotechnology in the oil and gas industry.

## Champion of Technology Commercialization

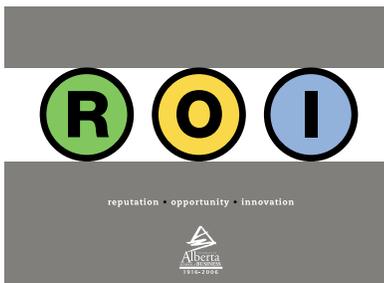
Michael Lounsbury joined the Alberta School of Business from Cornell University, holding a joint appointment with the National Institute of Nanotechnology (NINT), a partnership between the National Research Council and the U of A. Michael has a unique opportunity to be a leader in developing the city's technology commercialization infrastructure. In addition to being the School's liaison with new emerging technologies, NINT, and Tec Edmonton, a joint venture of the U of A and Economic Development Edmonton, Michael is champion of the MBA's technology commercialization specialization.



Michael Lounsbury



Global impact: approaching 20,000 Business alumni worldwide.



Our 2005/2006 Annual Report entitled ROI – Reputation, Opportunity, Innovation - was first distributed at the 90th Anniversary celebration. Please contact our office for a copy to be mailed or refer to the on-line copy available on our Website: [www.bus.ualberta.ca](http://www.bus.ualberta.ca)



BY DEBBY WALDMAN

were very keen on pushing the country forward, but it wasn't easy."

In 1984, the first time the U of A sent three professors to Xi'an Jiaotong University to share their expertise, the culture shock proved so severe that then-Dean Roger Smith had to interrupt his sabbatical in Holland to fly to China and smooth things over.

Among other things, he convinced the guest house cook to provide bread and eggs for the westerners who were staying in a new building that had leaky pipes, grimy bathrooms, and the occasional rat for company.

"Our people had no idea what had hit them," Rolf recalls. "They had seen a few pictures of China, but they had no idea of the living conditions. This was a rough spot in our relationship, and we had to make more efforts to understand the situation there."

Rolf proved an ideal choice to serve as the liaison between the two universities, and not just because of his training in international business. Born in Germany in 1940, Rolf himself grew up in a country that was catching up. When Germany was divided after World War II, his home town fell under Russian rule. Rolf was educated in communist East Germany until 1951 when he left for boarding school in West Berlin.

He graduated from high school and university in West Berlin and then used scholarships from his university and the Fulbright Foundation to study at the University of Minnesota.

"By the time I left, Germany's reconstruction was well underway," he recalls, adding that it's hard to compare what he calls "the German economic miracle" to what's happening in China. "China's speed has surpassed (that)," he says. In the cities, though not the countryside, "China's industrialization in the last 20 years is absolutely mind boggling."

Starting in 1985, Rolf travelled to China every other year to work with his Chinese counterparts. Sometimes he

## Rolf Retires – It's Been a Great Ride

Shortly after earning his PhD in financial economics, Rolf Mirus turned down a job with the International Monetary Fund. One reason: it involved a lot of travel, particularly to Asia.

"I wasn't sure I wanted to do that," says Rolf, which seems ironic given that in the 35 years he taught at the School of Business, he made nearly two dozen trips to China.

In addition to teaching international business and finance, Rolf was the administrator for the School of Business's program with Xi'an Jiaotong University. His involvement began in 1985, a year after the U of A took on the role of

helping the Chinese university develop a business school.

The U of A was one of eight Canadian schools partnered with eight Chinese universities, all of which specialized in engineering. The universities offered economics programs, but the focus was on communist Marxist theory, not finance.

"There was a culture of catch-up," Rolf says. "The people we worked with

stayed and taught for up to six weeks, using a bilingual textbook he helped develop for Chinese students. Most years, two or three representatives from Xi'an Jiaotong University would travel to Edmonton.

Every year, the U of A sent a Chinese-speaking student to Xi'an Jiaotong University, along with an MBA student to act as a teaching assistant and a Canadian who had never been to China, "to open their eyes," Mirus says.

One of those students, former RCMP officer Bob Kwauk, was enrolled in the MBA/Law program when Rolf suggested he spend a summer at Xi'an Jiaotong. "He rediscovered his Chinese roots and is now head of Blake Cassels, a big Calgary-based firm, in Beijing," says Rolf, who visits Bob whenever he travels to Beijing.

Another Xi'an Jiaotong University success story is David Burke, a colonel in the Canadian Forces who became a military attaché in Beijing after graduating from the Executive MBA program at the U of A.

Then there was a banker who came from Xi'an Jiaotong University to Edmonton and then spent a year working at the Royal Bank in Toronto. He was made a Vice President of the Industrial and Commercial Bank of China, a position he just left to become general manager of the Royal Bank's first office in Beijing where he has just presided over a joint venture between it and the private Minsheng Bank.

In 2004 and 2005, the business school at Xi'an Jiaotong was named the top business school in China, an accomplishment that is particularly noteworthy given that Xi'an Jiaotong, being an inland school, doesn't have the advantages of the larger cities such as Beijing and Shanghai, which, Rolf says, "are better positioned to come out shining in these things.

"We took the attitude that we will expose our Chinese partners to what we are doing and why we are doing it, but we're not Chinese – they will pick and choose from the menu that we provide," Rolf says. "They were swift. They did the work. We simply provided the menu." 



"We took the attitude that we will expose our Chinese partners to what we are doing and why we are doing it, but we're not Chinese – they will pick and choose from the menu that we provide. They were swift. They did the work. We simply provided the menu."

*Rolf Mirus*

## Rolf Mirus International Business Scholarship

Most fittingly Rolf was honoured on July 7 with an academic workshop and dinner attended by four Business School deans, friends, and colleagues from around the world. Rolf has been a mentor to many including '88 BCom Myles Shaver, now a Professor at the University of Minnesota, who was honoured to attend. A very special guest was Professor Li Huaizu from Xi'an Jiaotong University in China, Rolf's counterpart from the nearly 20-year cooperation between the two schools. Both men's visions that the project could change lives and shape futures despite the obstacles made the project the success it is.

**Building on this long-standing relationship, the Alberta School of Business opened an office in Shenzhen, China on October 13.**

Funded by family, friends, and colleagues, The Rolf Mirus Graduate Scholarship in International Business is being established. An anonymous donor will match the scholarship funds raised to a maximum of \$30,000. If you would like to contribute to the fund, please contact [elke.christianson@ualberta.ca](mailto:elke.christianson@ualberta.ca). Ideally, we would like to have a student receive the award in the 2007-08 academic year. Remarkably, after a 35-year career, Rolf estimates that he has taught one in five of our almost 20,000 alumni.

# STUDENT NEWS

BY JASMINE KONSORADA, PRESIDENT, BUSINESS STUDENTS' ASSOCIATION

## Student Leadership at its Best!

The BSA has proven the importance of leadership and has taken initiatives to become better leaders as well as to share our leadership and business knowledge with others over the fall semester! We have sent delegates to several conferences.

November has been conference month. November 2 – 5, Jessica Leung (VP Internal); Priya Bhasin (Chairperson – RMBS), and Nikolas Mihalievitch (Vice Chairperson – RMBS); attended Q'Bet hosted by Queens University. The theme: “Embracing Change: The Key to Sustaining a Competitive Edge” was a very advantageous theme to learn about sustaining our student association and longest-running student business conference in Canada. According to one delegate, “Q'Bet was an enriching experience that has added tremendous value in both my personal life and for the BSA.”

Eight representatives from the BSA, JDC West, and Roundtable Bid 2008 attended the National Business School Conference (NBSC) hosted by the Canadian Business Schools Council (CBSC) and the Asper School of Business. The BSA and JDC West are a member of the CBSC, a group to which over 25 other Business Student Associations from across Canada belong to. We gather at conferences, such as NBSC, to discuss commonalities and provide advice to each other regarding association structure as well as leadership and motivation. I am definitely ready to take on the next semester with the rest of the team in full force!



left to right: Casey Paulhus, Kendal Harazny, Nick Nemish, Tyler Dahlseide, Chauncey Beggs, Jordan Munns and Jasmine Konsorada (Missing: Brian Zwicker)

These are just two conferences that our students attend throughout the year. These student leaders serve as the messengers of our School, our city, and our province.

Our students are also contributing to teaching leadership! We participated in the SU Leadership Conference presenting to a group of high school students showing them the importance of being involved and being a student leader. The JDC West team is also participating in the Junior Achievement program teaching elementary students about business! Today's students are going to be tomorrow's business people. In a faculty that thrives on

education, social entrepreneurship, and the development of strong business people, we feel that aligning ourselves with Junior Achievement, which has so many of the same goals, we are able to ignite enthusiasm and excitement for business into the youth of our community.

