

ALBERTA  
SCHOOL  
*of*

# BUSINESS

ALUMNI  
MAGAZINE

SPRING/SUMMER 2014

University of Alberta



world's best  
marketers

*Leaving our*  
mark

# events '14

- September 18** Eldon D. Foote Lecture in International Business, Bing Xiang, Edmonton
- September 19** Joint Forum on China, Bing Xiang, Calgary
- October 8** School of Retailing Awards by Henry Singer  
Recipient: Mark Wolverton  
Lush Fresh Handmade Cosmetics, Edmonton
- October 22** Report to the Community, Edmonton
- October 28** 2014 Alberta Business Family Institute  
Signature Events  
October 28, Calgary and October 30, Edmonton  
Recipient: The Hutchinson Family, Daytona Homes
- November 6** Business Alumni Association Annual Dinner  
The Entrepreneurial Queen - Bindi Karia  
Winspear Centre, Edmonton
- November 29** 25th Annual Christmas Predictor Fun Run:  
(B)Run(ch) Walk/Jog, Edmonton

## the m issue

As alumni we will always be connected and our Amagazine is a celebration of that connection. And, for fun, in this issue, we are also often connected with the letter "M" with a focus on, what else?, marketing - one of our areas of excellence as alumni, students, and faculty. Ultimately, we are all entrepreneurs: creatively selling our ideas, concepts, and products whether we can hang on to them or not.

Fittingly, we are also connected and uplifted by music, which is where this issue begins on page 2 with Craig Schram, '06 BCom, and where it ends, with Steven Le Poole, '68 MBA. And be sure to watch out for marriages in-between - as in Craig and Kelly, Sid and Elena, and Cassandra and Ben.

Enjoy the music.  
Enjoy the muse.

Enjoy, Monica

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**Alberta**  
SCHOOL of BUSINESS  
UNIVERSITY OF ALBERTA

# message from the dean:

## LEADERS FROM ALBERTA FOR THE WORLD

As I look back on this first year as Dean, a highlight for me was being able to meet and connect with so many alumni and future alumni. Building on our strengths, delivering value and connecting with the world doesn't happen without engaged and passionate alumni.



Nearly 900 people attended our Canadian Business Leader Award Dinner in March including a large alumni contingent and 140 students. And, for only the second time in the event's 33-year history, the recipient, **Dave Lede**, '70 BCom, was one of our own. Dave's personal and humble account of his journey was inspiring to all.

Over 300 attended the eighth annual Stampede Breakfast in July. We are truly "Alberta's" School of Business and our U of A Calgary Centre is not only home to several of the world's best executive education offerings but is also one of



the homes, along with Shenzhen, China, for our Master of Financial Management degree.

Our 29-person Business Advisory Council (BAC) includes 16 alumni. Our 21-person Business Alumni Association (BAA) Board represents over 25,000 alumni.

I would like to take this opportunity to thank **Neil Manning**, '71 MBA, for chairing the BAC and **Cheng Hsin-Chang**, '06 MBA, as outgoing President of the BAA.

Our alumni are also leaders on campus. It was an honour to share the stage at Convocation with Chancellor **Ralph Young**, '73 MBA, and Board of Governors Chair **Doug Goss**, '81 BCom, as we congratulated 674 future business leaders including the first graduates of our new Leadership Certificate Program.

**As I reflect back on this first year as Dean, I also feel the momentum building.**

**MARKET SUCCESS:** There is an increasing demand for our innovative programs and confident graduates; our alumni are experiencing significant success in the job market.

**ENTREPRENEURSHIP IMPACT:** We are increasingly becoming a major player in growing Alberta's entrepreneurial culture, which is contributing to the success of Alberta's economy.

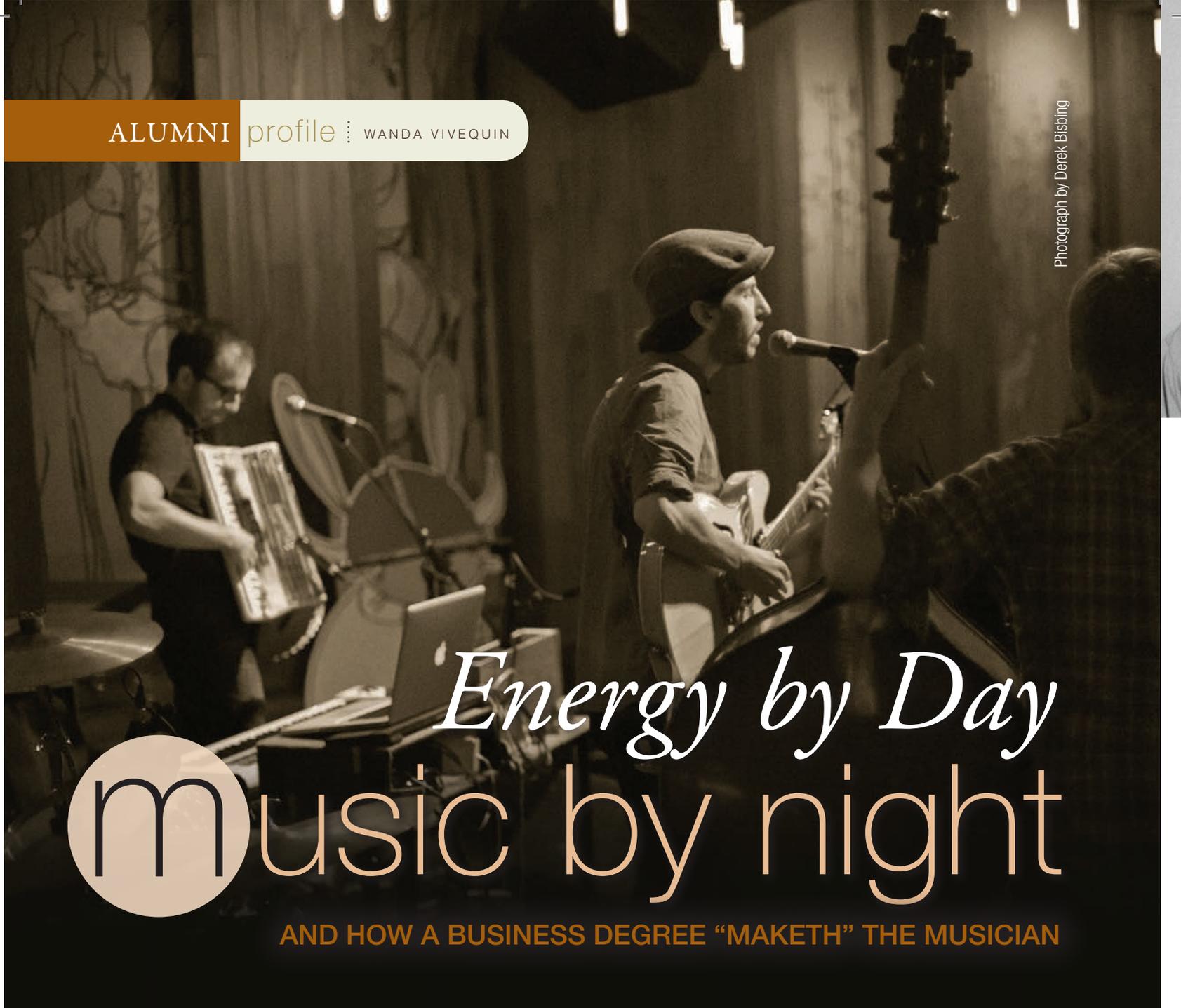
**ENERGY RELEVANCE:** We are working hard, through more interdisciplinary and collaborative research, to help solve the myriad of energy and environment challenges that are so crucial to Alberta's future success.

**GLOBAL REACH:** Recognizing that we depend on international trade and markets, our international linkages and relationships will only grow in importance.

As I look toward the next year, and to celebrating the School's Centennial in 2016, my continuing priority is to increase our impact and relevance globally, nationally, and locally. Ultimately, our reputation is built on excellence, relevance, and impact and our reputation is built on alumni success.

**Joseph Doucet, PhD**  
Stanley A Milner Chair in Leadership  
Dean, Alberta School of Business

1. Dean Joseph Doucet and CBLA recipient Dave Lede, 70 BCom. Dave also received the Honourary Doctorate of Laws Degree at Convocation.
2. Business Advisory Council member Michael Lang, '81 MBA, and Dean Joseph Doucet at the School's annual Stampede breakfast July 9.



*Energy by Day*  
music by night

AND HOW A BUSINESS DEGREE “MAKETH” THE MUSICIAN

MUSICIAN CRAIG SCHRAM,  
'06 BCom, LIKES TO THINK HIS  
BUSINESS DEGREE HAS GIVEN HIM  
AN ADVANTAGE RATHER THAN A  
COMPLEX WHEN IT COMES TO RISING  
ABOVE THE SOUND OF HUNDREDS OF  
INDIE BANDS TRYING TO MAKE IT IN  
THE MUSIC WORLD.

• • • CRAIG SCHRAM

“I definitely feel that I approach the music business with a slightly different perspective and with a skill set that perhaps those with other backgrounds are not able to draw upon,” he says from his Edmonton home on a warm summer evening.



Photograph by Nathan Burge

The interview for this article took place shortly after Craig's return from a successful two-week tour of Europe in May with his band The Provincial Archive, an unusual name that has nothing to do with the similar sounding building in Edmonton, but more on that later. It was the band's second European tour. Fellow band members Nathan Burge, Ryan Podlubny, and Bramwell Park had just left the house after their Monday night band practice, which is something they do at least seven to eight hours each week, much more in advance of a big gig.

"We still have some work to do before getting on stage at the Calgary Folk Music Festival," says Craig smiling, weeks before the band's first ever appearance at this high-profile Canadian music venue held at the end of July. "It is certainly going to be good for our presence here in Alberta," he says. The Provincial Archive is, however, already pretty well known in Germany where they have a record deal and recently released their latest album *It's All Shaken Wonder*. The record releases in Canada in August and is the band's fourth album.

"One of the stand-out gigs on this latest European tour was getting up on stage in Hamburg and looking out into the crowd and seeing people singing along with songs from our latest album. That was a very important milestone gig," he said. "It was the culmination of so many things." The group has also recently signed with Toronto-based record label Black Box Music, which has given them a bit of breathing room. "It's incredible to be encouraged to make the kind of records and music that we want to make," Craig said in an interview with the National Music Centre. "It's really allowing us to concentrate on the writing and recording of new material," he added.

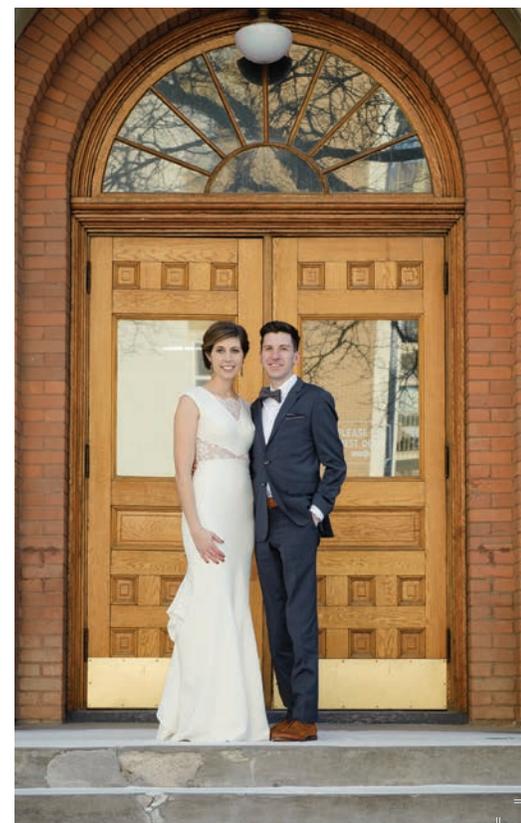
Their music has been described by one critic as "folk informed indie pop." "I like that description of our music, I think it captures our style pretty well," says the very laid back Craig who in many ways epitomizes the look of an indie music band leader: lean, calm, erudite, and philosophical. His looks are deceptive, however, because, beneath the cool folkster exterior, is an incredibly practical and business minded Craig who not only picks a mean guitar, among the many instruments he plays, but is also a whiz with numbers. While his evenings and time off are for music, his other "gig" is working for the Alberta Provincial Government as an economic forecaster for the oil and gas industry. In his daytime job Craig has spent time developing provincial revenue forecasting models and conducting

quantitative structural analysis of oil market supply-demand fundamentals by developing optimization models and statistical tools. He provides economic analysis of energy markets to help inform budgeting and other initiatives within government.

He is far more reluctant to give much away about his day job than he is about his music but acknowledges that his analytical mind has been useful when it comes to planning and predicting trends for his band's business success. "I would say basically that I work two jobs," says the recently married Craig, whose wife is Business graduate **Kelly Purych**, '06 MBA, who works as a forest economics and trade policy advisor for Alberta Environment and Sustainable Resource Development. "I have been so fortunate that my places of work, my family, and the Canadian music community have been so incredibly supportive of this part of my life," he adds.

After getting his Business degree, Craig went on to complete a MSc in the Faculty of Agriculture Life and Environmental Science in 2009. "I am particularly interested in numbers and would say that the course I did with Sid Carlson in Energy and Economics at the School of Business definitely had an influence in my going on to do my Master's," says Craig. What followed was two years working with the Research Centre for Excellence in Operations at the Alberta School of Business while all at the same time continuing to make music. "I can't imagine my life without music; it is part of who I am," he adds.

"I have been playing in bands since I was a teenager; some people may, in fact, remember another group I was in called Five O' Clock Charlie, which used to play on campus," says Craig. As for the name of his band today, well, that all has to do with living in Alberta and being a storyteller. "I'd like to think that our songs are in some way a provincial archive of people's lives and their stories," says Craig who writes all his own music. With a Canadian record deal in the bag, a long list of tour dates on their résumé, and a legion of fans in Europe as well as another music project planned for 2015, Craig and the band are not planning to rest on their laurels. "The music business is not an easy one to work in, but I like to think we have what it takes to continue making good music, develop, and be successful."



*Leaving her*  
**m**ark

• • • MAYA CIESZYNSKA



## STORYTELLING.

**IT'S WHAT IT ALWAYS COMES BACK TO FOR OUR MAYA - ONE OF THE U OF A'S, ONE OF CANADA'S, AND ONE OF THE WORLD'S BEST YOUNG MARKETERS.**

**B**orn in Rome to Polish parents who were waiting to have their refugee status secured, storytelling was escape. It was also entertainment and provided a safe haven for Maya's vivid imagination and platform for her dreams to unfold.

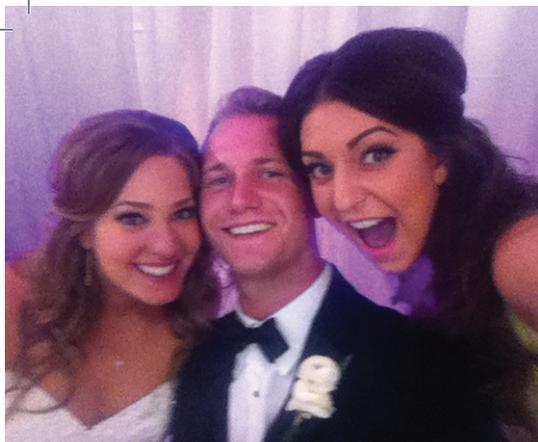
As a small family unit growing up in Edmonton, her extended family was her friendships. She returned to Edmonton from Toronto this past July to be mistress of ceremonies at the wedding of two business alumni.

