



# ALBERTA

School of

# BUSINESS

Magazine

University of Alberta

## *The Making of an*

# ENTREPRENEUR

How the Alberta School of Business is creating an entrepreneurial community across campus

MBA alumna **TINA THOMAS** has made going to the library cool again

*Good Roots* makes for a good business – **MICHAEL TESSIER'S** incredible story

What do the legend of King Canute and Alberta's new NDP government have in common? **RANDALL MORCK** explains

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FALL 2015

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A magazine for alumni  
and friends of the Alberta  
School of Business

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and Neesha Desai test out their  
Alieo Games product with Edmonton  
school children.

**Cover Photo Credit:** John Ulan

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## MESSAGE from the dean:

On June 8, the fire alarm went off in the business school. Within minutes, the business quad was filled with well-dressed students in convocation gowns, their beaming family members, business faculty and staff savouring the impromptu opportunity to capture images of this milestone event outside the building where so many hours of study had been spent. A student asked if she could take a photo with me (see p. 25), and so it happened—my first-ever “selfie.”

It was a sign of the times (OK, I am late to the party)—not just this awkward, arm-stretching, photo-capturing moment for me, but the fact that these images would appear on Facebook, Instagram and Twitter moments later via platforms created by enterprising young people barely a decade ago or less. The students who gathered in quad that early summer’s afternoon have great ideas and, with the right conditions and support, will manifest those crazy ideas into something that will change the world, just as those social media innovators did.

Our role at the Alberta School of Business is to prepare and inspire not just our students and alumni, but those from across campus, to be creative, take risks and change the world. We do this well and nothing makes me prouder than to read about the incredible difference that U of A alumni make in our own community and in other parts of Canada and the world.

Every facet of business activity and business education can benefit from an entrepreneurial mindset and focus. This is as true with startups as it is with social innovation. That is why we at the school are so excited about entrepreneurship and the bridges we are building throughout the university and across our communities. I hope this issue of the magazine goes some way toward highlighting some of the incredible efforts made by our alumni.

I am also thrilled to announce that the school will be celebrating its centennial year in 2016. To acknowledge this significant milestone, we will host special events throughout the year as we celebrate our legacy, impact and future. I hope you will join us.

As a postscript, there was no fire in the building that day, and in case you were wondering, my first selfie made it onto my Twitter feed.

**Joseph Doucet, Dean**  
Alberta School of Business

 @josephdoucet

# BUSINESS in the news

Alberta School of Business alumni, faculty and students regularly make the pages of local, national and international media publications. Here are some headlines and links to stories that have been featured over the last few months.



## **EDMONTON JOURNAL** Alberta business grads score jobs

According to a recent survey conducted by the U of A's School of Business, fully 85.5 per cent of all newly minted bachelor of commerce grads who responded to an online poll have landed full-time jobs.

Story link: <http://ow.ly/SuAqf>



## **EDMONTON JOURNAL** Downtown Edmonton needs more hotels

Khedija Hentati, an MBA student with the University of Alberta, produced a report showing that, though Edmonton's downtown is where three-quarters of visitors want to stay, only 18 per cent of its hotels are located in the core.

Story link: <http://ow.ly/Sg4N1>



## **NATIONAL POST** Business professor Andrew Leach leads Alberta climate change panel

The five-person panel hosted meetings during September and will deliver policy recommendations to the government on phasing out coal-fired electricity generation and reducing carbon emissions.

Story link: <http://ow.ly/Sg5gc>



## **VENTURE** Alberta's 50 most influential people

Business alumni Brian Ferguson, '80 BCom, and David Ghermezian, '97 MBA, as well as professor Andrew Leach are named among Alberta's 50 most influential.

Story link: <http://ow.ly/Sg4DV>



## **EDMONTON SUN** Students mark 10 years of support for the homeless

Business students sleep outside for five days to raise money for the homeless.