We're currently working hard on charity work. Enterprise Rent-a-Car has partnered with us for our Cohort Charity Challenge for donations to the campus food bank. JDC West hosted Chillin' for Charity for the United Way on December 1. Here's to a great semester and a continuation into the second semester! Thanks to all alumni who have helped our students reach success and goals thus far!

## BSA – Celebrating 40 Years of Success!

The Business Students' Association is proud to announce that we are celebrating our 40th anniversary during the 2006/2007 school year. We hosted a small gathering with past and present BSA executives to commemorate the occasion. We started the night off networking with our past BSA executive members during our indoor mini-golf game set up with real sod throughout the third and fourth floors of the business building. Then we retreated to the MBA lounge where we exchanged many interesting stories and students enjoyed hearing how some things never change over the years!

We are very proud of the milestone we reached this year! It is definitely safe to say that the organization has had tremendous impact on many lives since it was founded by Michael Edwards in 1966. The BSA now consists of six executive members and ten council members and we represent over 2,000 undergraduate business students.

The BSA believes in enhancing the university experience of all business students by providing valuable opportunities and services as well as representing their interests to the University



and external community. This is all accomplished, in part, through the numerous events we hold including social events such as our new Frosh Weekend and academic events such as Business and Academic Week and the Apprentice Challenge. The BSA even represents University student interests – we have held 19 Year-End Beergardens! The BSA also strongly supports the academic interest of our business students and, hence, act as representatives on several councils, both commerce and university related. Over the years, we have developed long-lasting corporate relations with faculty and sponsors.

Over the last 40 years, the BSA has grown exponentially to become one of the strongest and most recognized faculty associations at the University of Alberta. And we are still growing! We have been the support of business undergraduate students for the last 40 years and hope to continue on this path for the next 40 years.

We have raised our glasses with a toast to the BSA on our milestone accomplishment and look forward to the continuation of providing students with Education Beyond the Classroom!

## FROSH!

The BSA kicked off the school year with a BANGÉ or should I say our Commerce Kickoff Football Game in Business Quad! We held events for both our new students and returning students every day of the week during the second week of school. There were social and team building events such as our Cohort Olympics and events at more of an academic level such as meeting your professors over a pizza lunch. This is also the time of year that we hand out our ever-so-famous agenda books to our students free of charge! The week ended with our First Annual BSA FROSH Retreat. This was the highlight of the week! Selling out the event in a single day, we took approximately 50

first-year business students plus some amazing volunteers out to a camp by Sylvan Lake for two days and one night of team building, leadership creation, and school spirit activities!

I have never been so proud of being from the BSA and the Alberta School of Business as I was at this retreat when I saw the amount of energy and school spirit gathered in one place! The days were packed full of events from brand creation of each team, to a surprise scavenger hunt in the middle of the night, to the students first ever introduction to a case competition! By the end of the weekend, the energy was still flying high and



it even rolled into Monday morning Accounting 311 where all of the FROSH Retreat students stood up and cheered at the beginning of class – showing their pride of being enrolled in the Alberta School of Business! This is the spirit we hope to carry on throughout the rest of the year for the BSA!

# Real life, real people, real money

**Finding a summer job wasn't a chore for Erin McCaskey. In fact, the U of A business student considered the task of finding employment a key part of her education.**

Erin, a fourth-year finance major, is one of approximately 430 business students who gain work experience through the School of Business's Co-operative Education Program. Her two co-op placements have provided valuable insights into her future career path.

She shares, "That's something that really attracted me to the program. You're not treated like a student, you don't get babied, you're there to contribute, that's why they brought you on. You feel like an employee and you're accountable for your actions."

From May – August 2006, Erin worked for an investment advisor at RBC Dominion Securities, a role that entailed everything from opening client accounts and placing mutual fund orders

"The second thing is that networking is really a major benefit of the program – it may not always work out that that's the job you'll go to when you finish your co-op, but you have met other people from a similar industry; now, you can use that network to help you in your job search."



**Erin McCaskey's taking a different approach to her business degree. Her first co-op experience took her to a private brokerage firm in London, England. Her second placement was at RBC Dominion Securities.**

to organizing charity golf tournaments and designing a quarterly newsletter for employees.

"It's really a big change when you're actually in the workforce and you see how it is day to day, not just as a homework assignment or a project," she said. "It's real life, it's real money, it's real people."

Brent Collingwood, Director of the business co-operative program, says the value of the experience lies not just in the "real-world" work that students undertake in their placements but also in honing their job-seeking chops and meeting people in the industry.

"More than just a task, what they really get out of it is learning how to apply for a job, learning how to sell themselves, be it on paper or in an interview. The skills they develop in co-

op really set them for life in terms of the job-search skills they get," he said.

"The second thing is that networking is really a major benefit of the program – it may not always work out that that's the job you'll go to when you finish your co-op, but you have met other people from a similar industry; now, you can use that network to help you in your job search."

The program is open to all business students after they finish a year of academic study. Students accepted to the program will then alternate academic terms with four- or eight-month work placements, which means they'll take an extra semester or two to complete their degrees. Brent added that a lot of effort goes into helping students prepare for the reality of the workplace by setting

## A Summer with a Kick

learning goals for placement and ensuring that both student and employer derive benefit from the experience.

“What typically happens is students are asked to write some learning objectives at the beginning of their term and review them with their supervisor so there’s a bit of a blueprint in place in terms of expectations from the student and the employer. When we go to do the site visit, we’re checking on how the work is progressing relative to meeting those learning objectives,” said Brent, who served as Erin’s placement coordinator in addition to his directorial duties.

Working at a real business gives students a chance to focus on competencies that aren’t always tested in a classroom setting including communication, organization, and management skills. It also allows students to sharpen these skills before settling on a specific career.

“One of the things we always ask our co-op students is where else can you go work for someone for four months and walk away with a great reference?” Brent said.

For Erin, whose first co-op placement took her to a private brokerage in London, England, the opportunity to get her feet wet in wealth management has expanded her sense of the possibilities that await her when she graduates this spring.

“You can go to your classes, you can talk to your professors, but you don’t really know how you’re going to fit in the industry until you’re there, and it really allows you to think outside the box in terms of the different positions that are available,” she said. “Because I had no idea – you think if you’re in wealth management, you’re automatically a broker, but that’s not necessarily true.”

Erin added that the benefit she derived from participating in the business co-op program hasn’t been limited to her professional development.

“It’s wonderful because not only are you getting the work experience you need when you’re going out on the job market, but personally you can’t beat it in terms of being able to grow, being on your own, being responsible, things like that.” 

**The internship component of the Leisure and Sport Management specialization of the Alberta MBA was a key factor for Graham Heydorn in deciding which MBA program to choose.**

**H**e already knew before making this decision that Edmonton would be one of the six host sites for FIFA U-20 World Cup 2007 and, in

the back of his mind, he hoped that he could do an internship with the event that was predicted to be the largest single sporting event in Canadian sports history.

Within the first two months of the program, students were asked to meet with the MBA placement coordinators in the Business Career Services office. They helped him research the opportunity and fine-tune his resume and, three months later, his dream became a reality.

This is how he explains his internship:

*“I started out as an Event Coordinator. My main focus was the international exhibition match between the Canadian and Brazilian Men’s Under-20 teams. I was involved in pre-game promotions such as deciding what parts of the city should have signage and what the signs should say. I was involved in planning for local newspaper ads and game sponsor initiatives with Air Canada and CIBC. During the game, my role was to work directly with the Event Director from the Canadian Soccer Association and ensure all aspects of the event including security, media, and ticket sales, remained flawless.*

*I had a wide variety of roles such as working on event newsletters, volunteer recruitment, and creating a summer event schedule. My involvement in promotions and marketing increased and, eventually, my title was change to Marketing, Promotions, and Ticket Sales Coordinator.*

*In my new role, I was responsible for identifying our target market, creating a ten-month marketing and promotions plan, researching and producing promotional materials, making presentations to potential ticket buyers, and negotiating the production and creation of a local Website. I established relationships with local companies that could potentially help promote our event and created a reporting system to measure the success of our activities as well as a measurement system for marketing/promotions activities and ticket sales correlation in the corresponding period.*

*At the end of my internship, I signed a part-time contract with the FIFA U-20 World Cup so that I could continue my studies and also remain involved in the event.”*



Graham Heydorn



# Change from Within

KARINA LOW

**When part-time MBA student Karina Low speaks about her unflinching commitment to corporate social and environmental responsibility, she does so quietly with a calm confidence and maturity that belies her 28 years.**

Environmental and social leadership cannot be isolated to non-profit groups, charities, the activist community, or a special department in a company. It needs to be a part of every aspect of business and government, a part of everyone's job description," says Karina.