Roots. I noticed Maya's tattoo. Realizing it was written in a different language, I asked Maya what it said. She quickly responded in Polish and I asked for the translation. "Leave your mark."

Roots are what the Alberta School of Business provided her with and when asked for a favourite location for the photo shoot, she quickly suggested either the Business Students' Association (BSA) office or her Business 201 classroom, but definitely somewhere in the building. She loves the pillars - she loves the brick - a foundation of sorts.

Roots are also what the city of Edmonton gave her. When asked for a few words to describe the city, she shared, "home is where the heart is because that's very much what Edmonton is for me now. Home. I have a lot of pride in telling people I grew up here and I make a point of letting people know. Edmonton is a booming city but the people give it a vibe of a small town. I think that's really special."

**MAYA IS VERY MUCH LEAVING HER MARK EVERYWHERE SHE GOES . . . . .**



# CANNES BOUND FOR CANADA'S TOP YOUNG MARKETERS

## CLASSNOTE SUMMER '13

'11 **Sid Tetz**, BCom, and **Elena Mager**, '11 BCom, of Edmonton, Alberta, got engaged on January 27, 2013! Exactly four years ago on that date, Sid and Elena met in a BUEC 342 class in their first year at the Alberta School of Business. In their second year, they went on to do exchanges (Sid in Germany and Elena in France) and blogged about their experiences and adventures travelling around Europe for the School. Sid proposed to Elena in front of the Administration Building, recreating their first walk together on campus four years ago. They absolutely love the Alberta School of Business for not only the academic and social experiences, but also for bringing them together and enriching their lives in so many ways! Sid is an Area Sales Manager, northwestern Canada, for Owens Corning and Elena works as an Executive Assistant at La Cité Francophone, a cultural and community centre as well as meeting place for Edmonton's Francophone and Francophile community.

## UPDATE SUMMER '14

Sid and Elena were married on July 19, 2014 with the reception at La Cité Francophone. Maya would serve as Mistress of Ceremonies and provided the selfie above! The bridal party was also a true "business" affair:  
Best Man: Brendan Hance  
Groomsmen: Andrew Purschke and Chris Bohaichuk  
Maid of Honor: Koryn Stampler

As students, **Maya Cieszynska**, '11 BCom, and **Michael Holmes**, '12 BCom, won two new Chevrolet Sonics as the 2011 winners of Canada's Next Top Ad Exec. "What I think got us through," shared Maya, "was that we really drilled down to the fundamental issue. What the core of the problem truly was and then, from there, asked ourselves what is our one goal? Is it to drive awareness? Penetration? We kept it as simple as possible. I truly believe by keeping the issue and goal as simple as possible allowed us to reinvent how to tackle it. We dreamed big."

The strategy certainly paid off and caught the attention of employers with both landing coveted marketing jobs in Toronto: Maya at PepsiCo Foods Canada and Michael at Procter & Gamble (P&G) where they would join **Jessica Leung**, '10 BCom, also at P&G. PepsiCo Canada managers were judges at the competition. "I guess they liked my style" shares Maya on the YouTube video produced by Canada's Next Top Ad Exec. Storytelling - taking someone on a journey, getting buy in, and bringing the idea to life with passion - is very much Maya's signature style.

Their ascent would continue with all three competing in the Young Lions and Young Marketers Competition co-sponsored by the *Globe and Mail* this past winter. The competition is open to those under 30 and challenges young brand managers in the areas of creativity and innovation to benefit a non-profit organization.

**THE RESULTS?** Jessica and her partner placed first; Maya and Michael placed second out of 268 entries from across Canada.

**THE PRIZE?** Representing Canada at the Cannes Lions International Festival of Creativity in Cannes from June 15 – 21, 2014.

"It's impossible to put into words what the Cannes experience is like," shares Maya. "There are two sides to Cannes. There are the competitions, seminars, and forums that inspire you, educate you, and give you a sneak peek into what's happening now and where the future is going. It gears you up and makes you want to change the world and you'll find yourself dreaming of what that could look like. And then there is the networking side - rubbing shoulders with industry thought leaders. It's surreal."

All three attribute their success to the environment of excellence and engagement at the Alberta School of Business where they received ample practice at competition as well as collaboration. In addition to being Vice-President Marketing for the BSA in her final year, Maya was also a Business 201 seminar manager. Michael graduated with a BCom Co-op with several marketing placements; and Jessica was President of the BSA in her final year and also participated in several student clubs and international exchange opportunities.

Webb Dussome, who taught the three students New Product Management and was the coach for the Next Top Ad Exec competition shares, "I'm excited to see our graduates rise to this level of achievement. We all hope that our teaching and mentoring will create exciting and successful careers for all of our students. As a former instructor of these high-performing students, I'm not in any way surprised that they have continued to gain recognition for their outstanding marketing abilities. They've worked hard for it."

## MAYA'S CREATIVE CONVERSATION

Marketing is on the cusp of some big changes. It's going to be about real-time data and transforming it into meaningful insights to drive content curation. Content is being created at an astounding rate. It's not going to be about just pushing content out. It's about creating and curating relevant information to be part of a conversation. Obviously, the growth of smartphones and the acceleration of technology in general will play a massive role. We'll see more and more mobile integration and campaigns that make the integration seamless.

## MAYA'S CONSUMER COMMUNICATION

There are two building blocks to making a good ad. First, you want to communicate one clear message. Too often, you see brands trying to communicate multiple messages and it won't break through. Second, you want to communicate that one clear message through a strong consumer insight or truth. This typically elicits a strong emotional reaction, which results in a more memorable ad. Whether it's nostalgia, a sense of awe or making you laugh out loud, ads that create strong emotional reactions stay with you longer.

## MAYA'S CANTINA CAMPAIGN

At PepsiCo Foods Canada, my favourite campaign was definitely Tostitos Cantina Extra Thin. Not only was it the first national campaign that I had the opportunity to lead, but we also worked on the brand positioning, which was different from the US. That was a big deal. Oftentimes, we lift and adapt strategy and content from the US, however, the team and I built a strong case for why we should take different positioning and create completely different packaging and Canada-specific communication; it was a huge success. Remember to serve your Tostitos Cantina chips warm for that authentic Mexican restaurant experience in the comfort of your home!

"THE ALBERTA SCHOOL OF BUSINESS REALLY GIVES YOU THE FREEDOM THAT, IF YOU CAN DREAM IT, YOU CAN MAKE IT HAPPEN," SHARES MAYA. "IT HAS AN INCREDIBLE ENTREPRENEURIAL SPIRIT AND THERE ARE SO MANY WAYS TO GET INVOLVED. THE REASON THEY PUSH YOU TO GET INVOLVED IS TO MAKE YOU COMPETITIVE. IT'S A TOUGH MARKET OUT THERE AND YOU NEED TO STAND OUT; THE ALBERTA SCHOOL OF BUSINESS GIVES YOU THE OUTLET TO DO THAT. STUDENTS NEED TO TAKE ADVANTAGE OF IT WHILE THEY'RE THERE BECAUSE THEY WON'T BE GUARANTEED TO BE GIVEN THOSE OPPORTUNITIES ONCE THEY'RE OUT!"





# mining for *Adventure*

• • • CARMEN STOREY

Carmen Storey graduated from the U of A with a Bachelor of Commerce in 1999. Following a study abroad program, Carmen worked in advertising and marketing in Europe and is now a director of Clarity Capital, an entrepreneurial resource company focused on exploration and development in Africa.

We are pleased to present a very special Q and A “storey”!

## HOW DID YOU FIRST BECOME INTERESTED IN BUSINESS?

I grew up in an entrepreneurial environment. My parents own the Overhead Door Company located in the west end of Edmonton. We would discuss the company’s day-to-day operations around the dinner table. My parents have always encouraged me to pursue my international ambitions and have been very supportive. They travel extensively and have visited some of our operations in Africa.

## HOW DID THE U OF A SUPPORT YOUR AMBITIONS TO TRAVEL AND LIVE ABROAD?

My minor in German Studies allowed me to take part in a summer abroad program. I worked at a guesthouse in the Black Forest where I improved my language skills. The experience also whet my appetite for spending more time abroad including an exchange with the Wirtschaftsuniversitat in Vienna which was a defining moment in my life. I would encourage all students with international ambitions to look into exchange programs. This experience was so positive that I carried on my studies with the European Master in Business program at the French campus of ESCP.

### **HOW DID YOU BEGIN WORKING ABROAD? DID YOU MAINTAIN ANY LINKS WITH ALBERTA?**

After my Master's, I started an internship with the global advertising firm, Grey Worldwide, in Dusseldorf. I subsequently transferred to London where I was involved in TV commercial creation for international brands. I then left advertising and began working for the Government of Alberta in London promoting foreign direct investment into the province as well as assisting Albertans operating in Europe. It was there I met my husband, Allan a fellow Canadian.

### **HOW DID YOU BECOME INVOLVED IN THE RESOURCE SECTOR?**

I met Allan just as he was leaving Sierra Leone after founding an iron ore company called African Minerals. This company attracted much needed foreign direct investment into Sierra Leone just as the country was finding stability after many years of civil war. I was intrigued that so much value could be created through discovery. When I joined Allan at Clarity Capital in 2007, I felt really lucky to work in such a rewarding sector.

### **WHAT IS YOUR CURRENT ROLE AT CLARITY CAPITAL?**

I oversee Clarity's corporate social responsibility (CSR) strategy. This also overlaps with Human Resources. All of our projects are located in Africa so I travel frequently between my home, London, and the projects sites. Currently, our largest workforce is located in Zimbabwe so I have spent quite a lot of time there, based out of the country's second largest city called Bulawayo.

### **WHY HAVE YOU CHOSEN LONDON AS YOUR HOME BASE?**

London is a well-integrated, multicultural city. It exemplifies the benefits of diversity - culture, food, fashion, openness - yet still operates with cohesion. While many European capitals have struggled since the global economic downturn, London has created a conducive business environment and become the city of choice for young Europeans looking for opportunities. It is also an ideal base for multinationals because of its geographic location and the availability of a skilled, international workforce.

### **WHAT DO YOU ENJOY ABOUT YOUR WORK AT CLARITY?**

The resource business is very international and I enjoy collaborating with colleagues from a wide array of backgrounds. Being immersed in the local cultures of the countries where we operate is also very interesting. In general, there is a lot of excitement that goes along with the discovering process.



### **WHAT IS YOUR ROLE AT THE COTTON TREE FOUNDATION?**

THE COTTON TREE FOUNDATION, NAMED AFTER A TREE LOCATED IN FREE TOWN, SIERRA LEONE, WHICH SYMBOLIZES FREEDOM AND PEACE, WAS SET UP TO ASSIST COMMUNITY MEMBERS NEAR OUR OPERATIONS TO CREATE THEIR OWN BUSINESSES AND ENHANCE ECONOMIC ACTIVITY.

Allan and I share similar philosophies on how companies operating in emerging markets can have a positive impact locally through responsible operating and social initiatives. The Cotton Tree Foundation is based on the principle that education, access to skills training and meaningful employment are fundamental building blocks towards economic prosperity.

Our main project to date is called the Eco Mills, an initiative which provides small scale miners with facilities to process their gold in a safe and environmentally friendly way. Unfortunately, the pilot project ran into challenges so we are refining the business plan. It is fundamental that every initiative the Foundation undertakes is viable and sustainable.

PROJECTS LIKE THIS IMPACT PEOPLE'S LIVELIHOODS AND MUST BE APPROACHED WITH AS MUCH CARE AND PLANNING AS ANY OTHER INVESTMENT DECISION.

# alumni association

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## KEEP IN TOUCH



JOIN **LinkedIn**

<http://tinyurl.com/baa-linkedin>



**Email for Life**

Have you received your new BAA on-line newsletter? Please ensure your email is up-to-date.

Please go to page 34 for other keep in touch options or visit [business.ualberta.ca/alumni](http://business.ualberta.ca/alumni)

Formed in 1988, the University of Alberta Business Alumni Association represents more than 25,000 BCom, MBA, and PhD graduates of the Alberta School of Business with branches across Canada and around the world.

## MAKING THINGS HAPPEN 2014 BAA PRESIDENT ADAM COOK

**Adam Cook, '05 BCom,** is no stranger to the BAA and, by taking over as President in 2014, has extended his already long-term commitment to the 25-year-old organization. "I have always been involved in School activities,



Past President Cheng-Hsin Chang and new President Adam Cook

even as a student, because I know these networks, events, and relationships established around the School both during and after our student days have an enormous impact on lifelong learning, opportunities, and connections," he said. "Business alumni are an exceptional group of people."

Adam, who is Corporate Controller at Landmark Group of Builders, had been BAA Vice President last year and before that served as Treasurer. "We currently have a fantastic group of alumni volunteers on our board and this gives us the opportunity to develop even more innovative programming to connect with alumni," says Adam. "I also want to acknowledge the wonderful efforts made by Past President **Cheng-Hsin Chang, '06 MBA,** who did an amazing job over the past two years during which we were able to grow our Scholarship Endowment Fund to \$125,000 allowing us to grant \$4000 in student scholarships each year," he said.

He also looks forward to working closely with **Dean Joseph Doucet** as the School of Business begins preparing for its Centenary year in 2016. "We are a great School and have a lot to look forward to!"

## “QUEEN OF THE STARTUPS”

### BAA DINNER

NOVEMBER 6  
EDMONTON  
WINSPEAR CENTRE

#### **BINDI KARIA, '94 BCom**

VICE-PRESIDENT ENTREPRENEUR  
BANKING AT SILICON VALLEY BANK UK

London based Bindi will draw on her experience as the “Queen of Startups” to talk about the building blocks of successful entrepreneurial “ecosystems”, and communities that support and nurture innovation.



### BAA AGM

JUNE 18  
EDMONTON  
HOTEL MACDONALD

“I am very excited by what lies ahead for the BAA, having just come off a very successful 25th anniversary year during which we were able to solidify and build on the connections we have with over 25,000 Business alumni all over the world.”