Story link: <http://ow.ly/Sg7HB>



## **GLOBE AND MAIL** Alberta's economic diversification should be based on success

Business Dean Joseph Doucet offers his view on how Canada's energy sector can move forward in a changing world.

Story link: <http://ow.ly/Sg4YO>

# FINANCE GRAD PAYS IT FORWARD

by Caitlin Crawshaw

Growing up, it wasn't unusual for **Roland Walters**, '03 BCom, to find his mother at the dining room table at night, "hovering over notes and ledgers" for the family's business pursuits. But instead of skipping off to watch TV like other kids, Walters wanted to know what the numbers were all about.

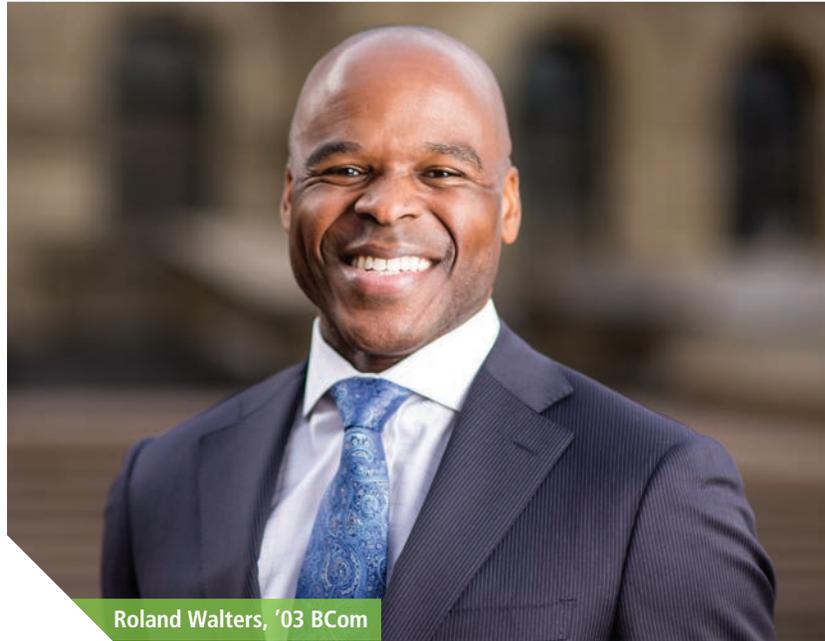
This curiosity followed him to university. After a brief stint as a science student, which wasn't for him, Walters gave business a shot. "It took right away and I realized I'd found my calling," he says.

"It introduced me to the corporate environment, and how people thought and strategized," says Walters, who received a job offer before graduation. Just days after finishing his last exam, a moving company arrived at his mother's home in St. Albert to move his things to Calgary.

Walters has remained in Calgary, where he has built a successful career in financial advising and, along the way, earned an MBA at Queen's University. Now he's the executive director of Corporate Finance and Capital Advisory for Deloitte Corporate Finance Inc.

A proud alumnus, Walters began looking for ways to give back early in his career. "The U of A was where I got a start in business and launched my professional life," he explains. A few years ago, he was thrilled to discover the Program for Research and Investment Management Excellence (PRIME), which gives undergrads hands-on experience with investment analysis and portfolio management. Each year, the eight to 10 students accepted into the program manage a fund worth over \$1.7 million with guidance from mentors and advisers from industry. The fund was originally seeded by alumni donations and has grown (based on investment performance) to what it is today.

Since 2010, Walters has been the sole industry adviser for the program, sharing hard-won knowledge about capital markets as well as the energy sector and supporting industries like pipeline infrastructure and oilfield services. "It gives a very practical view to options within capital markets and within industry, from someone who's actually done it, so [students] can have an educated understanding of what's out there."