This quiet confidence is reflected throughout our interview as Karina, who is also working fulltime, speaks about what she would like to do with her qualifications after she graduates in 2008.

*"I learned several years ago that you can be far more effective as an activist pushing for change within an organization."*

She is, however, practical and pragmatic about the challenges facing someone with her ideals in Alberta where the economy roars along like a runaway train.

Karina has been juggling school with her job as Sustainability Coordinator at Mountain Equipment Co-op (MEC) in

Edmonton. She admits that balancing her study load of two courses a semester, getting involved with organizations like Net Impact, taking part in case competitions, attending the many interesting events being offered at the School of Business, and working fulltime has taken some getting used to.

"I certainly have not seen friends and family as much as I used to and don't get out as much, but, after my first year (2005), learned to say no to some things," says Karina.

As a 22-year-old communications intern with BC Hydro, Karina experienced something that changed her life. She discovered during her eight months working there that social and environmental activism can be very effective at creating change when tackled within an organization or company.

"I learned several years ago that you can be far more effective as an activist pushing for change within an organization," says Karina.

Right now, Karina works for a co-operative that is leading the way in

Canada with its commitment to social and environmental responsibility. At MEC Edmonton, it is her responsibility to make sure the country's largest outdoor gear supplier honours the commitments it has made to its members to achieve a triple bottom line. To signal its commitment, every MEC store in the country has made the sustainability coordinator a part of its management team.

On Karina's list of things to do are making sure the store is doing all it can to reduce waste and consumption of non-renewable resources. She connects with and supports local community groups that promote self-propelled wilderness activities, reviews proposals and allocates funds for environmental projects, organizes film festivals and events, and promotes MEC principles among staff.

It is an interesting and eclectic job that sometimes even requires Low to don an orange jumpsuit and dive into the store dumpster to audit what is being thrown out or feed the worms in the staff canteen.



Sitting upstairs in the cozy apartment near Whyte Avenue that Karina shares with her partner, Kamren Farr, '06 MBA, she talks candidly about her decision to do an MBA.

"The area I was lacking knowledge and understanding in was economic and financial aspects of business," says Karina.

"Though I believe social and environmental gains carry equal value to our society as economic gains, the reality of the traditional business model is that the economic aspect is the basis for the other two aspects," she adds.

"Without a healthy financial bottom line, the business does not have the resources or desire to support the other two bottom lines."

Karina's experience at MEC, which she joined in 2003 working as a back stocker, has shown that commitment to staff, the environment, and the community yields good things for everyone. "The societal role of business is changing and, the more I learn, the more I can see the ties between corporate and social responsibility and the ability to effect cost savings through things like increased employee morale and wellness," she says.

Karina says she is fortunate to be working in an environment with such a strong commitment to corporate social responsibility (CSR) and the triple bottom line. She would, however like to eventually transfer what she has learned via her current job and MBA to a company that is just starting to

seriously take on board CSR. "It would be great to take what I have learned and help another company bring about a shift," she adds.

Karina is heartened by the increase in CSR jobs being posted by companies like Jacob Clothing, saying this reveals a shift in focus and priorities that she would really like to be part of. "I believe social and environmental leadership needs to come from all aspects of our society including individuals, government, business, community groups, schools, and non-profit organizations," says Karina.

After a hectic year in 2006, Karina and Kamren leave in February for three months in Asia for a much-needed break. "I think the thing I have learned in the last year of study and work is how to say no," laughs Karina. "I have worked out that it is far better to do a few things well than try and do a lot of things not so well," she adds. 



**THE CONSCIENCE:**  
**KARINA LOW**  
*(environmental responsibility coordinator for MEC in Edmonton, relentlessly positive thinker)*

*"It's easy being green."*

**CONTRIBUTE!  
IN YOUR OWN WAY!**

Register for an introductory **free annual membership** in SEED Trust and your name will be entered into a draw for one of three CBC prize packages, one of two autographed David Suzuki books (donated by Chapters), or a MEC Pamir jacket. Winners will be announced at the evening with David Suzuki on May 10, 2005.

 **SEED TRUST**  
sustaining Edmonton's ecological development

[seedtrust.ca](http://seedtrust.ca)

## Alumni encouraged to join Net Impact U of A



Net Impact was founded in 1993 by a group of like-minded MBA students who wanted to use their business skills to both make money and achieve positive social good.

Today there are more than 130 student and professional chapters of Net Impact on four continents in 75 cities and 80 graduate schools including the Alberta School of Business.

Net Impact's U of A chapter was established in 1999 and was one of the first chapters to be set up in Canada. Cheryl Davie and Karina Low are currently the co-chairs of Net Impact U of A. Membership is open to all U of A MBA students, alumni, professionals, faculty, undergraduate students, and general community members.

In 2006 Net Impact U of A was involved in a number of activities that included:

- Members attended the Net Impact international conference in Chicago
- Invited speaker series
- Purchased, prepared and served dinner to over 300 low income people at Edmonton's Mustard Seed Church
- Coffee sponsors at the MBA games case competitions held at the University of Alberta in January 2007
- For more information:  
<http://clubs.bus.ualberta.ca/netimpact/>

# What about the social aspect?

During orientation week, the MBA Association organized some great “team building” events. The highlight was the overnight retreat to a resort in Kananaskis with whitewater rafting, cliff jumping and a delicious Western BBQ. This was an absolutely phenomenal event and really the ultimate event for the class to truly bond without the pressures of schoolwork and deadlines.

A lot of time is spent outside of class and studying with classmates. Dinners and beer breaks seem to come quite naturally, and sometimes too often! Thanksgiving at Nicholas’ place was amazing and some of the new adventures we’ve experienced together include salsa dancing, curling, and giving blood. As an extra stress reliever, students purchased a ping-pong table that provides a great place to relax after the rigours of class.

The social aspect is an integral part of the MBA program. It’s been an excellent four months and we are all

looking forward to the second half of the year. Overall, this is an incredible group and we have set the foundation to be friends for life.



2007 MBA Games	
The MBA Games is one of the premiere annual events for MBA students across Canada, and this year’s Games are unique in that they are being held here at the University of Alberta!	
Who:	Hundreds of the brightest MBA students from all across Canada
When:	January 4th-6th, 2007
Where:	University of Alberta, Edmonton
More:	<a href="http://mbagames.mba.net">http://mbagames.mba.net</a>

2007 MBA Investor Game	
The 2007 MBA Investor Game is an Alberta MBA exclusive competition. New this year more than 50 students are competing for three \$200 cash prizes and CFA study guides.	
Who:	More than 50 active investors
When:	October 15th, 2006 to March 15th, 2007
Ranking:	<a href="http://mbaa.mba.net/">http://mbaa.mba.net/</a>

# 40 *and Fabulous!*



Doug Olsen, Assistant Dean, MBA Program  
with Jack Ondrack



Dean Mike Percy, Fred Keen (MBA Class of '66) and  
Henning Moe, 2006 MBAA President

September 28 marked a very special day in the history of the Alberta School of Business, a 40th Anniversary party celebrating the beginnings of our MBA program. More than 200 Alberta MBA alumni joined our current students, faculty, and staff to celebrate this significant milestone in the School's history.

Our first Dean, Hu Harries, was instrumental in the creation of one of the finest MBA programs in Canada. Under Hu Harries, the School received Faculty status in 1960 after spending nearly 50 years as a department of Accounting or School of Commerce. Dr. Harries had big plans for the School and, in 1964, proposed the creation of a Masters in Commerce program. In April 1964, the Board of Governors approved the MBA program to begin in the fall of 1964. In 1966, the first class (comprised of six students) of Alberta MBAs graduated. Two members of that class, Fred Keen and Jack Ondrack, attended the event on September 28 and were presented with special MBA jackets from Dean Mike Percy and MBAA President Henning Moe.

To date, more than 2700 graduates have earned the MBA designation from the program and our alumni are leading companies and influencing business across Canada and around the world.

Special thanks to the members of our MBA 40th Anniversary Steering Committee: Jon Elford (MC), Russ Farmer, Barton Goth, Chris Grey, Marika Giesen, Chris Lavin, and Bo Stachniak for all their help and ideas in making the event a great success.