– Adam Cook, BAA President



1. Ross Bradford, '85 MBA, Yvonne Wang, '14 MBA, and Darcy Quartly, '01 MBA
2. Al Anderson, '67 BCom, and Tricia Cisakowski, '85 MBA



### BAA GOLF TOURNAMENT

SEPTEMBER 3  
EDMONTON

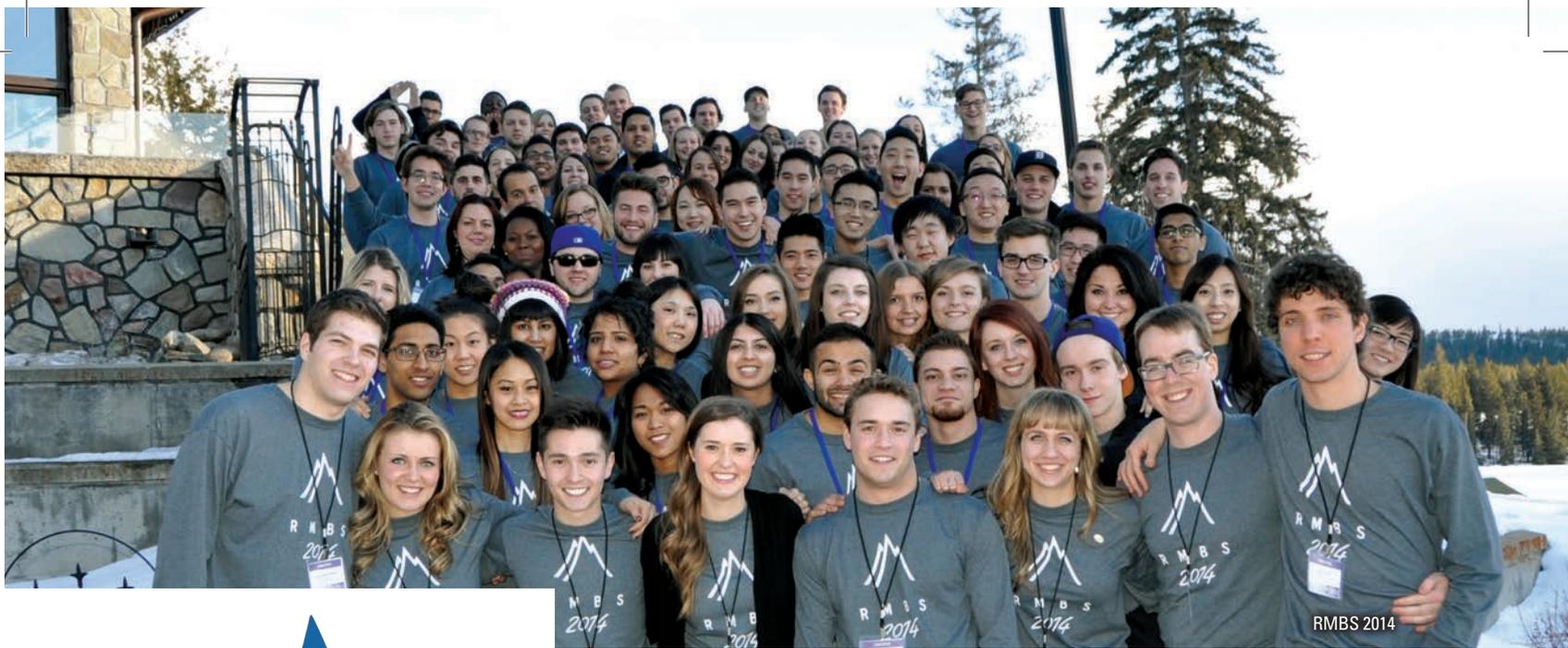
WINDERMERE  
GOLF AND  
COUNTRY CLUB

Join Alberta School of Business alumni and their guests at the annual BAA Golf Tournament, the 2014 CPA Cup. Space is limited so sign up soon. For more information on sponsorship or to register please contact Jami Drake at 780-492-1192 or [jami.drake@ualberta.ca](mailto:jami.drake@ualberta.ca).

Support from the accounting profession for the BAA Annual Golf Tournament continues although this year it will come from the newly merged Chartered Professional Accountants.

The recent CPA merger will also have a positive impact on UAlberta Business students. “The accounting profession has been a long-time supporter and partner of the BAA, in particular our annual golf tournament in September, and we look forward to continued support from the CPAs into the future.” In June, Canada’s numerous accounting bodies completed their final merger approvals, agreeing to combine under the Chartered Professional Accountants banner in every province and territory. “About 45 – 50% of our BCom graduates will eventually end up becoming members of this body so this merger has a big influence on them.”

– Adam Cook, BAA President



RMBS 50th Anniversary Alumni Event  
AUGUST 14, 2014, Edmonton

RMBS 50<sup>TH</sup> ANNIVERSARY CONFERENCE  
FEBRUARY 16 -20, 2015, Jasper Park Lodge

R M B S

## MENTORSHIP SCHOLARSHIP COURTSHIP

For 50 years, groups of Business students have made a kind of mid-winter pilgrimage to the Canadian Rockies during Reading Week, but, surprisingly enough, it has not been to ski and soak in hot tubs.

While other university students might be more inclined to head to the warmth of Mexico, these students opt instead to head to Jasper National Park to hone their skills and learn from business leaders. The event is the Rocky Mountain Business Seminar, and from February 16- 20, 2015 it celebrates its 50th anniversary. On August 14 a smaller reunion was held to kick start the celebrations.

“It’s an amazing initiative that actually started in 1962-63 and was then called the Banff Student Business Seminar (BSBS),” says current RMBS organising committee Co-Chair **Brittany Bryce**. The event is organized and managed from A to Z entirely by UAlberta

Business students and attracts people from schools around Canada. The idea of a mid-winter seminar was originally the brainchild of Business Dean Hu Harries who decided it would be a good idea to get off campus and into the mountains to hold a learning seminar for students. After a brief break, students resurrected the seminar in the early ’70s and, since then it has become a highlight on the School of Business calendar.

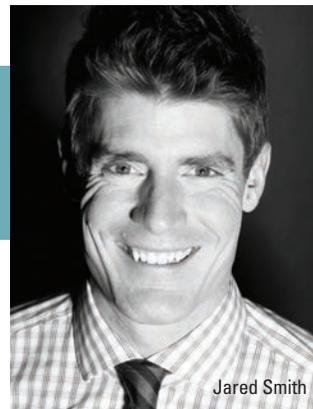
“So many alumni have incredibly positive memories of their time at RMBS, the people they met, the things they learned, and the networking they were able to do,” says Brittany, who leads the anniversary organization team with Co-Chair **Kristiann McCool**. In the case of two students, it was also the place where they met their future spouse. RMBS is where **Cassandra Brown**, ’05 BCom, and **Ben Aberant**, ’05 BCom, first met socially. The pair, now working as lawyers in Toronto, will tie the knot on Valentine’s Day at Jasper Park Lodge. Cassandra is also on the RMBS anniversary organizing committee and their wedding planner is **Jennifer Bergmann**, ’07 BCom, an outgoing member of the BAA and former RMBS Chair.

Mike House, ’11 MBA, ’90 BCom, says one of his most “cool” moments on campus was, in fact, at the BSBS when Francis Winspear bought him and his friends a keg of beer and sat around telling them stories about building his companies and the city. “At that moment, I realized I was in the presence of a legendary character,” says Mike.



"For me, it provides a great opportunity to connect and network with the next generation of business leaders; to find out not just what they are thinking but how they think about things."

Jared Smith



Jared Smith

At the 2014 seminar, students were able to hear from long-time presenter **Jared Smith**, '98 BCom, from Incite Marketing, as well as representatives from CPA, AMA, Executrade, Wayne Lee Enterprises and Xerox. Jared, who will speak again at the 2015 RMBS, says the event provides countless benefits to both students and business leaders. "It is impressive to know that RMBS is organized entirely by students who do this on top of completing their normal school workload."

Today RMBS is recognized as Canada's longest-running and most prestigious student-organized business conference. "We are pretty proud of this," says Brittany. "Our seminar allows for education outside the classroom and gives students the chance to learn not only from today's experienced business leaders but also through networking with peers from across North America," she says.

## YOUNG ALUMNI MENTORSHIP PROGRAM

JUNE 26  
EDMONTON

MERCER TAVERN

The Young Alumni Mentorship Program celebrated the start of its third year on June 26 with a reception at the Mercer Tavern in Edmonton. More than 75 alumni have signed up to take part in this year's program, which continues to go from strength to strength.

**David Gales**, '13 BCom and **Chris Carr**, '04 BCom are co-managing this year's program and have taken over from **Jennifer Bergmann**, '07 BCom and **Lindsay Marshall**, '05 BCom. There are still a few unmatched mentors, so if you are a recent graduate looking for some career advice contact Jami Drake at [jami.drake@ualberta.ca](mailto:jami.drake@ualberta.ca) or 780-492-1192. "It's a fantastic opportunity to connect, learn and develop your career with Business alumni," says Jami.

## Dedicated Supporters

RMBS organisers have appreciated the commitment of long serving presenters like the late Francis Winspear, a friend and supporter of the Alberta School of Business. Francis was a regular invited speaker at RMBS during the 1990s. During that decade he spoke at four of the seminars (1990, 1994, 1995, 1998).



1. Ashton Paulitsch, '12 BCom; Arielle Sabov, '11 BCom and Ricky Soni, '08 BCom
2. Alex Wiens, '10 BCom; Michael Swanson, '13 MBA and Jonathan Braams, '10 BCom



Photo credit: Monique de St Croix, Unique Perspectives Photography

## AN ENTREPRENEURIAL SPIRIT UNCORKED : ALEX MIGDAL

Phoebe Fung left a 15-year career in oil and gas to open her own wine bar in Calgary's Mission district. Last fall, she hosted a U of A event at the Vin Room that brought out 90 alumni and friends.

# MISSION ACCOMPLISHED

Much like the fine wines **Phoebe Fung**, '93 BCom, serves, her dream of owning a small business ripened over time until it was ready to uncork.

After 15 years of working in the oil and gas industry, Phoebe needed a break. Her friends had long teased her about ending up at a corporate job after serving as President of the Entrepreneurs Club at the University of Alberta. In 2008, her desire to build something from scratch bubbled to the surface.

"I went and picked up a car in Houston," she recalls. "I saw a cute little wine bar and I thought, 'Calgary needs one.' Later, it just happened that I was walking around Calgary and found a perfect location for it, and away it went."

Phoebe opened the Vin Room, a wine and tapas bar in Calgary's trendy Mission district. It's Canada's largest wine bar in selection by the glass, Phoebe says, offering 100 different wines. Calgaryans have clearly taken a liking to the upscale but casual dining experience. The wine bar has drawn acclaim from critics, prompting Phoebe to open a second location in Calgary's west end. Her staff has swelled to 62 full and part-time employees.

"There are always plans for expansion. I come from the U of A Business School after all," she says with a laugh. "It's about managing growth in a controlled way. I think that's the biggest challenge for entrepreneurs." Phoebe has an MBA from Queen's University but

says her undergraduate experience at the U of A was seminal in fostering her fearlessness.

"I've never made less money and had more fun."

"It really taught me not to be afraid to try anything. When you're a student in the Entrepreneurs Club and you have no budget to try to put on workshops or events, you have to be willing to try different things to get funding." Her days are busy meeting with suppliers and managers, visiting her two locations, and overseeing administrative work. The highlight, she says, is spending time on the floor with guests.

"It reminds me of why I did it in the first place. You have an opportunity to make somebody's night special — you just can't replace the energy that comes with a room full of guests who are happy and drinking wine."

Phoebe's guests have sustained her even in the unhappy moments. Last June, flooding in Calgary ravaged the original Vin Room basement and main floor, ruining half the inventory. With the help of flood insurance, Phoebe re-opened 39 days later to a crowd of 400 guests.

"The entire street was still quiet and closed. A lot of residents hadn't come back to the community and a lot of other businesses hadn't opened," she says. "It was a beautiful day and kind of surreal — we had the patio open and yet we were the only place open on the block."

Phoebe says running a small business is a passion that requires unwavering dedication. But if carefully tended, it can flourish into a rich and satisfying creation.

"I wouldn't trade it for anything else," she says.



## STAMPEDE BREAKFAST

JULY 9, CALGARY  
CEILI'S MODERN IRISH PUB

It's a keeper! Over 300 Calgary Stampeders made up of Business alumni, our corporate company partners, friends and donors enjoyed the camaraderie at our eighth Annual Stampede Breakfast. It was one of our largest crowds at this event and we hope some great connections were made.



## MBA PECHA KUCHA

MAY 28  
EDMONTON

MBA alumni held their annual Pecha Kucha night on Wednesday, May 28. About 50 people turned out to the Lexus of Edmonton Showroom to network with fellow MBAs and hear from four invited speakers.

**Jim Gibbon**, MBA '06, spoke on cyber-currency; Glenn Isaac spoke on the River Keepers Alliance; Maurizio Vizconde talked about the importance of storytelling in your business, and Scott Penner from Productivity Alberta spoke on how a normal distribution curve is not the norm. A big thanks to Jim Gibbon for organizing the speakers. Feedback was very positive and plans are now underway to host a fall social for MBA alumni.

## WINDING THROUGH WINE COUNTRY

AUGUST 23  
ONTARIO  
ANGEL'S GATE

Discover Ontario's thriving wine and food culture with this full day bus tour of the Beamsville Bench area. Included on this tour is a visit to Business alumnus **Richard Jenkins'** winery Angel's Gate.

**For more information contact:**

Liezel Candava  
Phone: 780-492-1059  
Toll Free: 1-877-492-1059  
Email: liezel.candava@ualberta.ca



1. Loreen and Eric Hayne, '66 BCom.
2. Rob Engelhardt, '05 MBA, Corwin McCullagh, '05 BCom, Cameron John, '05 MBA
3. Richard Jenkins, '86 BCom.

1. Larry Harris, MBA '99; Chris Lavin, MBA '98; Jeff Morton, MBA '14; Mei Huang, MBA '12; Olga Hammond, MBA '98.
2. Arden Tse, MBA '13; Nathaniel Dyck, MBA '13; Heather Tkachuk, MBA '13.



## ALUMNI AWARDS

THURSDAY, SEPTEMBER 18

Join the University of Alberta Alumni Association for an inspirational evening to celebrate the accomplishments of some outstanding University of Alberta graduates including Business alumnae **Karima Bapoo-Mohamed**, '11 MBA, and **Lesley-Anne Scorgie**, '05 BCom.

### KARIMA BAPOO-MOHAMED ALUMNI HONOUR AWARD

**Karima Bapoo-Mohamed**, '11 MBA, is being recognized for her strong advocacy role on global oral health promotion initiatives. For the past two decades she has been involved in advancing dental hygiene around the world. Aside from places in North America, Karima's work has had significant impact in various parts of Asia, Africa, Australia and Europe including Russia through KBM Consulting services.

Her experience with the Vassos clinic since 1987 led to the publication of protocols on implant hygiene. Karima has been a clinical associate professor in the BSc Dental Hygiene Program in the Faculty of Medicine and Dentistry at the University of Alberta since 1993. She is the recipient of the inaugural 2013 Gibb Clinical Teaching award in the dental hygiene program.

She is especially interested in the oral health initiative being carried out at the AgaKhan University in Nairobi. Its success has led to educational efforts in other developing nations. A new two year dental hygiene program will be launched in January 2015 at the AgaKhan University Karachi to help address the dire oral health needs of the populations of Southeast and Central Asia.