Roland Walters, '03 BCom

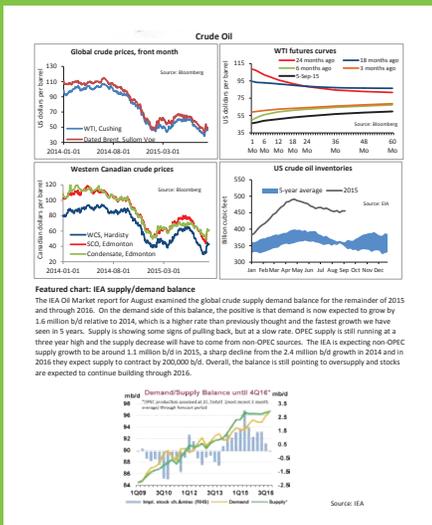
After the program, students are ready to jump into the investment realm with two feet. In fact, his company has hired several PRIME alumni over the years, impressed with their market awareness and keenness.

The students are such self-starters that when Walters gives presentations, he can anticipate weeks of phone calls, emails and coffee meetings afterward. After one presentation, 90 per cent of the class contacted him independently to ask questions.

Two years ago, Walters began mentoring MBA students at the Alberta School of Business as well. He speaks to groups and meets students individually on a casual basis. It's another way to give back, which he considers to be a professional obligation to some degree.

"It's hard when you have a lot of responsibilities," he says. "But someone made the time for me, so I try to make the time for others coming up, regardless of how busy I am."





If you want to receive a copy of our weekly energy charts please email:

**Carmen Velasquez**  
 @ cvelasqu@ualberta.ca

**ON OFFER THIS FALL**

BUEC 563: with Richard Dixon  
**Energy Industries and Markets**

BUEC 464: with Branko Boskovic  
**Environmental Management**

BUEC 564: with Branko Boskovic  
**Environmental Management**

BUEC 463: with Carmen Velasquez  
**Energy Industries and Markets**

**ON OFFER THIS WINTER**

BUEC 563: with Andrew Leach  
**Energy Industries and Markets**

BUEC 463: with Andrew Leach  
**Energy Industries and Markets**

BUEC 663/850: with Emilson Silva  
**NREE Capstone**

BUEC 363: with Hai Ling Zang  
**Introduction to Energy and Resources**

Look for our Energy and Environment speaker series events planned for February and May.

[business.ualberta.ca/centres/energy](http://business.ualberta.ca/centres/energy)



Carmen Velasquez

# INTRODUCING CARMEN VELASQUEZ

## and the new-look energy program at the Alberta School of Business

### **What is your role at the Alberta School of Business?**

I am the executive director of energy programs. The role is very diverse—it includes teaching, developing new courses, starting a new energy and environment breakfast series—and I will be co-leading the school's Energy and Environment Research Centre (CABREE) along with Andrew Leach.

### **Where have you come from and what is your background?**

I have worked in the energy industry for over 15 years, across the spectrum of oil, natural gas and electricity. Before joining the School of Business, I was a director of North American Crude Markets for IHS, a global consultancy, developing research on the Canadian energy market. Prior to that, I spent 10 years with BP as part of their supply and trading operations, leading the development of analytical models to support short-term trading research, and had the opportunity to work in Calgary, Houston and Singapore. I have a BCom from the University of Calgary.

### **Tell us a little bit about the history and background of research on energy and the environment at the school?**

The Natural Resources, Energy and Environment (NREE) program was established more than 15 years ago to prepare MBA graduates for the specific demands of the energy industry. In building that program, we've brought top-level researchers into the school, including current Dean Joseph Doucet, former MBA program vice-dean Andre Plourde and former Canada Research Chair Ujjayant Chakravorty, and have complemented them with industry and government veterans like Rick Hyndman and Richard Dixon. The program has, perhaps most importantly, provided an environment in which young researchers can excel, and two of our newest recruits, Branko Boskovic and Jevan Cherniwchan, are doing just that with top publications already accepted in environmental economics journals.

### **What are some of the standout achievements in research in energy and the environment at the U of A?**

I'd say that our ability to connect research and policy in Alberta is our strongest record of success. We've been able to build on a strong U of A tradition in public economics, where top scholars were often called upon to inform difficult policy decisions, and have built a similar reputation here in NREE.