## UofA MBA Case Competition



This year's case competition was held on November 18, and a total of nine teams competed for a \$1000 cheque provided by Gay and Ralph Young and the glory of being this year's internal case competition champions. We invited nine undergraduate students from the JDC West Academic team to join us this time, and what a valuable addition that was! Everyone agreed that it brought the case competition to a new level and we sincerely hope that they will also be part of our case competition in the future!

### Winners:

Kendal Harazny	Erik Petz
Jim Lam	Parmeet Roopra
Jimmy Nakatsu	

We would like to thank the judges who came out and who made this a truly great day: Ralph Young, Russ Farmer, Doug Olsen, Cameron John, Don Cummings, Christoph Wilser, Chris Hutchinson, Nancy Cranston, Kevin MacMillen, Robert Parks, David Deephouse, Tim Onciul, Harvey Lawton, Douglas Aird, Katherine Rufino-Gee, Karen Moses, Dick Beason, and Jim Dahl.

### Organizers:

Ana Herrera, 1st year part-time  
Shri Desiraju, 1st year part-time  
Barbara Soriano, 2nd year full time  
Chris Ooraikul, 2nd year full time  
Henning Moe, 2nd year full time

## MBAA Card



In April 2006, the MBA Association decided they wanted a new revenue source that provides extended services to students. The answer became the MBAA Card. The card has five major sponsors that helped us finance the production of the card in addition to providing us with gift certificates and student discounts at in all Hudson's establishments, at Murrietta's Grill, Sapphire and Sidebar, and United Cycle.

# CLASSNOTES

## '50s

**'50 A.G. Lynch-Staunton, BCom**, of Qualicum Beach, British Columbia, received the Alberta Centennial Medal in recognition of his involvement with the military, cadets, politics and community service. A.G. practised law in Edmonton for 20 years and was then Assistant Chief Judge of the Provincial Court of Alberta in Lethbridge. In 1989 he retired and moved to Qualicum Beach, where he is Honourary Colonel of the 5th (B.C.) Field Regiment, Royal Canadian Artillery, located in Victoria and Nanaimo.

**'54 William Winspear, BCom**, of Dallas, Texas, received the U of A Distinguished Alumni Award for truly outstanding accomplishments. The award was presented at a gala ceremony on September 28 at the Winspear Centre for Music in Edmonton. Bill is also a valued mem-

ber of the School's Business Advisory Council.

**'56 Dick Haskayne, BCom**, of Calgary, Alberta, and his wife Lois Haskayne donated real estate to the University of Calgary in 2002 which has been sold to the City of Calgary. The 219-acre parcel of land, valued at \$8.7 million, has grown to a \$20 million endowment. The land will be used to create a recreation and wildlife park, the Haskayne Park, on the banks of the Bow River west of the city. Dick also attended his class reunion in the fall in Edmonton.

**'56 Blaine Hudson, BCom**, of Cochrane, Alberta, works at Christenson Morrison Chartered Accountants in Calgary and is also a partner with the CA firm Muirhead Brock and Hudson as well as a founding partner of Hudson and Company Chartered Accountants in Calgary. Blaine and his wife took a three year leave of absence so they could preside over the Cape

Town South Africa mission of the Church of Jesus Christ of Latter-Day Saints.

**'56 Ross Walker, BCom**, of Toronto, Ontario, received a U of A Alumni Honour Award during Reunion Week-end in recognition of significant contributions made over a number of years in his local communities and beyond.

## '60s

**'65 Hugh Lynch-Staunton, BCom**, of Lundbreck, Alberta, was elected President of the Canadian Cattlemen's Association. He, his wife Elizabeth "Betty" Lynch-Staunton (Galeski), '65 BSc, and sons operate Antelope Butte Ranch Ltd.

**'67 Peter Yaremchuk, BCom**, of Edmonton, Alberta, was named President of the 2006-07 council of the Institute of Chartered Accountants of Alberta.

**'69 Doug Croteau, BCom**, of Calgary, Alberta, was recently appointed Executive Vice President, Truck Transportation, of Gibson Energy Inc.

**'69 Rick Shapka, BCom**, of Vancouver, British Columbia, writes that since leaving the business world five years ago, he has completed diplomas in art history and photography. He is now pursuing life as a photographer in Vancouver.

**'69 C.J. Woods, BCom**, of Edmonton, Alberta, has been appointed trustee of the University of Alberta Hospital Foundation Board.

## '70s

**'72 Craig Roskin, BCom**, of Edmonton, Alberta, was recently appointed General Manager of CHUM Television Edmonton.



Congratulations to John and Susan Hokanson, '79 MBA, who were presented with the "Outstanding Philanthropist" award by the Association of Fundraising Professionals, AFP Edmonton on November 15, National Philanthropy Day. This award is presented to an individual or family with a proven record of exceptional generosity who, through direct financial support have demonstrated outstanding civic and charitable responsibility, and whose generosity encourages others to take philanthropic leadership roles in the community.

**'72 Ken Tamke, BCom**, of Edmonton, Alberta, was inducted into Edmonton's Sports Hall of Fame along with several University of Alberta graduates were honoured at the City of Edmonton's 55th Annual Salute to Excellence Hall of Fame Awards held in June 2006.

**'73 Allen Hagerman, BCom**, of Calgary, Alberta, received a U of A Alumni Honour Award during Reunion Week-end in recognition of his significant contributions made over a number of years in his local communities and beyond.

**'73 Albrecht Hallbauer, MBA**, of Viernheim, Germany, wrote a note to Dean Mike Percy: "Thank you very much again for the warm welcome for my wife and myself to the Alumni Reunion 2006 of the Alberta School of Business. Both of us enjoyed very



## Alumni well represented at Ernst and Young Entrepreneurship Awards

Congratulations to **Tim Melton, '69 BCom**, and Executive Chairman of Edmonton-based Melcor Developments Ltd., recipient of the Prairies region Ernst & Young Entrepreneur of the Year 2006 award. Tim also received one of 12 national industry category awards.

In addition to Tim, among the regional finalists for the respected 2006 Ernst and Young Entrepreneur of the Year Awards are several Business alumni including Cory Janssen, '04 BCom and Cory Wagner '02 BCom, Investopedia Inc.; Judson Macor, '97 MBA, AirSprint; and Chris Vilcsak, '97 MBA, Solution 105 Consulting Ltd., who credits his Alberta MBA with "sparking his entrepreneurial fires."

## IN MEMORIAM

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

**Josephine Connelly**, '30 BCom, of Edmonton, Alberta

**Margaret Agnes Poole (Thomson)**, '33 BCom, of Kingston, Ontario.

**Doris Elizabeth Thompson**, '35 BCom, of Edmonton, Alberta.

**Allan Robert Nicholson**, '49 BCom, of Calgary, Alberta.

**Paul Emile Jullion**, '51 BCom, of Barrhead, Alberta.

**William Cameron Wordie**, '55 BCom, of Edmonton, Alberta.

**Deryk Harry Thorn**, '65 BCom, of Edmonton, Alberta.

**Richard Anthony Aykroyd**, '66 BCom, of Kelowna, British Columbia.

**William N. Gilbert**, '67 BCom, of Calgary, Alberta.

**Karl Gurevitch**, '70 BCom, of Calgary, Alberta.

**Roger Wright**, '73 BCom, of North Vancouver, British Columbia.

**Richard Grove**, '74 BCom, of Ottawa, Ontario

**David Robert Geeson**, '91 BCom, of Beaumont, Alberta.

**Brian Paul Dubois**, '98 BCom, of St. Albert, Alberta.

**Tanya Marie Kilkenny (Sundlie)**, '99 BCom, of Sherwood Park, Alberta.

### Our Apologies:

It has been brought to our attention that we published incorrect information in our In Memoriam section of our last issue. The listing mistakenly notes the passing of Allan Douglas McTavish, '64 BCom, of Edmonton, Alberta. The correct information should read: Allan Douglas McTavish, '36 BCom, of Edmonton, Alberta.

**Allan Douglas McTavish**, '36 BCom, of Edmonton, Alberta passed away in 2005. He was a Fellow of the Institute of Chartered Accountants of Alberta (FCA) and served as an Executive Director of the Institute of Chartered Accountants of Alberta (ICAA) up to the early 1960s. He served on the Board of Governors and the Senate of the University of Alberta. His son, Douglas Craig McTavish, '64 BCom, of Toronto has been very gracious in accepting our apology. We are grateful to those who brought this error to our attention.