### LESLEY-ANNE SCORGIE ALUMNI HORIZON AWARD

Financial whiz **Lesley-Anne Scorgie** '05 BCom, is the bestselling author of three books: *Rich by Thirty: A Young Adult's Guide to Financial Success*, *Rich by Forty: A Young Couple's Guide to Building Net Worth*, and *Well-Heeled: The Smart Girl's Guide to Getting Rich*.

Lesley-Anne has enthusiastically promoted financial literacy through speaking and writing since 2001. In 2008 she established Rich By Inc., a financial consulting company dedicated to providing tools and resources to a variety of demographics. In 2014 she established MeVest, an online E-Learning platform and community promoting financial literacy for young Canadians.

Lesley-Anne also dedicates substantial time and resources to non-profits within her community.

She is actively involved with YWCA of Canada and the University of Alberta. She has made numerous television appearances including The Oprah Winfrey Show, Montel Williams, The Rush, The Social, Breakfast Television and MTV Live. Her financial articles have appeared in publications such as Metro News, Toronto Star, Men's Health magazine, the *Globe and Mail* and the *Calgary Herald*.

## OPEN HOUSE AND BBQ

SATURDAY, SEPTEMBER 20

Meet former classmates, fellow Business graduates, some energetic students, and a few professors to share stories with both old and new friends about your time at the U of A. Hear about what is happening at the School in 2014 from our Business Dean **Joseph Doucet**. We look forward to welcoming you back to campus.

COFFEE AND BUILDING TOURS 11 AM  
BARBEQUE 12 - 1 PM

## CLASS ORGANIZERS

BCom

1949 **Keith Fowler**  
1954 **Bill Stephen**  
**David Van Helden**  
**Bill Tye**  
1964 **Larry Bourk**  
1984 **John Stobbe**  
1994 **Catherine Vu**

MBA

**Fred Paranchych** 1979  
**Tom Fath** 1984  
**Myron Borys** 1994  
**Anna-Maria Cuglietta** 1999  
**Scott Young** 2004  
**Darrell Pidner** 2004  
**Mark Slanina** 2008

A number of Business classes will be holding private class dinners or other social events throughout Alumni Weekend 2014. For information on individual class events, please contact Jami Drake at 780-492-1192.

For a full listing of all Alumni weekend events visit: <http://alumni.ualberta.ca/events/alumni-weekend>.

## GREEN AND GOLD DAY

FRIDAY, SEPTEMBER 19

Show your spirit by wearing your school colours today.

## FANCY FOOD

SATURDAY, SEPTEMBER 20

Two separate events have been organized to replace the annual gala dinner.

**THE GOLDEN GRADS DINNER: 1964 GRADS (AND EARLIER) AND THEIR GUESTS**  
Cocktail Reception 5:30 pm; Dinner 6:30 pm  
Empire Ballroom and Foyer - Hotel Macdonald

**FEAST OF FIELDS: A HARVEST CELEBRATION**

7 p.m. at TELUS Centre Atrium  
All alumni are invited to experience the very best in local food and drink.

For more information visit: <http://alumni.ualberta.ca/events/alumni-weekend>

## BAA FRINGE EVENT

AUGUST 21  
EDMONTON

Bell bottoms, beer and banter...followed by Harold of Galacticus  
A production by Rapid Fire Theatre

## SHOWCASE

MARCH 27  
EDMONTON

The BAA's first Showcase event was held at the Yellowhead Brewery and gave Business alumni the chance to learn about the unique and inspiring activities of their peers. Presentations came from those leading a Not for Profit, a technology startup, a singer songwriter and reality TV personalities.

## GRAPE ESCAPE

JANUARY 23  
EDMONTON

To kick off 2014, the BAA hosted a wine tasting event at Crestwood Fine Wines and Spirits. Alumni spanning a wide range of graduation years came together to share their love of wine and to learn a few new things as well from one of Crestwood's sommeliers.

## BEARS DEN

FEBRUARY 7  
EDMONTON

The Pandas provided this year's hockey excitement at the annual Evening in the Bears' Den. Business alumni, their family, and friends gathered to cheer the Pandas on to a victory over the Regina Cougars.



Scott Baerg, '02 MBA; Kai Baerg; Conor Cherneski; Jen Cherneski, '05 MBA; Nolan Cherneski, Jackson Baerg, Korey Cherneski and Susan Baerg.

The University of Alberta is one of the top research institutions in the world.

The Alberta School of Business continues to believe in rigorous research, research intensity, and relevant impact across all our disciplines.

With this feature, we would like to highlight our outstanding marketers.

## NEW CHAIR – A GLOBAL PERSPECTIVE

**Rasmus Fatum**, Eldon Foote Professor in International Business, is the Chair of the Department of Marketing, Business Economics and Law, which includes the areas of marketing, international business, natural resources and energy from a business economics perspective, and business law. Rasmus's own areas include international economics, international finance, and monetary economics. Rasmus received his PhD from the University of California, Santa Cruz, where he is a Research Associate with its Center for International Economics. He is also a Research Associate of the Global and Monetary Policy Institute at the Federal Reserve Bank of Dallas and with the Economic Policy Research Unit at the University of Copenhagen.

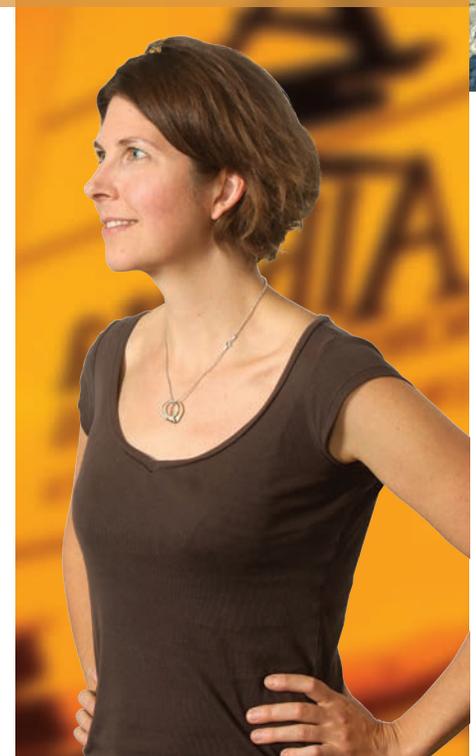
## AMERICAN MARKETING ASSOCIATION

The Chicago-based American Marketing Association (AMA) is the world's top academic body for marketing scholars with close to 30,000 members worldwide. The School's Marketing Department ranks #28 in the AMA DogSIG Top-50 ranking of university research productivity in top tier marketing journals. This same group ranks **Jennifer Argo** (consumer influence theory) at #10 and **Gerald Häubl** (consumer decision-making/e-commerce) at #34. Jennifer was also honoured with the AMA Erin Anderson Award and **Robert Fisher** with an AMA Distinguished Service Award.

## JENNIFER ARGO: ACCOMPLISHED, UNPARALLELED

CHICAGO, February 7, 2014 / PRNewswire-USNewswire/ – The American Marketing Association Foundation (AMAF) announces **Jennifer Argo**, the George M. Cornie Professor of Marketing at the Department of Marketing, Business Economics and Law, University of Alberta, as the recipient of the 2014 Erin Anderson Award for an emerging female marketing scholar and mentor.

"**Jennifer Argo** is not only a fantastically accomplished researcher, her mentoring of doctoral students and junior faculty (across the field and at various institutions) is unparalleled. Over the course of her career, she has demonstrated tenacity, grit, and a great deal of compassion, all of which are synonymous with the spirit of the Erin Anderson Award. The Award Committee offers our unqualified support and congratulations and looks forward to her continuing contributions in the future," said Professor Sandy Jap, Chair of the 2014 Erin Anderson Award Committee.



GERALD HÄUBL:  
DISTINGUISHED SCHOLAR



Gerald Häubl, Alpstein Massif (Switzerland)

Consumer behavior specialist **Gerald Häubl**, the Ronald K Banister Chair in Business, a Canada Research Chair in Behavioral Science, and the recipient of the Humboldt Foundation's Friedrich Wilhelm Bessel Research Award has been awarded a 2014 University of Alberta Killam Annual Professorship. The Professorships go to outstanding academics in recognition of their distinguished scholarship.

Gerald's cutting-edge work on how consumers make decisions has generated considerable international attention and the American Marketing Association ranks him as one of the most productive marketing scholars in the world in terms of publications. His article in *Marketing Science*, "Consumer Decision Making in Online Shopping Environments: The Effects of Interactive Decision Aids" with his former PhD student **Valerie Trifts**, '04 PhD, is among the 20 most cited articles published in any marketing journal since 2000.

In a recent 2013 article published in *Information Systems Research*, Gerald and co-authors Christian Hildebrand, Andreas Herrmann, and Jan R. Landwehr looked at how social media can be bad for you and how community feedback stifles consumer creativity and reduces satisfaction with self-designed products. In the abstract from this article, the research team writes:

"Enabling consumers to self-design unique products that match their idiosyncratic preferences is the key value driver of modern mass customization systems. These systems are increasingly becoming "social" allowing for consumer-to-consumer interactions such as commenting on each other's self-designed products. The present research examines how receiving others' feedback on initial product configurations affects consumers' ultimate product designs and their satisfaction with these self-designed products. Evidence from a field study in a European car manufacturer's brand community and from two follow-up experiments reveals that receiving feedback from other community members on initial self-designs leads to less unique final self-designs, lower satisfaction with self-designed products, lower product usage frequency, and lower monetary product valuations. We provide evidence that the negative influence of feedback on consumers' satisfaction with self-designed products is mediated by an increase in decision uncertainty and perceived process complexity. The implications of socially enriched mass customization systems for both consumer welfare and seller profitability are discussed."

Gerald says one of the most gratifying teaching-related experiences has been to introduce students to innovative research.

ERIC GEDDES  
BREAKFAST  
LECTURE  
SERIES

THE ROYAL  
GLENORA CLUB

GETTING OVER  
THRESHOLDS  
OF GROWTH

OCTOBER 2, 2014  
7:00 – 8:30 AM

**Panel Speakers:** Naseem Bashir, President of Williams Engineering Canada, Chairman of the Board, Williams Group of Companies, Tom Redl President, Chandos Construction Ltd., and John Radostits who sold his grocery business (IGA) back to Sobeys and is now part owner of Hudsons Taphouse.

LEADERSHIP  
AND MANAGING  
CHANGE

NOVEMBER 18, 2014  
7:00 – 8:30 AM

**Panel Speakers:** Marvin Washington, Associate Professor, Strategic Management and Organization, Alberta School of Business, University of Alberta, and Margot Ross-Graham, Vice President, Williams Engineering and workplace consultant for CBC Radio One Edmonton AM.



# *Leaving their* **m**ark

• • • MIRUS AND SCHNECK

## POLICY IMPACT: AT HOME AND AROUND THE WORLD

NO DOUBT THOUSANDS OF ALUMNI WILL RECOGNIZE THESE TWO PROFESSORS EMERITI WHO WERE TOGETHER AGAIN THIS PAST SPRING ON SPECIAL ASSIGNMENT TO GERMANY WITH THE BCom/MBA FAMILY-BUSINESS STUDY TOUR.

A fitting location for the German-born Mirus who came to North America as a Fulbright Scholar; A fitting location too for Schneck, also of German descent; and, A fitting coincidence as they would meet former U of A Chancellor and renowned business entrepreneur Sandy Mactaggart, benefactor of the U of A's China Institute art collection, as they disembarked the boat after a Rhine cruise.

ALL THREE ARE A PERFECT EMBODIMENT OF THE SCHOOL'S VISION: LEADERS FROM ALBERTA FOR THE WORLD.

## ROLF: COLLABORATION

**Rolf Mirus**, professor of international business, completed his PhD in 1973 at the University of Minnesota. Rolf was also the long-time director of the School's Canada-China Management Education Project (CCMEP: 1984 - 2000) where the U of A was partnered with Xi'an Jiaotong University.

Post-retirement Rolf continues to teach in the Executive MBA program and oversee many MBA study tours to Europe and China. Rolf would continue on to China after the study tour in Europe where he was invited as keynote speaker at the "Transforming Canada-China Educational Cooperation" conference. Another keynote speaker was U of A Provost and VP Academic Carl Amrhein.

Shares Rolf: "The CCMEP represents a fine case of "win-win" in international cooperation between universities. The transfer of management education through the partnerships made an essential and lasting contribution to China's economic revitalization and rapid transformation. Without the tools of modern management techniques, the phenomenal economic growth in China could not have been accomplished. The Canadian linkages were the first partnerships in management education and are still being built on today." Rolf would leave the conference later that night to meet with his Chinese counterpart from 1984, Professor Li Huaizu, who travelled expressly from Xi'an to join a dinner with CCMEP alumni. "The friendships that still exist between the partners are testimony to the solidarity the cooperation created."

## RODNEY: DIALOGUE

**Rodney Schneck**, professor of public policy, received his PhD from the University of Washington in 1965. He was also Dean of the Alberta School of Business 1983 - 1984 and 1992 - 1997 and continues to teach the graduate course "The Process of Making Public Policy."

Post-retirement Rodney is moderator of the Government Interchange Program (GIP), which celebrated its 25th anniversary this year. Together with **Phyllis Woolley**, '91 MPM, and Founder, GIP provides an intimate and confidential forum, seven to eight times a year, for 15 - 20 leaders of government to question, reflect, and debate with trailblazers, each other, and themselves.

Over the years, GIP has brought in such politicians as the late Honourable E Peter Lougheed, The Honourable A Anne McLellan, and The Honourable Frank McKenna, such leaders in organizational thought and behaviour as Adam Kahane, Dr John Helliwell, and Dr Barry Johnson, such private-sector CEOs as Murray Edwards, Dick Haskayne and Pat Daniels; such journalists as Margaret Wente, William Thorsell, and Don Newman, and Supreme Court Justice Jack Major.

Associate Dean Executive Education **Carolyn Campbell** notes that, "The relationship between the University of Alberta and Government of Alberta is of the utmost importance to our province. As a university, we need to be asking the hard questions and fostering intelligence."



## BING XIANG:

ELDON FOOTE LECTURE  
SEPTEMBER 18, 2014

Rolf is also looking forward to the School's annual Eldon Foote lecture, to be held the Friday of Alumni Weekend, where business school and CCMEP alumnus, **Bing Xiang**, '91 PhD, will deliver the keynote lecture. All alumni and friends are welcome to attend. Bing is founding Dean of the Cheung Kong Graduate School of Business (CKGSB), the first private, free-standing, and independent business school in China. CKGSB was founded by Li Ka Shing, the first recipient of the Malcolm S Forbes Lifetime Achievement Award, where he was referred to as a "hero of entrepreneurial capitalism" for his balance of profits and philanthropy. Today, CKGSB is one of China's leading business schools and will be celebrating its tenth anniversary this November.

## FINANCIAL TIMES - TOP 70 and TOP 80

In our first ever submission, the prestigious *Financial Times of London* has ranked our Executive Education programs as top 100 for both open enrolment and custom programming. We are one of only four Canadian schools to be on both lists along with Toronto (Rotman), Western (Ivey), and York (Schulich). We are best in the west!

The Alberta School of Business is 66th worldwide for Open Enrolment Programs and 77th worldwide for Custom Programs.