Most recently, Andrew Leach, the academic lead for the NREE program here at the School of Business, has been called upon by Alberta's new government to chair the climate change panel. The mandate of the panel is to aid in the development of a climate change strategy for the province of Alberta, and it is expected to provide a report to the minister of environment and parks later this fall.

### **What is changing in the energy and the environment program at the Alberta School of Business?**

Energy and the environment is a key focus area for the School of Business and we are working towards increasing our offerings for students and connecting them with the large energy and environment community in Alberta and beyond.

### **What is on offer for industry and the public?**

There are two main ways for us to connect with industry and the public. We have developed a weekly energy briefing that summarizes key market fundamentals across oil, natural gas and electricity. In a few short weeks, our distribution list has grown and we have received positive feedback that it is informative and timely. In addition, the Energy and Environment speaker series that we are planning to host quarterly in Edmonton and Calgary will be a chance for students, alumni and industry to attend a panel discussion on topical energy and environmental issues.

## TIDES OF CHANGE

by Randall Morck | Professor of Business, Stephen A. Jarislowsky Chair in Finance

Norse legends tell of King Canute, weary of supplicants begging him to solve all their problems, moving his throne to the seashore. There, he commanded the tide to stay out. As the incoming tide soaked the long line of supplicants, he patiently explained that government cannot do everything.

Rachel Notley will soon channel the king's spirit. Jubilant NDP supporters have impossible expectations. Environmentalists would close the oilsands, which have done far more for blue-collar wages than any government program. Will she choose environment or union jobs? The line of supplicants is long—public sector unions, labour more generally, the arts, social welfare recipients, pensioners. Can she help them all without alienating tax-paying median voters, who decide elections—and who, rumour has it, voted against the PCs more than for the NDP?

It's not hopeless. History is kind to Canute, if only because he managed expectations. If the premier can do the same, history might remember her mainstreaming fiscally responsible progressive government. Progressives are right that government cannot be run like a business. Governments do unprofitable, socially necessary things. If these were profitable, government wouldn't have to do them. But Canute is right too—too many people want government to do too many unprofitable things. The trick is doing only the right unprofitable things. This sounds vague, but it subjects public finances to a hard-boiled economic logic. It's not the logic that rules businesses, but it's just as binding.

Governments compete for taxpayers. A government presents people and businesses with its list of public goods and services and its list of taxes. If people think the public goods and services are worth the taxes, they stay and new taxpayers arrive. If better public goods and services are available elsewhere for lower taxes, people leave and new taxpayers stay away. The lowest taxes don't win. Alabama's top income tax of five per cent and its sales tax of four per cent don't attract waves of refugees from Minnesota's much higher 7.85 per cent top income tax and 6.875 per cent sales tax. Higher taxes are bearable to get better courts, highways, schools, hospitals and infrastructure.

This is the cost-benefit analysis Premier Notley must solve to get long-term fiscal solvency (and win elections). Governments get this wrong all the time. They levy high

taxes for public goods most voters don't want. They cut taxes and cut the quality of public goods more than most voters want. Cautiously, I offer a few suggestions about the balance in Alberta:

First, Alberta is a progressive place. Suggesting the government should pay 95 per cent of abortion costs, an insane leftist position in Texas, is right-wing lunacy here. Alberta's "mind your own business" ideology echoes cantankerous New Englanders ordering the government "offa my propata!" Bernie Saunders is from New England. But Albertans' deep aversion to high taxation hasn't disappeared. Progressive ideas without big tax costs step forth: better courts, education, health care, social services.

Progressive taxation is tricky. Median voters like taxing anyone richer. Billionaire playboys, spoiled heiresses: tax 'em good! But taxing median voters (as when 1970s inflation lifted median voters into high brackets) makes government unpopular (think Thatcher and Reagan). The low-flying loonie makes U.S. medical, engineering, computer, etc., jobs 30 per cent more lucrative. Last time the loonie clipped treetops, Alberta had a "brain drain." Taxing these sorts could renew it.