## A powerful measure of success

by Shawna McGhan

It was four days before Christmas last year when my sister **Tanya Marie Kilkenny (nee Sundlie)**, '99 BCom, delivered her daughter Trinity by emergency C-section, nine weeks before her due date. Four days before, she was told that the small watermelon-sized tumor fighting the baby for space was likely a rare and aggressive form of cancer. Pulling through the very difficult surgery where her blood pressure bottomed out and they feared that the tumor may have infected her blood, she made a remarkable and quick recovery. This however was only the beginning of a determined yet short and tragic fight to be a mother and a wife. When Trinity was five months old, she lost a remarkable mother.

One questions the sense of such a young death in someone so passionate about life. Someone who was driven to touch the lives of people and excel in all she did. She had a strong desire to emotionally connect with people. Grades of distinction in high school and her commerce degree did not cause her to change her course to pursue money, prestige, and status. Instead, she combined her education and her desire to help people with her life-long love of horses to catapult her career into a full-time equine business.

She was an innovative business women who not only made every riding lesson count; she had creative newsletters, spring

and summer equine camps complete with games and model-sized jump courses, and a musical ride program. She rapidly developed a very large clientele base and yet maintained a strong personal connection with each of her students. Her business philosophy went beyond financial growth and extended into the personal growth of her students. She believed that

the combination of the unconditional bond of a horse with the right coaching and mentoring could change a young person's life forever; that it could give them the confidence, strength, determination, and courage that would apply to any challenge or difficulty they encountered. Little did her students realize how much strength they really had and how much more they would give back to their mentor when she fell ill. Perhaps Tanya showed us the ultimate indicator of being truly successful in life when her young students streamed in one by one and had the courage to look into the eyes of a cruel death and to tell her how much she touched their lives.



## An Alumni Circle

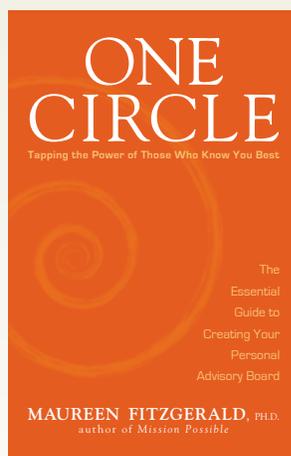
### Join us March 8 in Vancouver

You might just want to consider having the next book you read at your monthly book club be one of the latest offerings from lifelong learner **Maureen Fitzgerald, '81 BCom**, who also managed to complete her PhD at UBC this year. Maureen, a conflict and collaboration expert, also holds law degrees from the University of Western Ontario and the London School of Economics.

In reading *One Circle – Tapping the Power of Those Who Know You Best* (Quinn 2006), your book club might well become a corporate circle as the book uniquely describes how to create and maintain a peer mentoring group to help reach your professional and corporate goals. *One Circle* was actually the second of two books published this year, the first being *Corporate Circles – Transforming Conflict and Building Trusting Teams* (Quinn 2006).

The book launch for *One Circle* was held in Vancouver on September 21 with corresponding workshops planned for Vancouver, Calgary, and Toronto. Given the overwhelming response to her initial marketing campaign of 100 friends (and related 100 Women Project) who then told two friends...Maureen quickly calculated that conducting live workshops was not an option and embarking on a business plan was a necessity." Offering virtual workshops in every city in North America is her goal beginning with Toronto in March.

Luckily for business school alumni, an exclusive "live" workshop for alumni is planned for March 8th in Vancouver. You can visit Maureen's new website and read chapter 1 of *One Circle* at [www.centerpointinc.com](http://www.centerpointinc.com).



much to be back to the University of Alberta after so many years (I graduated in 1973 but came back to the University of Alberta with my family in 1987) where we not only enjoyed the charm of a new environment – including the Alberta winter – but received an outstanding education and made positive experiences which had a substantial influence on our life. In this context I still remember my meeting as a scholarship student from Germany with Professor Schneck who was Dean at this time where he "outlined some principles" to me. I am sure that without his clear message I would not have succeeded in my graduate studies. It was indeed amazing to see and learn about the changes which took place at the University and the Alberta School of Business and we are sure with all the efforts you and your staff are putting behind the School

you will continue to be outstanding. It is certainly an honour for us to continue our support for the School of Business in the future."

**'73 Doug Thomson, BCom**, St Albert, Alberta, was named to the 2006-07 council of the Institute of Chartered Accountants of Alberta.

**'74 Dereka Thibault, BCom**, of Calgary, Alberta, was named to the 2006-07 council of the Institute of Chartered Accountants of Alberta.

**'75 Loraine Altenweg, BCom**, of Edmonton, received a 2006 Distinguished Service Award for excellence and commitment to the business community from the Institute of Chartered Accountants. Loraine, a chartered accountant, was recognized for her leadership in the CA profession and her involvement in the community. Loraine also received a U of A Alumni Honour

Award at Reunion Week-end. She is currently the Chief Financial Officer for the Alberta Cancer Foundation.

**'77 E. Dianne Allen, BCom**, of Edmonton, Alberta, Community Relations Director at EPCOR, has been appointed to the Red Deer College Foundation Board.

**'77 Helmut Mach, MBA, '72 BCom**, of Edmonton, Alberta, has joined the Alberta School of Business as the Director of the Western Centre for Economic Research and the CN Executive Professor of Canada – UTrade Relations. Helmut's new position follows his retirement from his position as Alberta Trade Representative in the Alberta Ministry of International and Intergovernmental Relations where he was responsible for trade policy and dispute management in both international and internal trade agreements.

**'77 John Reddon, BCom**, of Edmonton, Alberta, wrote a chapter with Darrell Toma, '79 MSc, '77 BSc(Ag), on traits of volunteer leaders for a research book that will be published soon by Nova Science. "My 2006 is busy with consulting work in my firm, and I expect to see more friends again."

**'77 Ivor Ruste, BCom**, of Calgary, Alberta, received a U of A Alumni Honour Award during Reunion Week-end in recognition of significant contributions made over a number of years in his community.

**'77 Howie Shikaze, BCom**, Calgary, Alberta, was named Vice President of the Institute of Chartered Accountants of Alberta.

**'78 Rod Bantle, BCom**, of Calgary, Alberta, was recently appointed Vice President Operations, Truck Transportation, of Gibson Energy.

**'78 Drew Thomson, BCom**, of Calgary, Alberta, writes: "I accepted a new role at the Law Society of Alberta as Director, Corporate Services, starting June 1 based in Calgary. I have enjoyed my tenure at CMA Alberta, particularly the excellent working relationships I have developed."

**'79 Owen Edmondson, MBA**, of Calgary, Alberta, has been appointed Vice President, Business Development Finance, based in Calgary, for the ATCO Group.

**'79, Thomas Hui, BCom**, of Victoria, Australia, visited the School this summer. He came to show his wife Gabrielle Jang and his ten-year-old daughter Kimberly Kiera Hui the University and HUB Mall where he lived as a student.

**'79 Mark Wiltzen, BCom**, of Sherwood Park, Alberta, is the Senior Vice President and Chief Financial Officer with EPCOR Utilities Inc. He is currently a member of the Investment Committee of Alberta's



Public Service Pension Plan. Mark presented at our Governance Forum on November 30 along with Wesley Twiss, ICD.D, Corporate Director, EPCOR Utilities Inc., Canadian Oil Sands Trust, Keyera Facilities Income Fund. The Topic of the forum was: Establishing an Effective Audit Committee.

## '80s

'80 **Kevin Gregor, BCom**, of Calgary, Alberta, recently joined the Calgary office of Hamilton Hall Soles/Ray & Berndtson as a partner.

'80 **Barry James, BCom**, of Edmonton, Alberta, was named Secretary of the 2006 Board of Directors of the Edmonton Space and Science Foundation. He also sits on the School's Business Advisory Council.

'80 **Robert Patzelt, BCom**, of Halifax, Nova Scotia, was recently appointed Vice President, Risk Management, and General Counsel for Scotia Investments Ltd. Robert, who received his law degree and master's in law from Dalhousie University, was awarded the Canadian Bar Association President's Award

'81 **Vicki Fenn, BCom**, of Delta, British Columbia, writes: "I have been a life coach for over 20 years and have coached over 1000 people to attain their goals and realize their ideal lifestyle. I have been married for 22 years and have successfully maintained a thriving business doing what I love while raising our three daughters. I am particularly well-known for my expertise in empowering people to do just the same – create work that they love, have their relationships be successful, and live balanced and fulfilling lives.