Highlights include the quality of our programs, follow-up and the strength of our strong global partnerships including our energy offerings in China and India.



## McCOMBS - ENERGY and FINANCE PROGRAM

Of coincidence, May 12, the day the rankings were released, marked the opening session of our new Energy Strategy and Finance program in partnership with the University of Texas at Austin. The American program includes a week of training at the McCombs School of Business May 12 - 16 including a session on the Political Economy of Energy by Alberta School of Business Dean Joseph Doucet. The Canadian session will be held in Canmore, Alberta at the Silvertip Golf Resort, September 8 - 12, owned by Business School alumnus Guy Turcotte. McCombs School of Business is ranked 58 in open enrolment programming.

“Building on Alberta’s global expertise and strong networks, we place significant value on collaborative learning. We are proud to partner with the McCombs School of Business and align our teaching and research to shape energy markets, build sustainable growth and bolster transformational governance, three constructs that are essential to international corporate leaders and policy makers,” shares Dean Joseph Doucet.

## EXECUTIVE EDUCATION

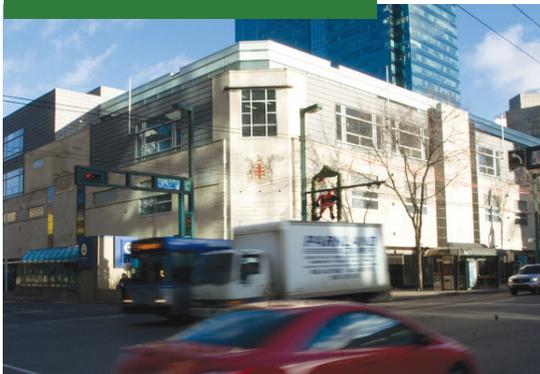
Executive Education is the Alberta School of Business’ professional development provider, serving clients across all industries and in the public sector. With over 75 programs and forums offered and serving over 6,000 registrants per year, we are the largest executive education source in Western Canada. We focus on providing education solutions that enable today’s leaders in government, crown corporations, public safety, publicly traded companies, and privately held organizations to lead change and increase organizational performance.

# BEST IN THE WEST

Ranked among the top global programs by *Financial Times of London*

ENROL WITH **EXECUTIVE EDUCATION**,  
the only school in western Canada ranked for both  
OPEN ENROLMENT and CUSTOM PROGRAMS.

## EDMONTON



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**EMAIL:** [execedcalgary@business.ualberta.ca](mailto:execedcalgary@business.ualberta.ca)

# CUTTING EDGE STYLE

LAURA ZUBICK : MONICA WEGNER

You may have received a similar request: a request to meet with a child of fellow alumni by chance – selling knives – Cutco knives – a New York-based business which uses post-secondary students as their primary sales team.

In this case, the suggestion came from the Dean to find out a little more about one of our marketing students who had donated \$1000 of her scholarship prize money, which she received as one of Canada's top sellers of Cutco knives, back to the School.

I would become one of Laura's 55 appointments during Cutco's July "push period," which she describes as "a two-week period which challenges reps to commit themselves to giving everything they have to go after a goal they believe is beyond their limits. It's intense growth in a compact time frame."

I also think the July push period gives them the advantage of catching folks in a more relaxed summer-time space.

I never had a chance.



Laura Zubick exudes charm, confidence, and a "cutting edge" selling style.

Since joining Vector Marketing Canada as Sales Representative in May 2013 and, now, Assistant Manager of one of five Alberta offices, Laura has built a client base of over 140 with an ongoing contact list of 500+ through personal referrals. She has been responsible for over \$75,000 in personal sales and has earned multiple sales awards including the #1 New Representative of 2013 and the #1 Scholarship Winner across Canada.

And she genuinely believes in her product and likes her job, in large part due to the people she meets, as well as the company philosophy of goal-setting and incentives for personal and professional growth. For Laura, this included being nominated by her manager to attend Cutco's fall management conference, which also included a tour of the New York production facility.

She also likes "being in control of what I want to make," and she likes the flexibility, which, this summer, allowed her to travel around Europe for one month after representing the University of Alberta, and Canada, at the Peak Time Case Competition in Riga, Latvia, this past May.

Along with teammates Lindsay Cox, Steve Goddard, and Troy Minogue, they were the Canadian winners of two rounds of competition including one case study and one round of simulations. The team, also winners of the Business Students' Association Apprentice Challenge, plan to stay together to take on the world next year as well.

Laura will have another busy year ahead, selling knives, competing, being Co-Chair of the U of A Marketing Association, and continuing to excel academically as well. In only her first year in Business, Laura was the recipient of the Jason Lang Scholarship, the Gay D Carruthers Scholarship in Marketing, and the Robert Stollery Award in Social Entrepreneurship.

And I am now the recipient of a new trimmer for tomatoes, a new paring knife for strawberries, a very cool spatula knife for spreading peanut butter and serving pasta, and a veggie peeler thrown in for the experience.

I really never had a chance.

# CareerConnect

WANDA VIVEQUIN

## SPRING CONVOCATION

**524** Bachelor of Commerce

**7** BCom Honours

**1** Master of Financial Management - MFM

**129** Master of Business - MBA

**3** Doctor of Philosophy

Career Services for U of A Business students and alumni have taken a giant leap forward thanks to the introduction of a simple and easy to use custom made program called CareerConnect. The program will not just make it easier for students to discover job opportunities, it will also help employers find great people to fill their vacancies.

The MBA and Business Career Services and Co-op Program are running the program, which launched in early August. Director of Business Career Services for the School **Dale McNeely** says the new online program offers a range of new services that were not available before

or were more complicated to access in the past.

"People will notice fairly quickly how much more effective and efficient this new system is," says Dale. "The big difference is the employers will be able to interface directly with students or alumni seeking jobs," he adds. There will still be a vetting process run through the office before jobs are posted on the website and the turnaround time for this will be fast, assures Dale. Any alumni looking for work, regardless of when they left the School, or an employer with a position to fill will have access to CareerConnect.

The new software running CareerConnect replaces a ten-year-old system and provides a whole lot of upgrades and new tools to serve students, employers, and alumni who are looking to hire both students and graduates.

The connection with employers is enhanced significantly because the new system allows a seamless integration and use of the system by employers to post jobs, track applicants, organize interviews, and host onsite promotional information sessions. This new system will be a huge upgrade on the capabilities the Career Centres and Co-op Program have to connect students with employers and alumni.

A big advantage will be the ability to track each individual student's activity in their professional development in BCS and Co-op and, then, after graduation correlate their employment success with their academic performance and professional development activities. This is a key requirement of the Association to Advance Collegiate Schools of Business (AACSB) requirements-Assessment of Learning.

"We have a huge high-quality pool of talent here at the U of A and we also have the best prepared graduates entering the workforce," says Dale. "CareerConnect will make accessing this pool that much easier and reduce the barriers between students and potential employers."

More information on CareerConnect can be found at [business.ualberta.ca/careers](http://business.ualberta.ca/careers).

## JOB POSTINGS CONTINUE TO CLIMB:

Job postings by employers looking for grads were up by 9%

Job postings for Co-op students were up by 17%

23% growth in companies posting jobs, from 435 in 2012-13 to 536 in 2013-14

**Rachel Gibeau**, '14 BCom, recipient of the Dr Hu Harries Medal in Business for earning the School's highest GPA, wrote to us after the June 2014 convocation ceremony. She now works at the Edmonton-based advertising agency FREE alongside fellow Business alumni **Danny Israel**, '07 BCom and **Justin Kuchmak**, '13 BCom.



Rachel Gibeau

Dear Alberta School of Business,

Thank you so much for awarding me with the Dr Hu Harries Medal in Business at this Spring's Convocation ceremony. I can't tell you how grateful I am for such a beautiful presentation and gift. It was truly an honour and an amazing way to end my undergraduate experience. The fact that the School of Business takes such care to acknowledge its students' hard work is one of the many reasons that I am a proud alumna and advocate for this faculty. Thank you once again for all your recognition and support now and throughout the course of my degree.

Yours truly,

**Rachel Gibeau**

# SANTIAGO, OUR MAN IN mexico

**Santiago Figueroa Garcia**, '11 MBA is CEO of Santa Cruz Pharmacies in Mexico and came to Canada in 2009 to do his MBA with a Sports Management specialization.



## WHY DID YOU CHOSE THE ALBERTA SCHOOL OF BUSINESS FOR YOUR MBA?

Making the choice to take my MBA at the Alberta School of Business was easy for three main reasons:

- I wanted to be able to combine my passion (sports) with my professional skills (business).
- I wanted to study abroad and Canada was a country that I liked and appreciated – apart from the long winters!
- I was looking to change my career.
- I was also impressed because the Alberta MBA is ranked in the Top 100 MBA programs worldwide.

## HOW IT HAS HELPED IN YOUR CAREER PATH?

The Alberta MBA helped me achieve many personal and professional goals. Once accepted into the program, I was 80 percent certain I would not go back to the family business. I thought a drugstore chain was not what I had in mind for my career. I also liked the idea of combining sports, social development, and business. However, during my MBA I realized I could actually improve and contribute to the family business here in Mexico.

Thanks to the MBA program, the direction I thought my life would turn changed 180 degrees and I decided to go back to the family business, but, this time, with a very new perspective. I had a new plan and a renewed passion to further develop my

business and personal skills. I also was able to put together a business plan for the sports industry as well so I met all my goals.

## TELL US ABOUT YOUR ROLE AS CEO FOR YOUR FAMILY BUSINESS

Currently, in my role as CEO of the family business (14 Santa Cruz Drugstore branches), I have been able to apply many of the skills and knowledge learned during my MBA, especially the ones about family business and finance. I even had to re-learn some Mexican business cultures. Right now, we are implementing a new enterprise resource planning (ERP) technology and are re-designing the company image as well as finalizing a major change in management structure. Our financials have also improved.

## IN CONCLUSION

Taking an MBA abroad not only increased my business skills and knowledge, but my own personal skills and experience as well. It was a great challenge for me to study in a different country with people from all over the world and speaking a different language. When I returned to Mexico I had gained invaluable life experiences, made amazing friends, developed a great business project that I was able to develop that combined sports, social development, and a totally renovated view of a family business. This experience I will never forget and is one for which I am truly grateful.

**THE MBA FULL-TIME GRADUATING CLASS OF 2011 WAS 78 STUDENTS. WE HAVE ALUMNI IN 8 COUNTRIES:**

<b>Canada</b>	<b>Saudi Arabia</b>
<b>China</b>	<b>South Korea</b>
<b>Mexico</b>	<b>Switzerland</b>
<b>Lebanon</b>	<b>USA</b>

**WITHIN CANADA ALUMNI ARE LIVING IN 11 CITIES**

<b>Calgary</b>	<b>Ottawa</b>
<b>Edmonton</b>	<b>Red Deer</b>
<b>Halifax</b>	<b>Regina</b>
<b>Lethbridge</b>	<b>Toronto</b>
<b>Moose Jaw</b>	<b>Vancouver</b>
	<b>Yellowknife</b>

**IN THE USA ALUMNI ARE IN 3 CITIES**

<b>Galveston</b>
<b>Houston</b>
<b>San Francisco</b>

# EVELYN micelotta

## GLOBAL PHENOMENA



EVELYN MICELOTTA EXEMPLIFIES THE INTERNATIONAL DIMENSION OF OUR PHD PROGRAM. SHE IS A NATIVE ITALIAN WHO JOINED US IN 2009 AFTER COMPLETING THREE UNIVERSITY DEGREES IN MILAN. Specializing in organization theory, she recently published a paper with Professor **Marvin Washington** which was awarded a Best Paper by the Academy of Management: Institutions and maintenance: *The repair work of Italian professions.*

This paper appeared in *Organization Studies*, one of 45 journals in the *Financial Times* list of leading business journals. Some of her other work has appeared in *Annals of the Academy of Management*, *Family Business Review*, *Research in the Sociology of Organizations*, and *Sviluppoe Organizzazione*.

In response to these many achievements, the University of Alberta awarded her the prestigious Killam Scholarship, the most prestigious graduate award administered by the University. Evelyn's doctoral research examines a rapidly emerging global phenomenon: Open Access Scientific Publishing. The Open Access movement avers that scientific progress will be hastened by removing the costs for people to access scientific knowledge. Traditional scientific publishers have been working to accommodate this movement. Evelyn is currently analysing her data and expects to defend her dissertation in July 2015.

Evelyn was also awarded both the U of A's Dissertation Fellowship and the Andrew Stewart Memorial Graduate Prize. The former recognizes her academic merit and importance of her thesis topic and the latter honours her many research accomplishments (six refereed publications) while registered in the doctoral program.

### NEW GRADUATES

Congratulations to the following PhD students who successfully defended their theses over the past six months and graduated in June 2014.

**Lianne Lefsrud** (SMO, supervisor **Roy Suddaby**). Her thesis is titled "When Worlds Collide: Hearings vs. Media in Making Meaning for Alberta's Oil Sands." Lianne is currently a post-doctoral fellow at the Erb Institute, Ross School of Business, University of Michigan.

**Dianna Dempsey** (SMO, supervisor **Andrew Luchak**). Her thesis is titled "The Push and Pull of Entrepreneurial Careers: Reflections on Entrepreneurial Self-Efficacy."

### EMPLOYMENT

Three of our students were appointed university faculty, all in the USA. They are:

**Claire Liang** (Finance, supervisor **Vikas Mehrotra**) started as an Assistant Professor in Finance at Southern Illinois University – Carbondale in July 2014.

**Xiaowei Xu** (Finance, supervisor **Randall Morck**) is an Assistant Professor in Finance at California State University, Monterey Bay and began her job in August 2014.

**Yanfei Eric Zhao** (SMO, supervisor **Michael Lounsbury**) is now an Assistant Professor of Management and Entrepreneurship in the Kelley School of Business at Indiana University - Bloomington.



PAGES IN

- "Pages in Time" is dedicated to our love of books
- and to sharing the history of the School of Business.
- The feature is named in honour of Robert Page,
- one of our first three graduates.

# time

MONICA WEGNER

## moments IN THE *west wing* - KATHY WEST RETIRES



In the winter 2008 issue of the Business Alumni Magazine we wrote:

There is perhaps no more valuable a walk a new student can take than a walk through the actual and virtual Winspear Business Reference Library with head business librarian Kathy West. And taking a walk will be sure to be a colourful one as are her famous collection of shoes. You are certain to become more informed than ever, as well as entertained, enlightened and challenged in the process.

On the occasion of her retirement this past June, the School would honour Kathy's 33 years of service with a surprise celebration and a plaque.

Kathy would later share:

*I want to sincerely thank everyone for the wonderful party Wednesday, including your kind words of appreciation. As I think I said Wednesday (it's a bit of a blur - I am not actually sure what I said), I have loved working with the Business Faculty. It is a really dynamic Faculty and everyone has been inclusive, supportive, and appreciative. Thirty-three years in Winspear have truly gone by very quickly and they have been challenging, interesting, and lots of fun. The plaque is very special both for its sense of humour and its sentiment. I know I am the only UAlberta librarian with her own plaque. :) Thank-you also for the gift card, which will be used to patronize a local family business - Lord's Shoes. I will be here until June 20th, and so you will see me around and have me emailing you about databases.*

*Thank you all very much. Sincerely Kathy West*

As it turns out Lord's Shoes is also owned by our alumni. Thank you Kathy - A perfect fit!