Second, denouncing the oilsands is a doxology for proving one's environmentalist morals. Somehow, that must change—probably by genuinely changing the extraction processes and what flows through pipelines from Alberta. Energy CEOs will want subsidies. Canute would reply that CEOs not already massively funding these things, even at today's oil prices, need pillorying.

Third, today's unusual financial conditions let governments borrow at near-zero interest. Layoffs make jobs matter more than Fort Mac wages. Meanwhile, highways need repairing and twinning; schools and hospitals need upgrading. Capital and labour markets scream "invest in infrastructure!"

Even at zero interest, debts need repaying. Fiscally responsible borrowing boosts future taxes to fund repayment. Governments borrowing to subsidize special interests are like chumps maxing credit cards to buy friends. Governments borrowing to fund public goods and services voters want are like students borrowing to pay tuition: smart, if they take the right courses.

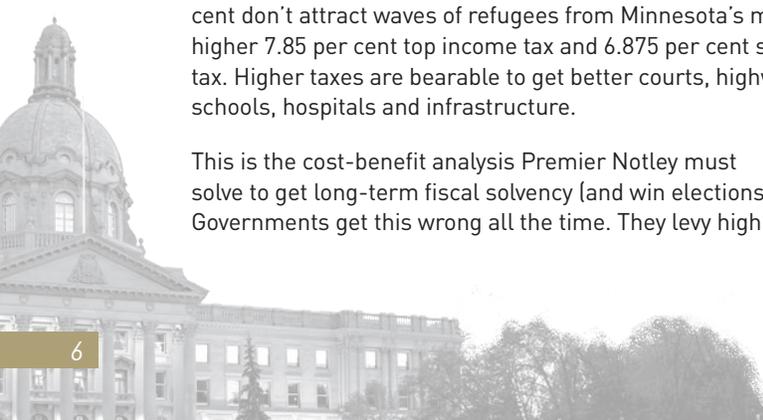




Photo Credit: Melanie Whittingham, Dzine Photography

## CHANGING THE WORLD, ONE MAN AT A TIME

by Caitlin Crawshaw

These days, \$100 doesn't buy much—maybe a week's worth of groceries or a month of morning coffees at Starbucks.

But as a wealth management professional with Pavilion Investment House, alumnus **Cary Williams** ('03, BCom, winner of a 2015 Alumni Horizon award) knows that small sums turn into serious money with the right strategy. So when a friend approached Williams with a fresh idea for a philanthropic organization in Edmonton, he was interested. "It was such a cool concept and so powerful, but also so simple," he says. "It was hard not to be a part of it."

The idea was this: ask 100 people to donate \$100 each to a charity of choice at regular meetings throughout the year. Williams' friend, Dwight Lester, had learned of a Calgary organization operating on this premise and wanted to replicate the idea in Edmonton.

"He gave me a call and asked, 'Do you think this can work here?'" says Williams, who agreed that it could. In fact, the strategy could inject significant capital into the many cash-strapped charities in Edmonton. Along with Lester and a handful of other business leaders, Williams helped spearhead the creation of 100 Men YEG (100menyeg.com).

Over the course of the year, the organization has raised more than \$60,000 for four charities: the iHuman Youth Society, which aims to empower youth through art; Sport Central, which provides sports equipment to low-income kids; YESS, which offers shelter and support to homeless youth; and most recently, Little Warriors, which works to prevent childhood sexual abuse and supports survivors.

The group now has about 250 members, representing a wide range of professions, industries and ranks, "from CEOs to the guys pulling wrenches," Williams says.

It's a win-win for everyone involved—including Williams: "It's exciting for me to see Edmontonians get excited about giving back to the community and to charities that are strapped for money."