'81 **Brian Vaasjo, MBA**, of Edmonton, Alberta, has been named Chair of the 2006-07 Board of Directors of the United Way of the Alberta Capital Region.

'82 **Scott Garvey, BCom**, of Calgary, Alberta, has been appointed Executive Director, Oil and Gas, for Accenture Inc. He has also assumed the role of the Managing Director, Alberta, for Accenture Inc.

'82 **Colette Miller, BCom**, of Vegreville, Alberta, was named to the 2006-07 council of the Institute of Chartered Accountants of Alberta.

'82 **Scott Watson, BCom**, of Edmonton, Alberta, became President of the Alberta Branch of the Canadian Bar Association in June 2006.

'83 **Ken Donnison, BCom**, of Abu Dhabi, United Arab Emirates, is now an Air Traffic Control Supervisor in the fastest growing country in the world, the United Arab Emirates.

'84 **Joseph Concini, BCom**, of Edmonton, Alberta, has been appointed Chief Financial Officer at Focus, a leading provider of engineering, geomatics, and planning services.

'84 **Donald Fowlis, BCom**, of Calgary, Alberta, was recently appointed Vice President of Finance for Gibson Energy Ltd.

'85 **Robert Hemstock, BCom**, of Calgary, Alberta, has been named Executive Vice President, Regulatory and Legal Services, for ENMAX. Robert received his law degree from the University of Calgary in 1989.

'85 **Richard Higa, BCom**, of Ajax, Ontario, has joined the Toronto office of the law firm McCarthy Tetrault as a Partner in the Financial Services Group.

'85 **Michele Stanners, MBA**, of Calgary, Alberta, was appointed General Director of the Alberta Ballet in October 2005. Previously, she was the Regional Director for the Canadian Unity Council, a national non-profit and non-partisan organization with a mandate to educate Canadians and to engage them in the strengthening of their country.

'87 **Steve Glover, MBA**, of Canmore, Alberta, writes: "I started a permanent position on November 1 with Eagle Rock Exploration, a small drilling company focused at this time on two properties in Southern Alberta and one in SW Saskatchewan. All are primarily oil producers – with current production at 500 boe. Eagle Rock trades on the Venture Exchange with the symbol ERX

## Cold Calls Yield Warm Client Relations

**Alvin Chow, '91 BCom**, has come a long way since selling Val-Pak coupons. He laughs as he remembers his first two-week assignment cold calling in downtown Edmonton in -30°C in January. But his cold calling experience and obvious warm customer relations are what brought him to where he is today.

As of December 1, 2006, Alvin was promoted to the Director of Publishing Sales for CanWest MediaWorks, managing a sales portfolio of \$55 million. CanWest MediaWorks represents the National Post and eleven major newspaper dailies. The three regional offices in Vancouver, Toronto, and Montreal provide service for national buys.

Alvin spent ten years with the Edmonton Journal before moving to Vancouver. He very much appreciates the support of U of A alumni in helping build his business in western Canada. Alvin continues to be active in the Vancouver chapter of the Business Alumni Association and was pleased to attend the opening of the U of A office in Vancouver on December 20.

Born in Hong Kong, Alvin and his family moved to Edmonton where he and his two brothers completed high school. His U of A ties include his wife Corrina (Yeung) who completed an MA in Economics in 1991 with former Business School Dean Roger Smith as her supervisor. Alvin's brother Andrew completed his Electrical Engineering degree in 1988. Both Andrew and brother Arthur work in Hong Kong where Arthur is also in the media business as the Director of e-Commerce for Yahoo.



## > keepintouch <

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

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

Business Address Organization Title

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City, Province/State Country Postal Code/Zip Code

---

Business Telephone Business Fax

---

Home Address Organization Title

---

City, Province/State Country Postal Code/Zip Code

---

Home Telephone Home Fax

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Preferred E-mail Address

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### Class Note (for a future issue of this magazine or to post on the alumni Website):

News or Comments

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#### 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 & USA:** 1-877-362-3222

External Relations, Alberta 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 specify): \_\_\_\_\_

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**'87 Mark Menard, BCom**, of Edmonton, Alberta, was recently appointed Vice President, Finance and Corporate Services, and Chief Financial Officer for PTI Group Inc.

**'89 Richard Harley, BCom**, of Toronto, Ontario, lives in Toronto with his wife Marnie and their two dogs. Richard works at RBC Dexia Investor Services and spends summers at the cottage.

**'89 Donelda Kerr, BCom**, of Vancouver, British Columbia, moved to Vancouver in 1998 and married Scott Manke, an aircraft maintenance engineer, that same year. In 2004, Donelda earned her Certified Management Accountant designation. Last year, the couple celebrated the birth of their daughter Nicole. "I'm currently on maternity leave but will return to my position as Investigator with Canada Revenue Agency in May 2006."

## '90s

**'91 Nancy Partlow, MBA**, of Calgary, Alberta, and her husband James Levy wish to announce the birth of twins Jack and Madison in January 2006. "Brother Andy (age 9) and sister Taylor (age 2) are also thrilled."

**'91 Paul Raboud, MBA**, of York, Ontario, has been appointed President and COO of Bird Construction Company. Paul has been with Bird Construction for over 22 years in its Edmonton, Vancouver, and Toronto offices in a variety of positions.

**'91 Rob Stocks, BCom**, of Edmonton, Alberta and Paul Martin, '93 BA, '02 PhD, founded Northwest Passages, a virtual bookstore specializing in Canadian Literature. Celebrating its tenth anniversary, Northwest Passages is a "labour of love," says Paul, who continues to write the monthly e-newsletter while Rob, President of ideaLEVER.com, takes care of the Website's inter-

face. With lots of traffic – in February there were 15,000 unique visitors to the site – and book orders, Northwest Passages is a virtual success, sending CanLit around the world.

**'92 Peter Augustin, BCom**, of Sherwood Park, Alberta, works at Enbridge Pipelines as an Oracle systems administrator. His wife Tracy Renz Augustin returned to work for the Government of Canada – Service Canada – in September after having the couple's second son, Adam, a brother to three-year-old Erich.

**'92 Neil Bosch, BCom**, of Edmonton, Alberta, along with his Bosch Campbell Investment Management Group, has joined Richardson Partners Financial Limited in Edmonton. Neil is first Vice President, Portfolio Manager, for Richardson Partners Financial.

**'93 Court Carruthers, BCom**, of Mississauga, Ontario, has been named President of Acklands – Grainger Inc. Court's new responsibilities include growing and improving Grainger's business operations in Canada, which

had sales of \$428 million USD for the nine months ended September 30, 2006. Court

joined Acklands – Grainger in 2002 as Vice

President, National Accounts and Sales, where he has been responsible for the company's sales strategy and operations. Prior to joining Grainger, he served in increasingly responsible roles at Dynamex Inc., Veredex Logistics Inc. and Purolator Courier Ltd. He holds a BCom degree with distinction from the University of Alberta, a MBA degree from Queen's University, and is a Certified Management Accountant. Court is also a member of the School's Business Advisory Council.



**'93 Mal Rai, BCom**, of Edmonton, Alberta, and Daisy Ray (Khunkun) are pleased to announce the birth of twins Devaun and Layla. "We welcomed our first children on Father's Day 2006."

**'94 Camille Audain, BCom**, writes, "I celebrated my five-year anniversary as a member of the Alberta Bar and joined Justice Canada in March 2001."

**'94 Melanie Litoski (Robertson), BCom**, of Airdrie, Alberta, was recently appointed Chief Financial Officer of FirstBus Canada Limited, based in Calgary. Melanie lives in Airdrie with her husband and three children.

**'95 Brad Ferguson, BCom**, of Edmonton, Alberta, was named Vice Chairman of the 2006 Board of Directors of the Edmonton Space and Science Foundation.

**'95 Pernille Ironside, BCom**, of Goma, Democratic Republic of Congo, received the Alumni Horizon Award on September 28 at the Winspear Centre. The Award recognizes outstanding and notable achievements of University of Alberta Alumni early in their careers.

**'96 Andre Szaszkievicz, MBA**, of Edmonton, Alberta, recently started a company called Liquid Sunshine Fuels Ltd. specializing in production and distribution of bio-fuels.