# THE WEST WIND

- NICOLE WEST INSPIRES

The West Wing is not the School's only connection to the West family. **Niki West**, '09 BCom, graduated with distinction, as well collecting relevant experiences for her emerging global public policy impact in energy and the environment.

While at the School, Niki's international experience included an exchange with the Vienna University of Business and Economics and coursework in the business economics of energy and environmental management. Her work experience would include that of Energy Policy Analyst for the School's Centre for Applied Business Research in Energy and the Environment. She lists Roméo Dallaire's book *Shake Hands with the Devil* as one that has had a most profound impact. "When I was in undergrad I also saw *An Inconvenient Truth* and that literally got me interested in environmental issues," she said.

After taking a break she began her Master of Environmental Management at Duke University in Durham, North Carolina where she also earned a Certificate of International Development Policy. Summer breaks were spent working in Naryala, Punjab, India (Rural Community Development Facilitator, Educare India) and Washington, DC (Science-Policy Interface Intern, World Wildlife Fund). After grad school she went on to work in Lima, Peru (Biodiversity and Ecosystem Services Strategic Planner, Ausenco).

What has followed includes a research project that has taken her to Laos from which she published a political economy analysis of Xayaburi dam narratives, a paper on corporate social responsibility in Mekong hydro power development, and lead the drafting of a five-year strategic plan for the hydropower-affected Nam Theun-Nam Kading River Basin.

"I'd say coming back from traveling has always been very impactful and I find I've always grown from trips. You learn not to sweat the small stuff, how to be self-sufficient, how to be open to meeting new people, new ways of thinking, and trying new things, and to get out of your comfort zone."

Niki West. Only five years out. Wow!

## WHERE ARE THEY NOW?

### KATHY AND NIKI WEST



As of May 2014, Niki has moved west, to Vancouver, and has been poached by Canada's leading environmental organization, the Suzuki Foundation as an Energy Policy Analyst. She is presently working on the environmental impacts of natural gas production from hydraulic fracturing, and enjoying the four-day work week as well as her love of hiking and rock climbing.

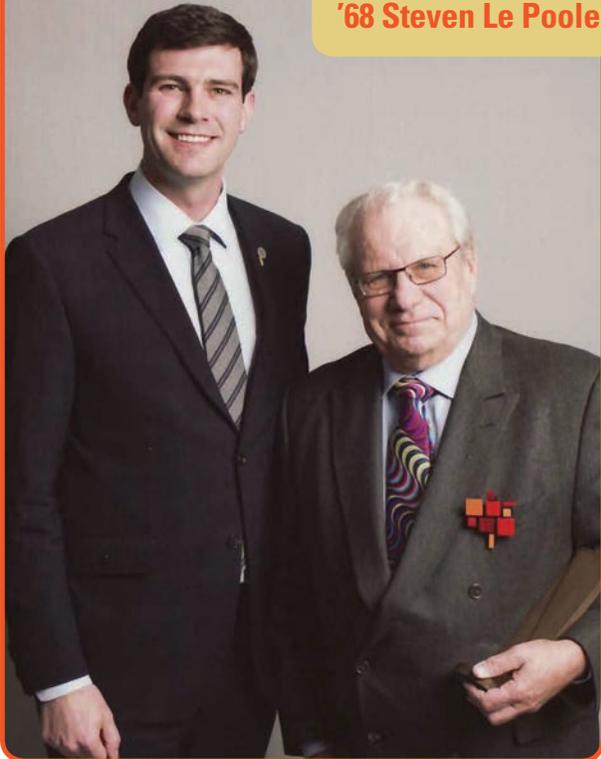
As of June 2014, Kathy has just returned from a quick European holiday. She and her husband, Professor Doug West, U of A Economics, will spend the summer in Edmonton, before heading to Las Vegas for the winter, with a few trips back to both Edmonton and Vancouver, to not only visit Niki, but Niki's roommate, their daughter Jessica.

Ironically Kathy was born and raised in Vancouver where she also earned her undergraduate and graduate degrees at UBC. No wonder Niki feels very much at home.



## m ayor's award for music

### '68 Steven Le Poole, MBA



Long-time music supporter **'68 Steven Le Poole, MBA**, of Edmonton, Alberta, received the Sustained Support of the Arts Award at the 27th Annual Mayor's Celebration of the Arts on April 28 held at the Winspear Centre in Edmonton. His nomination came from the

Edmonton Baroque Society, which Steven has supported and been involved with since the early 1990s. The Mayor's Celebration of the Arts is an annual event designed to acknowledge and celebrate Edmonton's arts community and partnerships between business and the arts. As a non-musician, Steven said it was a real surprise to receive the award. "Yes, the award was most definitely a surprise because these are not normally given to those in governance," he said. "I have always had a deep love of music that was instilled in me by my mother who took me to concerts from a young age," he added. Steven said he is fortunate to live in a city that has such an incredible variety of live music on offer throughout the year. To learn more about Steven Le Poole's love of music and find out what is playing on his iPod, go to page 40.

## '60s

**'63 J Lorne Braithwaite, BCom**, of Thornhill, Ontario, was a featured speaker at the February Eric Geddes Breakfast Lecture panel discussion in Edmonton. In his presentation titled "Build Toronto, Build Edmonton," Lorne spoke about importance of cities being the economic engines of Canada in a globally competitive world. The other participant was **Brad Ferguson, '95 BCom**, President and Chief Executive Officer of the Edmonton Economic Development Corporation. Over 100 people including Mayor Don Iveson attended the panel discussion moderated by Business Dean Joseph Doucet.

**'65 Wayne Pendleton, BCom**, of Brisbane, Australia writes: I read your winter 2014 edition with great interest, especially pages 18 and 19. I too, like **Bob Sanderman, '65 BCom**, have fond memories of Hu Harries, who allowed me to progress to higher level accounting subjects without completing the second level prerequisite. Instead, based on my years of accounting experience and 90% in first level accounting, I was allowed to sit the final exam only for the second level subject. It was good to see a photo of **Bob Losie, '53 BCom**, in the magazine as well. He was my lecturer in first year accounting. The early years paragraph on page 19 refers to Bob's classmates without mention of the main visionary for the first university rodeo in Canada (I believe). His name is **Ken Heywood, '65 BCom**. He took charge and oversaw the planning, organization, and running of the event. Keep up the great editorial work.

## '70s

**'72 Michael Ross, BCom**, of Edmonton, Alberta, Founding Partner (Retired) of Conroy Ross Partners, was appointed to the University of Alberta Board of Governors.

# in memoriam

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

**Francis Richard Matthews**, '41 BCom, of Calgary, Alberta

**George Wellington Camp**, '48 BCom, of Calgary, Alberta

**Robert Francis Staysko**, '49 BCom, of Calgary, Alberta

**Gary Peter Coskey**, '62 BCom, of Edmonton, Alberta

**Alexander Kane Lewoniuk**, '65 BCom, '71 MBA, of Edmonton, Alberta

**Don Whidden**, '65 BCom, of Edmonton, Alberta

**Emil Dmetro Chapelski**, '66 BCom, of Lloydminster, Alberta

**Robin Howard MacLaren**, '77 BCom, of Edmonton, Alberta

**John Michael Pinkney**, '78, of Surrey, British Columbia

**Robert Marcel Gerst**, '79 MBA, of Calgary, Alberta

**Kelly Gordon Morstad**, '87 BCom, of Calgary, Alberta

**Christine Angela Hachey**, '10 BCom, of Edmonton, Alberta

'73 **Ralph Young, MBA**, of Edmonton, Alberta, was inducted into the Business Hall of Fame on May 7, 2014, by the Junior Achievement Organization. As retired Chief Executive Officer of Melcor, Ralph's many contributions to Edmonton and Alberta were recognized. His community service was also highlighted as Ralph continues to make a difference for the many charities and organizations he supports. Ralph is the current University of Alberta Chancellor and at the June convocation, ceremony bestowed degrees on Business graduates.

'75 **Allan Mah, BCom**, of Edmonton, Alberta, has been elected President of the Edmonton-Castle Downs Progressive Conservative Association.

'76 **Larry McDonald, BCom**, of Highlands Ranch, Colorado, is the Alberta School of Business Denver alumni contact, and he and his wife Nancy are once again helping organize the third Business Alumni event in the city on September 25. If you wish to receive an invitation, or are interested in meeting with a group of current UAlberta Business students visiting Denver at that time, please e-mail [alumni.business@ualberta.ca](mailto:alumni.business@ualberta.ca)

'77 **Jim Prentice, BCom**, of Calgary, Alberta, officially announced his candidacy for the leadership of the Progressive Conservative Party of Alberta on May 21 in Edmonton. The first round of voting to select Alberta's next premier will happen September 6.

## '80s

'81 **Brian Vaasjo, MBA**, of Edmonton, Alberta, is the President and Chief Executive Officer of Capital Power Corporation, which has been named to the Corporate Knights list of the Best 50 Corporate Citizens in Canada for a fourth straight year. Capital Power ranked 14th on the list and first in the utilities sector. "We are proud to be based in Edmonton and be one of Canada's Best 50 Corporate Citizens. Capital Power has great people who value safety, reducing our environmental footprint, strengthening communities and contributing to innovation and the adoption of better technologies," said Brian.

'82 **Janet Wood, BCom**, of Vancouver, British Columbia, is the Executive Vice President of Leadership at SAP. Janet and her team are responsible for attracting, developing, and enabling leaders to achieve personal and professional excellence and exceed SAP's strategic goals. She recently relocated to Germany on assignment for SAP.

'84 **Brent Jang, BCom**, of Vancouver, writes: I served as Editor-in-Chief of The Gateway in 1983-84. I have fond memories of the SU Building, and back then, there were those cinnamon buns at the CAB cafeteria. I started in the Globe and Mail's Vancouver bureau in September, 2012, after transferring from our Toronto newsroom, so I have been on the west

coast for nearly two years. My coverage includes following liquefied natural gas projects being proposed in British Columbia and also tracking the real estate market in the Vancouver region. BC LNG is a big topic as energy demand grows in Asia, but there are uncertainties surrounding the economics of building expensive LNG export terminals and related infrastructure. There are also concerns about global competition in the LNG industry.

'84 **Bruce Rigal, BCom**, of London, England, is leaving Deutsche Bank to set up a company of his own concentrating on performance management. In his almost 20 years at the bank, Bruce was Managing Director of Equity Capital Markets, Global Chief Operating Officer of Corporate Finance and, most recently, Global Chief Operating Officer of Human Resources. Bruce lives in London, England, with his wife **Lisa Tedeschi, '86 BA**, and their two sons.



'85 **Judith Athaide**, of Calgary, Alberta, Co-founder and Managing Director of The Cogent Group Inc. spoke at the MBA graduation gala on April 12. Judith gave an

inspiring presentation to the graduating class about overcoming hardship and not letting others tell you you can't do something.

'85 **John Little, MBA**, of Edmonton, Alberta, has been appointed to the Court of Queen's Bench in Red Deer, Alberta.

'88 **Brian Ford, BCom**, of Seoul, South Korea, accepted a position as the Head of Payments and Cash Management for HSBC Korea.

'88 **Don Rawson, BCom**, of Calgary, Alberta, writes, "I have recently joined CSV Midstream Solutions as the company's Chief Financial Officer. CSV Midstream's primary focus is upstream development—the engineering, design, construction, operation, and management of assets including sweet and sour gas processing, liquids handling and fractionation, and gas gathering and transmission in the Western Canadian Sedimentary Basin."

'89 **William John Susinski, BCom**, of London, England, has been working overseas for HSBC Bank for the last 20 years in Hong Kong, New York, the Middle East, UK, Indonesia, and India. He has recently moved to the HSBC London Headquarters, Financial Crimes and Intelligence area of the bank.

## 90s



'90 **Jennifer Miller, BCom**, of Edmonton, Alberta, was appointed Queen's Counsel on December 31, 2013, by Alberta's Lieutenant Governor, His Honour, Col. (Ret'd) the Honourable

Donald S Ethell. Alberta's Attorney General Jonathan Denis said the designation recognizes the exceptional capabilities and talents of this year's impressive group. "These lawyers are a credit to their profession and to their province," he said. Jennifer is a partner at the national law firm Bennett Jones LLP and practices health and safety law across Western Canada.



'90 **Brian Pohl, MBA**, of London, England, is now Chief Executive Officer of Pulsar Light of Cambridge. Brian had been Executive Chairman since July 2013 when he acquired the

business along with business partners. He stepped in to lead the company through its next growth phase following recent management changes. Brian and his partner of 21 years married last September in Kelowna, British Columbia.

## Merging meant to be

'94 **Jane Halford, BCom**

'95 **Andrea Mondor, BCom, '07 MBA**



Two well-known Business graduates have combined forces to create BOLT Transition, a company that will help organizations attract, support, transition, and retain those in leadership positions. '94 **Jane Halford, BCom**, and **Andrea Mondor, '95 BCom, '07 MBA**, were struck by a commonality of principles and purpose and a desire to found a new company together after BAA Past President '06 **Cheng-Hsin Chang, MBA**, played matchmaker. The pair knew of each other but had never formally met until then. Andrea and Jane would continue the start-up conversation while working together on the Light the Bridge campaign.

According to Fortune figures released in 2012, the failure rate of CEOs within the first 18 months of being hired has remained at 40 percent for the past 15 years. Shares Jane: "BOLT aims to tackle that problem and address the issue of leadership transition from the first day to the last day. Adds Andrea: "We have taken a holistic approach, integrating and aligning all parties and expectations before, during, and after the leadership transition." The name BOLT is actually an acronym (Board, Organization, Leader, and Team) and the pair is excited by the innovative approach the BOLT Team can offer organizations.

Jane is currently a member of the U of A Board of Governors and Senate. She is also former CEO of the Institute of Chartered Accountants of Alberta and past-President of the U of A Alumni Association.

Andrea is currently a U of A Senator and liaison from the Senate to the Alberta School of Business. She is also a director with the Edmonton Chamber of Commerce and Principal of Andrea Mondor Management Consulting Ltd., established in 2008. Jane's personal interests include tennis and sailing. Andrea freely admits to a tennis obsession. Doubles anyone?

# m usic maven

## '98 Shauna de Cartier, MBA

'98 Shauna de Cartier, MBA, has a hard time remembering a life without music. "I started going to the Edmonton Folk Music Festival when I was 14 years old," she said reflecting on her longstanding love and commitment to the arts in Canada.

Shauna, who was born and raised in Edmonton, is now Toronto based where she runs her successful music company Six Shooter Records. These days however, she does not just attend festivals; she has become someone who actually puts them together. For the third year running, her company has brought Interstellar Rodeo to Edmonton, a festival held in late July that features great Canadian and international independent music acts within the magnificent surroundings of Hawlerak Park.