**'97 Chris Vilcsak, MBA**, of Edmonton, Alberta, is President and CEO of Solutions 105 Consulting and has been nominated as one of the prairie regional finalist in the Ernst and Young Entrepreneur of the Year 2006 awards. The competition honours entrepreneurs who



have demonstrated excellence and achieved extraordinary success in areas such as innovation, risk taking, company development, financial

## New York Times:

August 20, 2006

Mumtaz Walji and Efreem Zimbalist IV

**Mumtaz Walji, '99 BCom**, daughter of Naznin Walji and Akbar Walji, of Edmonton, Alberta, was married August 19, 2006, to Efreem Zimbalist IV, the son of Judith Scott Zimbalist of Fort Lauderdale, Florida, and Efreem Zimbalist III of Manhattan Beach, California.



The ceremony was held on the Zimbalist family property in New Hartford, Connecticut.

Mrs. Zimbalist works as a manager in the internal audit department of Pfizer in New York. She graduated from the University of Alberta in Edmonton and is a certified public accountant. Her father owns Promax Realty, a real estate development and management company in Edmonton. Her mother is an accountant within the Justice Division of the Alberta government.

Mr. Zimbalist is the founder and the general partner in Zimbalist Global Macro Fund, a hedge fund in New York that invests primarily in the global futures markets. He graduated from the University of Southern California. His mother retired as the President and Managing Broker of Rancho Santa Fe Properties in California. His father is the President and Chief Executive of Active Interest Media in El Segundo, California, which owns magazines, including *Vegetarian Times* and *Southwest Art*. Mr. Zimbalist's paternal grandfather is the actor Efreem Zimbalist Jr. who lives in Solvang, California. His paternal great-grandparents were the violinist Efreem Zimbalist and the soprano Alma Gluck.

performance, and personal commitment to their business and communities.

**'98 Ali Rizvi, BCom**, '94 BSc, of Cupertino, California, accepted a position as Director of Accounting at PerkinElmer Optoelectronics in Silicon Valley in California. Prior to this, Ali, a chartered accountant, was a senior manager with Ernst & Young LLP. "The job climate in Silicon Valley for business professionals continues to be extremely robust, particularly for finance and

accounting professionals. This is a great time for qualified Canadians to come to California and find out what it has to offer in terms of enormous career prospects and a great lifestyle." Ali's wife Melynnie Rizvi (Horn), '95 BCom, '99 LLB, practises employment law with a San Francisco law firm.

**'99 Lynn Marcellus (Weisenburger), BCom**, of Edmonton, Alberta, and Steven Marcellus, '02 LLB, announce the birth of their first child Abigail Beth Marcellus in May 2006.

**'99 Chad Park, BCom,**

of Wakefield, Quebec, is the Senior Sustainability Advisor with The Natural Step Canada. His role involves working with organizations and communities to support the use of The Natural Step Framework as a tool for integrated sustainability planning and education. In addition to developing and delivering hundreds of presentations and



training workshops on the Natural Step Framework for a wide variety of audiences across Canada, he has advised municipali-

ties and community groups in Whistler, Canmore, Strathcona County, Saskatoon, and Halifax, and also the Federation of Canadian Municipalities, on sustainable community initiatives. Chad also sits on the Laidlaw Foundation's Environment Committee and on the Board of the Young Environmental Professionals, National Capital chapter.

**'99 Ryan Radke, BCom,** of Edmonton, Alberta, was recently appointed President of BioAlberta.

**'99 Chad Robinson, MBA,** of Calgary, Alberta, writes: "I have recently accepted a position as Vice President of Finance at PaceSetter Directional and Performance Drilling Ltd. I would like to thank my former partners at StoneBridge Merchant Capital Corp. for eight great years."

**'99 Jason Seguin, BCom,** of Whitehorse, Yukon, and Anett Kralisch, PhD, of Berlin, Germany,



were married on August 5. Jason is currently the General Manager of the Nakai Theatre Group in Whitehorse.

**'00s**

**'00 Aman Randhawa, BCom,** of Edmonton, Alberta, obtained his law degree from Osgoode Hall Law School of York University in 2004. He recently joined Davis and Company LLP of Edmonton after articling with the firm.

**'00 John Pak, BCom, '04 LLB,** of Edmonton, Alberta, recently joined Davis and Company LLP, where he practises in the general area of litigation with a focus on corporate and commercial litigation.

**'00 Steve Assen, BCom,** of Edmonton, Alberta, achieved the top mark in Alberta for the exam leading to his CHRP (Certified Human Resource Program).

**'01 Kevin Birn, BCom,** of Ottawa, Ontario, writes: "Since the last update, a lot has happened. I can only hope my life keeps this pace. In January, I had the opportunity to be an instructor of business economics at the University of Alberta School of

Business. I taught two sections of BUEC 311. It was a lot of work and an incredible challenge. In May, I completed my MA in Economics at the University of Alberta. I will be convocating this November. Also in May, my girlfriend Kailey graduated at the top of her class from the University of Alberta Medical Class of 2006. Then in June, Kailey, my puppy Bacon, and I moved to Ottawa so that I could take a position with Natural Resources Canada. We drove, and learnt that Canada is truly incredible, beautiful, and large. I'm now on assignment with the Canadian Forestry Service, working in Industry and Trade. I'm still employed by RealPageMaker in Edmonton to oversee their budget and expenditures on behalf of the Board of Directors. By the way, for those who haven't enjoyed Canada Day in Ottawa, think of it as missing the best new year's party ever!

**'01 Paris Fronimos, MBA,** of Calgary, Alberta, accepted a position as Commercial Valuation Analyst with ENMAX Corp. in Calgary.

**'01 Andrew Ross, BCom,** has been appointed a partner at Conroy Ross Partners, one of western Canada's leading executive search and management consulting companies.

**'03 Adam Chalkley, MBA,** has joined Flint Energy Services Ltd as Manager of Corporate Development. Adam comes to Flint from one of the leading law firms in Western

Canada, Calgary's Burnet Duckworth & Palmer LLP, where his experience concentrated on mergers and acquisitions for energy related companies. Adam received his Bachelor of Arts, Bachelor of Law, and MBA with a specialization in natural resources and energy from the U of A.

**'03 Jasmine Chee, BCom,** moved to Canmore, Alberta, where she is currently articling at Collins Barrow Bow Valley. She spent the last two summers in Saskatoon, completing a Master of Professional Accounting at the University of Saskatchewan. The highlight of 2005 was her successful attempt at the Uniform Evaluation, an especially demanding aspect of the process of becoming a chartered accountant.

**'03 Rodney Chudyk, BCom,** of Burnaby, British Columbia, and Fancy Poitras have moved to Burnaby, British Columbia. Rod has taken a technical writing position with Klein Systems Group while Fancy prepares to apply to SFU's Master of Public Policy Program.

**'03 Stacey Q. Mullings, BCom,** is now attending McGill University in Montreal, studying French and going on to graduate school.

**'03 Shayne Saskiw, BCom,** of Two Hills, Alberta, received his Bachelor of Laws degree, with Distinction and First Class Standing from the University of Alberta. He was awarded the Silver Medal for his academic standing in the graduating law class

**Canadian Business Leader Award  
Wednesday, March 14, 2007**



**Dominic D'Alessandro**

**President and CEO, Manulife Financial Corporation**

Shaw Conference Centre – Edmonton, 5:45 pm – No-host Reception, 6:45 pm – Dinner

For tickets and information, call 780-492-2348 or visit [www.bus.ualberta.ca](http://www.bus.ualberta.ca)

Deadline to nominate for 2008 ~ June 15, 2007 (visit [www.bus.ualberta.ca](http://www.bus.ualberta.ca) for additional details)

of 2006. Shayne begins work with the Tax Court of Canada in Ottawa and then will article with Felesky Flynn LLP in Edmonton, specializing in tax law.

**'03 Gregory Stadnyk, BCom**, of Calgary, Alberta, has been named a partner at the Calgary office of Paradigm Capital Inc. Gregory works in the area of energy investment banking at Paradigm, an independent institutional equity dealer.



**'05 Mike Forest, BCom**, of Sherwood Park, Alberta, competed in his first Champ Car Atlantic Championship race at his home track on Sunday, July 23, after recovering from two fractured vertebrae suffered in qualifying for the season opener at Long Beach. Qualifying 23rd (of 23) was not the position he was hoping for, but, even amongst this ultra-competitive field, he remained optimistic about the race. "My goals for Sunday's race were to learn more about the car, to work on improving several areas of driving, and to get near a top-ten finish. Not a win but a success," said Forest.

**'06 Cheng-Hsin Chang, MBA**, of Edmonton, Alberta, writes: "I just wanted to let everyone know that I started my first day of work and hopefully a path to a new career today. I have been quite busy on the job hunt all summer and it all came together in the last few weeks. I accepted an offer to join Finning Canada. I am extremely happy with the position as Project Manager and feel that I have joined a great organization."