"I wanted to organize something that I would love to go to so developed the event in a way that would appeal to my demographic; something relaxed where I could enjoy a nice glass of wine with the music," she said. Given Edmonton's already packed summer schedule, Shauna is thrilled the event became popular so quickly, selling out in 2013. The music does not stop there however, as Shauna's company also represents and produces a number of popular Canadian singers like Luke Doucet, Ameila Curran, Danny Michel, Melissa McClelland and The Deep Dark Woods. Not too bad really for someone who had no inkling of a career in music when she entered the MBA program.



Photo Credit: Ivan Otis



'90 Ian Reynolds, BCom, of Edmonton, Alberta, was appointed Queen's Counsel on December 31, 2013, by Alberta's Lieutenant Governor, His Honour, Col. (Ret'd) the

Honourable Donald S Ethell. Ian is a partner at the national law firm Bennett Jones LLP and practices primarily in private equity, corporate finance, and mergers and acquisitions.



'92 Greg Tisdale, BCom, of Calgary, Alberta, is the Chief Financial Officer of Crescent Point Energy Ltd., a role he has held since 2004. For ten years, he has managed all aspects of

Crescent Point's finances. Greg has worked in the oil and gas industry since 1995, has served, and is currently serving on the board of directors of several junior oil and gas companies. He has recently joined the Board of Directors of Cardinal Energy Ltd.

'93 Bruce Campbell, BCom, of Kelowna, British Columbia, sent in this news: "The Redwood Equity Growth Fund, which is managed by my firm, StoneCastle Investment Management Inc., was ranked No. 1 by Morningstar Inc. for Canadian equity funds in 2013. The annual return was 35.22 per cent. My firm, StoneCastle, manages two mandates for Redwood: the Redwood Equity Growth Fund and the Redwood Income Growth Fund."

'94 Scott Kashuba, MBA, of Edmonton, Alberta, accepted the newly-created position of Senior Risk Officer at Alberta Blue Cross. Scott said the role gives him the opportunity to grow professionally in the ERM field as well as take on other responsibilities into the future. He was previously Director, Corporate Enterprise Risk Management Branch, Treasury Board and Finance, at the Government of Alberta.

'95 Brad Ferguson, BCom, of Edmonton, Alberta, was one of the featured speakers at the Eric Geddes Breakfast Lecture panel discussion held in Edmonton in February. The panel, moderated by Business Dean Joseph Doucet, discussed the importance of cities as the economic engines of Canada in a globally competitive world. The other participant in the panel discussion, titled "Build Toronto, Build Edmonton," was Lorne Braithwaite, '63 BCom, Former President and Chief Executive Officer, Build Toronto.


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**More than 1,000 members**

Would you do us a favour?

- 1) If you haven't already done so, invite your friends who are alumni to check out our group. It's easy. In the upper right of the BAA page there is an *Invite people to join* button.
- 2) Click the *Share +* button and post it to your profile (just three below the Invite link)


**LinkedIn**
<http://tinyurl.com/baa-linkedin>


Email: [alumni.business@ualberta.ca](mailto:alumni.business@ualberta.ca)  
 Email for life: Your U of A Alumni Association now offers a full 6GB, Web-based [ualberta.net](http://ualberta.net) e-mail account. Visit [www.ualberta.ca/alumni/emailforlife](http://www.ualberta.ca/alumni/emailforlife) to find out more.


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**Telephone: 780.492.4083**
**Toll-free in Canada and US:  
 1.877.362.3222**

**'97 Joanne Beaton, MBA**, of British Columbia, accepted a position as Senior Consultant at Enbridge. Previously, Joanne was Vice President, Operator Services at TELUS Corporation.

**'97 Richelle Sykes (nee Firth), BCom**, of Spring, Texas, is enjoying her maternity leave from ExxonMobil with her second baby, Caden, born on January 29. Richelle and her family recently relocated to Lagos, Nigeria which was a work relocation for her husband Cam Sykes, '97 BSc (EE), who accepted an Engineering Manager position with ExxonMobil.



**'97 Chris Vilcsak, MBA**, of Edmonton, Alberta, President and CEO of Solution 105 Consulting Ltd marked the 15-year anniversary of starting his company with a celebration on June 26 held at the Art Gallery of Alberta.



**'98 Bill Blais, BCom**, of Edmonton, Alberta, is Vice President of Land Development at Maclab Enterprises Ltd. Bill has joined the Board of Directors at the Edmonton Chamber of Commerce.



**'98 Carol Chen-Tan, BCom**, of Shanghai, China, opened her own luxury consulting agency, RTG Consulting, in Shanghai, China, in 2012. The company helps brands succeed in China by advising companies on their long-term brand strategy. Carol says she will soon celebrate her 16th anniversary of living in Shanghai. "It has been a great pleasure seeing more Alberta School of Business alumni in this part of the world and witnessing all of the exciting things that each are involved in," Carol says.



**'99 Larry Harris, MBA**, of Edmonton, Alberta, accepted a position as Senior Manager, Inventory and Assets, at Tridon Communications Ltd. Larry is also the President of Mauna Ventures Inc., an independent consulting company,

providing objective management consulting services in both the private and public sectors. He is on the Board of Directors for the Alberta School of Business Alumni Association.



**'99 Stephen Lau, BCom**, of Edmonton, Alberta, is the Founder of Edmonton Home Pros Real Estate Group. In January, Stephen participated in the MentorU Professional Development Session with fellow U of A alumnus Perry Kinkaide, Founder of ABCtech. Stephen talked about effective networking as well as how to advance professionally through social media and in-person opportunities.

**'99 Bruce Lix, MBA**, of Calgary, Alberta, and UAlberta alumnus Andrew Hillson, have joined forces and are working together at Calgary start-up Nanalysis. Bruce worked at an Edmonton pharmaceutical research firm and at the U of A managing the National High Field Nuclear Magnetic Resonance Centre; Andrew came through Nortel and a Calgary-based GPS startup. Both helped design and bring to market Nanalysis's first product: the NMReady. This compact nuclear magnetic resonance spectrometer, which fits on a bench top and features one-button operation, is useful for teaching in undergraduate labs or for research support in the laboratory. Nanalysis has two NMReadys filling vital research roles at the U of A in Pharmacy and Engineering.

# '00s

**'00 Richard Dixon, MBA**, of Edmonton, Alberta, is now Chief of Strategic Foresight for the Alberta Energy Regulator (AER) and will be based in both Edmonton and Calgary. The AER replaces what were once three separate entities with a single body tasked with the full responsibility for energy development regulation in the province. Richard was part of the first cohort of the MBA specialization in Natural Resources Energy and the Environment and for the past five years was Executive Director of the School's Centre for Applied Business Research in Energy and the Environment (CABREE). Richard was also instrumental – along with **Terry Freeman, '82 BCom**, – in the establishment of the Education Chapter of the Young Professionals in Energy (YPE).

# m arketing machine

'02 Bryan Smith, BCom



The world of digital marketing is evolving rapidly, but Edmonton-based Bluetrain remains on its fast track to success with its services today sought after by clients from across the Canada and the United States.

'02 Bryan Smith, BCom, of Sherwood Park, Alberta, is the Owner and President of Bluetrain Inc., a company he established in 2007 to offer clients a results-driven approach to digital marketing. His Bluetrain team members have worked with some of North America's largest brands such as General Electric, Hewlett Packard, Intel, Pizza Pizza, and UNICEF. They have also been employed by About.com, Sprint, and West Edmonton Mall.

The company focuses on advanced digital marketing offerings of search engine optimization (SEO), online advertising, social media marketing, and web analytics. Bryan says their experience has touched many industries including nonprofit, confections, jewellery, home security, equipment financing, outdoor gear, adventure travel, insurance, mortgages, nanotechnology, event rentals, and more!

The company blends technology and marketing and, in fact, employs five Business alumni including his sister, **Shauna Heryford**, '98 BCom. The other alumni are **Shree Govindarajan**, '11 BCom; **Diana Gaviria**, '12 BCom; and **Shauna Croome Carther**, '04 BCom. The Smith family in fact has strong connections with the School of Business with other family members to have graduated being Bryan's other sister **Tara Braun**, '99 BCom; father, **Lorne Smith**, '70 BCom; and cousin **Jared Smith**, '98 BCom, of Incite Marketing. Bryan says the company has been growing steadily since 2007 and is always on the lookout for more Business school graduates to hire.

Check them out at [bluetrain.ca](http://bluetrain.ca).

'00 Shantel Fedyna, BCom, of Sherwood Park, Alberta, joined the Faculty of Medicine and Dentistry as a Senior Development Officer. Shantel is an accomplished business professional with 15 years of experience as a client engagement manager and promotional strategist within the Alberta and British Columbia oil and gas and utility sectors. She also worked for several years with the United Way of Calgary and Area as a Major and Planned Giving Advisor before completing her MBA at the University of British Columbia.



'00 Gregg Oldring, BCom, of Edmonton, Alberta, is the President of Mailout Interactive Inc. and Co-founder at Inkdit.

Gregg is a web entrepreneur and Startup Edmonton board member. His first of three start ups launched in 1995 and he has been working on the World Wide Web ever since. Gregg joined the Board of A100, which was formed by a group of industry pioneers who are connected to many of Alberta's technology success stories.

'01 Bettina Wittneben, MBA, of Murg-Oberhof, Germany, co-authored a study on climate change titled: "On Melting Summits: The Limitations of Field-Configuring Events as Catalysts of Change in Transnational Climate Policy." The study was published in the February/March issue of the Academy of Management Journal.

'02 Timothy Wong, BCom, of Edmonton, Alberta, is a Renovation Sales Entrepreneur at All Weather Windows Ltd. He received the All Weather Windows Renovation Sales of the Year Award



last year for demonstrating the highest order of achievement in aspects of his job such as leadership, ethical behaviour and consistent, professional, customer-focused attitude.



'04 Jason Ding, BCom, of Edmonton, Alberta, through his company, H2 Technology Consulting, Inc., has accepted a position as

Chief Executive Officer at CanBiocin Inc. He is a Chartered Accountant with particular expertise in the Technology (life sciences, information technology and clean technology) industry. Jason is currently an Executive-in-Residence at TEC Edmonton and a mentor in the Alumni Mentorship program at the Alberta School of Business.

**'04 Melanie Leitch, MBA**, of Calgary, Alberta, accepted a position as Operations Manager at Ames Construction in Calgary. Previously, Melanie was a Project Engineering Manager with the Peter Kiewit Sons Company Ltd.



**'04 Sasha Yusufali, MBA**, of Aurora, Ontario, accepted a position as Director of Sales at Bombardier Aerospace. Prior to assuming his new role, he was Manager, Contracts, with Bombardier.

**'05 Cameron John, MBA**, of Edmonton, Alberta, accepted a position as Vice President and Chief Financial Officer at Di-Corp. Previously, he was Vice President and Director at Deloitte & Touche Corporate Finance Canada Inc.



**'06 Clark Barr, BCom**, of Montigny le Bretonneux, France, is a consultant at Nissan Motor Corporation. Previously, Clark was a Corporate Finance Business Analyst at One

Earth Farms in Calgary, Alberta. Clark is currently completing his Master of Science (MS) degree in Sustainable Development at HEC Paris, France.



**'06 Frank Callele, BCom**, of Calgary, Alberta, is a Senior Associate at Deloitte Canada. Previously Frank was with Vista Projects.

**'06 Cheng-Hsin Chang, MBA**, of Edmonton, Alberta, accepted a position as Director to lead the government portfolio at Executive Education, Alberta School of Business, University of Alberta. Cheng is a former Tank Commander in the Canadian Forces with operational deployments to Bosnia, the G8 Summit Security Force in Kananaskis, and an exchange with the New Zealand Army, followed by project management at National Defence Headquarters in major capital projects. Cheng's private sector experience, following his MBA with the Alberta

## Mission to Mars

### '07 Christy Foley, MBA



Photo Credit: Devraj Hansdah

There is no denying that **'07 Christy Foley's, MBA**, aspirations for travel to outer space go back a long time. Right back, in fact, to her early childhood when she wrote, "I want to live on the Moon," in her elementary school year book.

Today the realization of that dream is one step closer although the destination is a little farther away than her original goal. Earlier this year, Christy learned her application to travel

to Mars as part of the international Mars One Project was chosen to go through to round two. Christy's application was one of 705 selected from the over 200,000 received by organizers from people from all over the globe.

"There is still a long way to go, but, I must say, I was pretty shocked to find out I had got through to the second round," says Christy, who works as a strategic planner with the Alberta Ministry of Environment and Sustainable Resource Development in Edmonton. There are no hard feelings around the fact that husband Ian Runkle, who also applied, did not make the final cut. "We have definitely talked through what will happen if I make it through to the final 40 and he is a real supporter," says Christy. While not exactly sure when round two starts, Christy has decided to increase her chances over other applicants by kick starting a physical training regime that will help no matter what happens. "Either way, it's a good thing," she laughs.

# m indfulness in montreal

'08 Tristan Khaner, BCom



Montreal is proving to be a perfect place for '08 Tristan Khaner, BCom, as he takes on a new job as Change Management Lead at Concordia University and finishes his MA in Human Systems Intervention. "Plan A was to leave Edmonton and my role at EPCOR in June 2013 and travel to India for a Buddhism and meditation course before refocussing on school as a graduate student in change leadership," he said. "Getting a job within the first year of my two-year program was not part of that plan, but the opportunity was too good to pass up," Tristan added. His new role will be to oversee the implementation of a university-wide online expense claim system.

"Mentors I had at the School of Business include Mike House and Mike Percy - they still have an influence on the way I go about my work," he said.

"While there is much to miss about Edmonton, Montreal is an amazing city to live in. I love wandering around Mont Royal, all the great biking trails, and of course the magnificent festivals," he said. On top of working full time and completing his MA, Tristan also teaches yoga in Montreal. "Mindfulness and balance is such an important part of who I am."

School of Business, includes internal consulting on 6 Sigma/Lean Manufacturing projects with Finning (Canada) focused on operational improvements. Most recently, he ran a private retail financial practice helping clients with investments and risk management while staying active in numerous volunteer activities from Big Brothers, Military Community Liaison, and the Edmonton Opera. Cheng is also the past President of the Business Alumni Association.



'06 Jim Gibbon, MBA, of Edmonton, Alberta, accepted a position as Senior Consultant at TANTUS Solutions Group Inc. Previously, Jim was the Vice President Marketing of Dominion

Bitcoin and the President of Ambers Brewing Co. He ran for office in the 2013 Edmonton civic election (Ward 5).

'07 Iain Bushell, MBA, of Sherwood Park, Alberta, is now the Fire Chief for Strathcona County Emergency Services as well as serving as Director for Emergency Management for Strathcona County. Iain served as Deputy Fire Chief for the last seven years. He replaces Darrell Reid, '05 MBA, who is now Deputy Chief of Communications and Technology for Toronto Fire Services.

'07 Grace Choo, BCom, of Edmonton, Alberta, accepted a position as Business Analyst at Creative Door. Previously, Grace was with The Brick. She is also a Board member and Social Enterprise Lead at Ainembabazi, an organization committed to advancing the rights and well-being of children in Africa.