## The Alberta to Austin Peloton Project



### Ride from Edmonton/Calgary to Texas to benefit cancer survivors

"The finish line was an emotional one. Each member of the Edmonton team had ridden over 1345 km. This pales of course to the monumental effort it takes to battle cancer."

The ride was a continuous relay - five teams of six - September 23 - October 8, 2006: culminating in the October 8th Lance Armstrong Foundation 160 KM LIVESTRONG Charity Bike Ride. CTAPP raised over \$400,000. ([www.ctapp.org](http://www.ctapp.org))

**Chris Floden, '00 MBA**, writes: "Here is one of the photos of me on the ride. This was taken at a Leve-land gas station in Texas at about 7 in the morning. I had had caffeine, so was smiling. Of course this was before it was 38 degrees out..."

This year has been pretty eventful. I am now the Supply Chain Manager for Mining and Extraction at Suncor Energy Services and am responsible for all capital purchasing and contracts for mining and extraction projects larger than \$20 million. Currently that looks like \$1 billion in spending over the next

three years, although that may increase as new projects are announced. Since re-locating from Calgary to Edmonton last fall I am working out of one of our engineering partner's design houses, and I'm enjoying being back in my home city.

I did Ironman Canada this year in preparation for the Peloton Project ride, as well as two 1/2 ironmen. More importantly I also got engaged to Dr. Jana Rieger (a professor in Rehabilitation Medicine - Speech Pathology and Audiology) this summer, so it has been an eventful year."

**'06 Rafi Chowdhury, PhD**, of Edmonton Alberta, defended his thesis in marketing on June 19, 2006. The title of his thesis was: "Affective Responses to Images in Print Advertising: Affect Integration in a Simultaneous Presentation Context." Rafi's supervisor was Professor Adam Finn.

**'06 Wayne Morgan, PhD**, of Edmonton, Alberta, passed his Accounting Comprehensive Examination on June 27, 2006.

**'06 Mary Oxner, PhD**, of Edmonton, Alberta, defended her thesis in Accounting on July 31, 2006. The title of her thesis was: "Is Ethical Judgment a Dimension of Auditor

Expertise?" Mary's supervisor was Professor Mike Gibbins.

**'06 Qian (Sandy) Qu, PhD**, of Edmonton, Alberta, defended her final oral exam in Accounting on September 6, 2006. The title of her thesis was: "The Construction and Customization of the Balanced Scorecard: A Field Study of Management Consultants in Translating Popular Management Accounting Techniques." Her supervisor was Professor David Cooper.

**'06 Yingtao (Michael) Shen, PhD**, of Edmonton, Alberta, defended his thesis in Marketing on August 16, 2006. The title of his thesis was: "Three Essays on Bundling."

Michael's supervisor was Professor Peter Popkowski-Leszczy.

**'06 Sherry (Xuequn) Wang, PhD**, of Edmonton, Alberta, successfully passed her candidacy exam on July 18, 2006. Sherry's supervisor was Professor Felipe Aguerrevere.

**'06 Christoph Wisler, MBA**, of Edmonton, Alberta, accepted a position with The Brick. Christoph writes: "It is a lot of fun and I am enjoying the company and environment so far."

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

## Honouring the Past

**When Jim Gibbon, '05 MBA, realized three years ago that he had 20 years of business experience with no formal training or accreditation, he decided to return to school.**

Today, with the ink barely dry on his MBA, Jim and his wife Michelle are producing beers under the name Amber's Brewing. With two interesting flavours already on the shelves - Honey Brown and Australian Mountain Pepper - there are ambitious plans afoot to expand the lineup to coolers made with natural products as well as importing tasty coffee-flavoured rum. The decision to start an alcoholic beverages company came after two decades of selling power transmission products and a desire to honour their family history.

An interview with Jim is peppered with information on an eclectic range of topics ranging from nuclear physics and bearings to comics and music videos, which is something that can be explained by glancing at a resume that includes a BSc in physics and math and a BA in classics and psychology.

"Right now, I really am having fun," exclaims the enthusiastic and effervescent Jim at the end of our interview.

This despite facing formidable and frustrating challenges trying to find premises in Edmonton big enough to accommodate the brewing equipment and bottling plant he has bought as part of his expansion plans. With industrial space at a premium in the city, Jim has come face to face with one of the down sides of trying to do business with the "Alberta Advantage" steamrolling through the province.

Right now the company's two beers are being brewed at Alley Kat Brewery, which is run by fellow MBA graduate Lavonne Herbst, '90 MBA, and her husband Neil. "I can't say enough about them because without Neil and Lavonne, none of this would have happened," Jim says.

The Gibbons' decision to set up Amber's Brewing came after researching their respective family histories.

"I realized then that both sides of my family had been involved in the industry and decided to honour the way in which they came to Edmonton by setting up this company," says Jim.

So who is Amber? Jim says she is a fictional character, an amalgam of people and places meant to represent the Alberta of a bygone era. A visit to the company's funky and fun Website, [www.ambersbrewing.com](http://www.ambersbrewing.com), that Jim himself researched and

wrote reveals many clues about Amber's philosophy and focus.

"Amber's is a company that remembers

an era before drive-through windows, before gridlock, before hurried dinners in front of the television; an era when people spent time with family and friends, enjoyed simple, elegant, ural, flavourful meals and experienced life first hand.

Amber's remembers what it was like to receive a letter, the mail, from a travelling relative. We remember exotic stmarks and stories of unexplored parts of the world, hints 'new flavours and recipes borrowed from new friends and



While Gibbon may not be driving a hot rod in his 40s he says his life is still roaring ahead in exactly the direction he wants.

carried thousands of miles home to be explored, together, over Sunday dinner."

The Website exudes old world charm and intrigue, decorated with old photos and postcards that the Gibbons' unearthed when researching the family history. Ironically, Jim himself rarely drinks beer. There was a time, he admits, when he would buy a 12-pack and see how long, or not long, those beers would last in the fridge.

Today, the effusive and enthusiastic Jim would rather people sip and savour his all-natural, un-pasteurized drinks rather than throw back as many as they can in one hour. He credits classmates Jolene Ali, '05 MBA, and Darryl Lesiuk, '06 MBA, with providing much needed practical help and inspiration while setting up the company.

"Learning from the experiences that others bring to class is one of the great things about the MBA program," says Jim. While Jim may not be driving a hot rod in his 40s, he says his life is still roaring ahead in exactly the direction he wants. **B**

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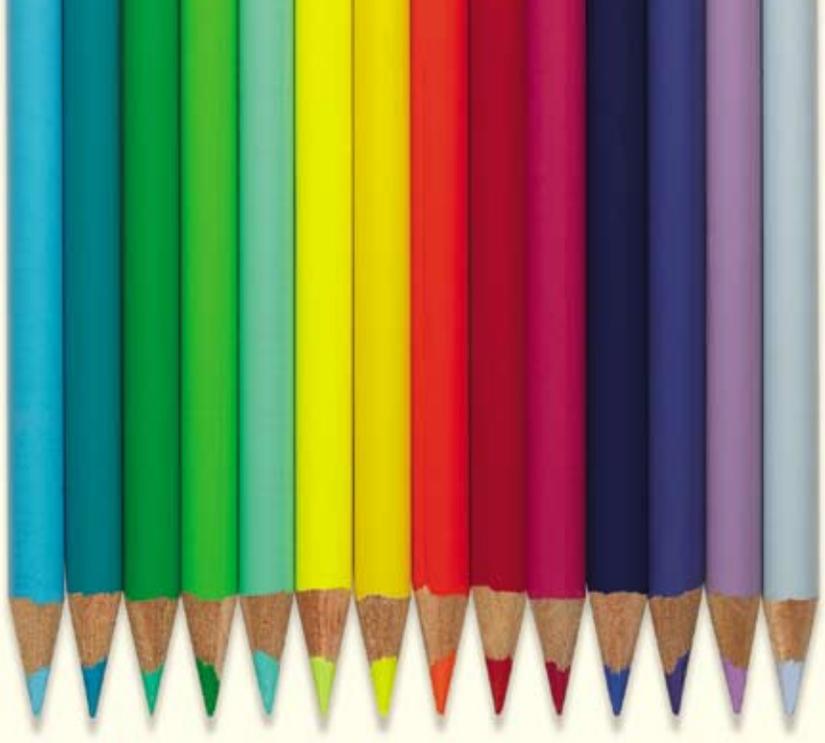
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