'07 Inanc Inan, MBA, of Toronto, Ontario, is now the Strategic Planning Advisor to the Chief Executive Officer at FedEx Express.

'07 Sapna Sehgal, BCom, of Oxford, England, accepted a position as Graduate Admissions and Funding Officer at the University of Oxford.

'08 Andrew Plokhii, BCom, of Calgary, Alberta, accepted a position as Senior Planning Analyst at Murphy Oil.



'08 Adesiji Rabi, MBA, of Edmonton, Alberta, was recognized as a role model at the 2014 Black Canadian Awards on June 7 at the prestigious Queen Elizabeth

Theater in Toronto. Adesiji was celebrated as an example of progress and as a product of exceptional possibilities within the community and nation. Adesiji authored a recently published book titled "Leading and Realizing Your Career Goals."

'09 Rick Dowell, MBA, of Edmonton, Alberta, is Director of Technology at EPCOR Technologies. EPCOR Technologies was a finalist in the Trade Contractor over \$15 million category for the 2014 Contractor of the Year Award.

'09 Nick Keyko, BCom, of Sherwood Park, Alberta, writes, "I'll be the new Head of Marketing for Jobber - one of Canada's most exciting start ups. I'm really looking forward to this new role - it will definitely be a great new challenge and tons of fun!"

'09 Patrick J MacDonald, BCom, of Calgary, Alberta, accepted a position as

Managing Director, Canada, at WaveFront Capital Management. Previously, Patrick was with Ross Smith Asset Management.

**'09 Stephanie Minnema, MBA,**

of Edmonton, Alberta, is a Consulting Manager at KPMG. Stephanie is now a Board Member for the Edmonton Space and Science Foundation.

## '10s

**'10 Philip Au, BCom,** of New York, New York, is now an Investment Banking Analyst, Mergers and Acquisitions Group at Deutsche Bank. In his previous role with the company, he worked in the Strategic Coverage Group division of Deutsche Bank.

**'10 Horacio Cuevas, MBA,** of Washington, DC, is now Integral Advisor for regulatory challenges in the energy field for the Inter-American Development Bank in Washington DC.

**'10 Alissa Hudy, MBA, '02 BCom,** of Duluth, Minnesota, accepted a position as Manager, SCM Contracts with Enbridge in the US.

**'10 Anthony Lim, MBA,** of Vancouver, British Columbia, accepted a position as New Media and Reporting Analyst at Family Insurance Solutions.

**'10 Heather Reeves, MBA,** of Edmonton, Alberta, accepted a position as Project Manager at ATCO Electric.

**'10 Vishal Sood, MBA,** of Bangalore, India, accepted a position in Sales and Marketing, LPG Division, at Total Oil India Private Limited.

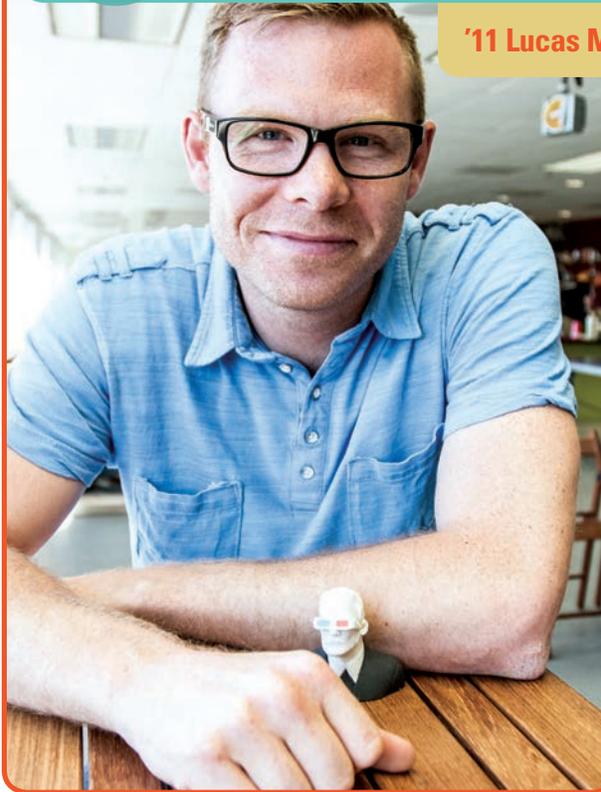
**'10 Yao (Sophie) Xu, MBA,** of Edmonton, Alberta, is currently a Cost Control Specialist with WorleyParsons.

**'11 Callan Bond, MBA,** of Edmonton, Alberta, accepted a position as Senior Manager, Service Support and Integration, at Enbridge.

**'11 Mike House, MBA, '90 BCom,** of Edmonton, Alberta, is the President and Chief Executive Officer at the Stollery Children's Hospital Foundation. Mike was featured in the Business

## m ountain view connections

**'11 Lucas Matheson, MBA**



For four incredible months – from May until August – this year, **'11 Lucas Matheson, MBA,** and **'11 Nick Schwinghamer, MBA,** lived in Mountain View, California, taking their startup company Pinshape to the next level. Theirs' was one of only two Canadian companies selected by the 500 Startups accelerator program in Silicon Valley to take part

in a program that offers \$100,000 and unprecedented access to top notch business advice for innovative businesses.

Their company is a community marketplace focused on helping 3D designers share and sell 3D models and creating a platform for people to explore, download, and order 3D printed products in 35 materials. "We started Pinshape after realizing how significant the 3D printing market will be," says Matheson. "3D printing is going to change how we all design and customize products in our life," he explains. For example, Lucas says, people might be surprised to learn that some custom jewelry is already printed on a 3D printer. "High-end professional printers can run upwards of several hundred thousand dollars," he says. "We outsource our printing and focus on community and bringing exceptional high-quality designs to the world," says Lucas.

Lucas and Nick returned to Canada in August to continue growing their company and executing on everything they learned from their time in Mountain View.

Alumni Association's e-newsletter In-Touch. In response to the question about his fondest memory of the Alberta School of Business, Mike said, "My fondest memory was getting involved in activities outside of the classroom, which led to meeting amazing friends and professors. Many of these people have gone on to be mentors, best friends, business partners, and neighbors. If I had to pick my one most "cool" moment, it was at BSBS when Francis Winspear bought a bunch of us a keg of beer and sat around a room telling stories about building his companies and the city. At that moment I realized I was in the presence of a legendary character. He was about 80 at the time."

**'11 David Kuch, MBA**, of Vancouver, British Columbia, accepted a position as Account Manager at CRH Medical Corporation.

**'11 Darren Liviniuk, BCom**, of Edmonton, Alberta, is a Senior Accountant at Deloitte Canada. After graduation, Darren successfully completed the 2013 Uniform Final Examination (UFE). He was named to the Vic Dzurko National Honor Roll (one of 54 honour roll candidates in Canada and one of 10 candidates from Alberta). "Writing the UFE was such an all-consuming process; after months of preparation and anticipation, our successful writers should be proud!"

**'11 Elena Mager, BCom**, of Edmonton, Alberta, accepted a position as Catering Sales Manager at Café Bicyclette. Previously, Elena was working at La Cité Francophone.

**'11 Jenifer Tran, BCom**, of Edmonton, Alberta, is a Consultant for the Alberta Motor Association and Aldan Consulting with a focus on Project Management and Business Analysis. Jenifer recently joined the IIBA Edmonton Chapter, VP Membership. IIBA is an independent, non-profit professional association serving the growing field of Business Analysis.



**'11 Carly Jane Zapernick, BCom**, recently graduated from Harvard with a Master of Real Estate Development and Investment.



**'12 Jenny Albers, BCom**, of Edmonton, Alberta, accepted a position as Assistant, Festival and Events Liaison, at the City of Edmonton.

**'12 Brittany Anderson, BCom**, of Edmonton, Alberta, has recently opened a new business, the Edmonton Paintball Centre. Together with her business partner she has taken over a 85,000-square-foot, three-storey building in downtown Edmonton and demolished the offices to convert the space into indoor paintball playing fields. We recognized the need for more fun, safe recreational activities in the Edmonton area and thought this would be a great asset to the city. Check us out at edmontonpaintball.ca or come down and play!"

**'12 Rena Liviniuk, MBA**, of Edmonton, Alberta, joined the Advancement Office at the University of Alberta as a Prospect Research Analyst. Previously, Rena was with CNIB where she was Manager of Major Giving and was responsible for a portfolio of major and planned giving donors. She also spent several years working at Crude Quality Inc., a private company specializing in crude oil quality issues, as a Project Coordinator.

**'12 Kayleigh Pearce, BCom**, of Edmonton, Alberta, accepted a position as Commercial Mortgage Administrator at Canada ICI Capital Corporation. Previously, Kayleigh was a Commercial Mortgage Analyst at Cobra Mortgage Service Ltd.

**'13 Samuel Dean, BCom**, of Edmonton, Alberta, accepted a position as Sales Associate at Jones Lang LaSalle, a real estate services firm specializing in commercial property management, leasing, and investment management. Previously, he was an Associate with CBRE.

**'13 Guillaume Delia, MBA**, of Singapore, Singapore, accepted a position as Financial Analyst at Schneider Electric. Previously, he was a Consultant, Strategy and Transformation Department, with Caggemini in France.



**'13 Birkley Doll, BCom**, of Calgary, Alberta, accepted a position in Retail Leasing with Colliers-International. Previously, Birkley was with the Ford Motor Company Marketing Division for Western Region of Canada.

**'13 Jason Inkpen, MBA, '10 BCom**, of Vancouver, British Columbia, accepted a position as Financial Analyst at Teck Resources Limited Vancouver. Previously, Jason was a US Sports Data Analyst with the Sporting Index Group.

**'13 Christopher Leeworthy, BCom**, of Edmonton, Alberta, is now a Commercial Account Manager at Canadian Western Bank (CWB). Prior to assuming his new role, Chris was a Management Associate at CWB.



**'13 Aileena Minhas, BCom**, of Edmonton, Alberta, accepted a position as Human Resource Consultant with the Government of Alberta.



**'13 Sarry Mourad, BCom**, of Edmonton, Alberta, accepted a position as Associate at PwC.

**'13 Michael Pinkoski, MBA**, of Edmonton, Alberta, accepted a position as President and Chief Executive Officer of TechFLI, Technology for Living Independently.



**'14 Rochelle Estoque, BCom**, of New York, New York, accepted a position as Analyst at Avison Young Commercial Real Estate.

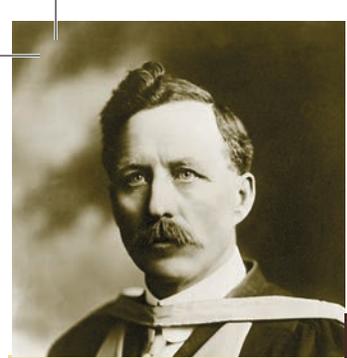
**'14 Jordyn Lugg, BCom**, of Edmonton, Alberta, accepted a position as Property Administrator at Aim Real Estate Corporation.



**'14 Mary Montgomery, MBA**, of Edmonton, Alberta, is now a Talent Specialist at ATB Financial. Prior to joining ATB, Mary was Director Recruitment and Admissions, MBA Programs, at the University of Alberta School of Business.

#### Correction

In the Fall 2013/Winter 2014 issue of the Alberta School of Business Alumni Magazine, we erroneously reported in Class Notes (referencing being named to the Top 100 Women in Business) that Jacquelyn Colville, '96 BCom, is the Chief Executive Officer of AIMCo. Jacquelyn's correct position title is Chief Financial Officer. We apologize for the error.



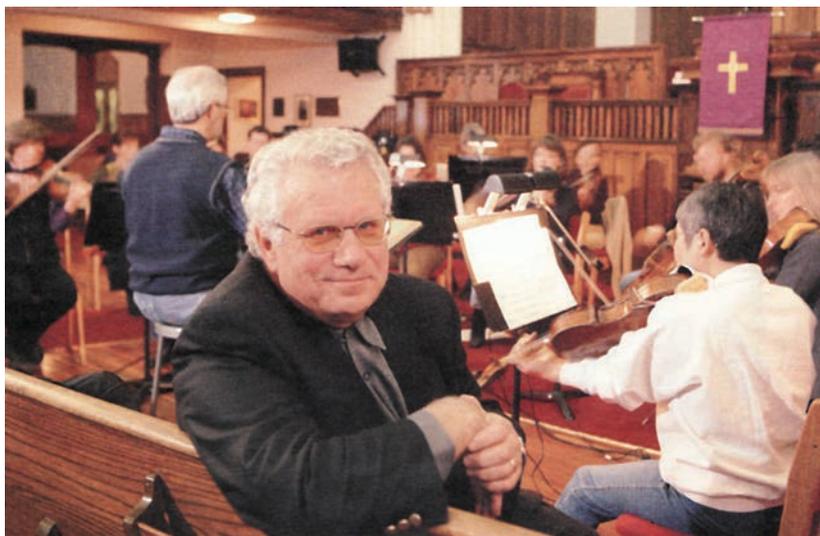
# UPlifting the whole people

Institutions must be conducted in such a way as to relate them as closely as possible to the life of people. The people demand that knowledge shall not alone be the concern of scholars. The uplifting of the whole people shall be its final goal.

Henry Marshall Tory  
First President  
University of Alberta

## THE *power* of music

WANDA VIVEQUIN



Orchestra, the Edmonton Baroque Society and the Winspear Centre. This was on top of his responsibilities as CEO of Di-Corp (formerly Hollimex Products Ltd.) until he fully retired in June 2008.

“I was never destined to become a musician, but I am pleased I could contribute to music in this city in a governance role,” he said. Steven also sits on the University of Alberta Board of Governors and says music is important to him for many reasons.

Top of the list though is its ability to help him relax at the end of a stressful or challenging day. “I just love sitting back and letting it all wash over me and forget about the day,” he says. His favourite composer is Mozart. “Anything Mozart is great for me!” he said. He has embraced new musical technology and its easy access to downloading great songs and his iPod includes Carl Orff’s Carmina Burana, Beethoven’s Seventh Symphony, many Beatles albums, and Leonard Cohen. “I am just so disappointed though that I missed him when he played in Edmonton quite recently,” he said. “Next time, hopefully.”



There is no question Edmonton is a music lover’s paradise. No matter what your taste, the sheer number of musical events on offer in the city is simply outstanding. From Baroque to hard rock and everything in between, there is something for everyone. It might have a little bit to do with our weather, perhaps our economy as well, but equally relevant and important is the incredible support in the background from arts stalwarts like **Steven Le Poole, ’68 MBA.**

“This city is amazing for music,” says Steven, who was recently presented with the Sustained Support of the Arts Award at the 27th Annual Mayor’s Celebration of the Arts for long service to the arts (see page 30). “Every year, I attend at least 20 concerts at the Winspear, six Baroque concerts, and three operas and wish I could go to more,” he said. Not just content to sit in the audience and appreciate good music, Steven has given much of his spare time over the years to the boards of the Edmonton Symphony

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Western Management Consultants

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