### A number of Alberta School of Business alumni are members of the 100 Men YEG group.

Nathan Bayduza, '02 BCom  
 Nelson Bispo, '94 BCom  
 Chad Boddez, '01 BCom  
 Damon Clooney, '11 BCom  
 Peter Deines, '99 BCom  
 Brad Ferguson, '95 BCom  
 Brent Jones, '99 BCom  
 Garrett Jones, '87 BCom  
 Russell Keddie, '97 BCom, '00 MBA  
 Steven Knight, '14 BCom  
 Bryan Leung, '03 BCom  
 Matthew McAra, '07 BCom  
 Craig O'Connor, '03 MBA  
 Brad Prince, '07 BCom  
 Gord Sheppard, '13 MBA  
 Earl Shindruk, '77 BCom  
 Gerry Sinn, '79 BCom  
 Christopher Smith, '12 BCom  
 Jared Smith, '98 BCom  
 Kurian Tharakan, '86 BCom  
 Aly Virani, '99 BCom  
 Cary Williams, '03 Com

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# GEEK IS CHIC

## Library cards are cool again, thanks to alumna Tina Thomas

by Caitlin Crawshaw

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A teenager in skinny jeans stands at a kiosk scanning a bright purple card with the tag line Chicks Dig Big Brains. Next to him, a young woman throws a tall stack of video games and CDs into a tote bag that brags Library Lovers Never Go to Bed Alone.

If it seems as if the Edmonton Public Library (EPL) has suddenly become hip and cool, you can thank **Tina Thomas ('96 BCom)**. As the library's director of marketing and fund development, she led a massive rebranding effort that transformed how Edmontonians see their public library

and helped EPL snag the coveted Library of the Year award in 2014. Thomas is quick to note, however, that the library has always been cool (or, at least "geek chic"): "All we did is reflect what was happening already. This was a place of innovation and interesting people for a long time."

Thomas joined EPL not long after returning to her hometown to start a family with her husband. The Edmonton native had spent a decade in Ontario, where she'd completed an MBA at Queen's University and held several marketing positions at Nortel. Back in Edmonton, she worked for the company remotely until it took a nosedive in 2009. That's when she took a buyout and decided to move on.

The position at the public library came up almost immediately and offered her an opportunity to move out of the private sector. While she enjoyed marketing challenges of all kinds, she wanted to work for an organization that focused on people rather than profit. Even so, she wondered if EPL would present a long-term challenge: "I thought, 'How much could I possibly do? How much could they possibly need?'"

She soon discovered that the challenge was significant. Public perceptions of the library didn't reflect the vibrancy of the century-old institution—in fact, they seemed to reflect tired stereotypes. People seemed to think EPL branches were stuffy places staffed by uptight, bifocal-wearing librarians. As a parent who frequented the library with two young kids, Thomas knew this was far from the truth. When she took the position, and met plenty of staff members and customers, she discovered the very opposite was true: EPL attracted fascinating people from all walks of life. The library wasn't nerdy—it was cool.

### EPL FACTS:

Established in 1913 above a meat shop and liquor store in downtown Edmonton

There are 19 branches across Edmonton

At EPL's bricks-and-mortar locations, cardholders can borrow from a collection of two million books, music, magazines and other materials; through the website (epl.ca), they can access another nine million resources

In 2014, there were 14 million visits to EPL branches

EPL is the second-most visited place in the city after West Edmonton Mall

It was time to change things and, luckily, there was room in the budget.

“We had an opportunity that year to put out some TV spots we’d been running for the last couple of years, and they were terrible—they reinforced all the negative stereotypes about libraries and library users that we were trying to eliminate. I didn’t want to use them,” she says. “I thought, ‘We’ve got this money we’re not using for these TV spots, what can we do to refresh and help people think about the library differently?’”

Through an RFP process, she hired a local marketing agency to help rebrand the library. Its market research revealed that Edmontonians loved EPL but had some negative perceptions. Customers didn’t find the library as welcoming, warm or fun as they’d expected, and staff didn’t see themselves in how the organization was portrayed, she says.

It was time to take a closer look at EPL. “We started from the inside: ‘Who are we? What do we value? What do we do better and different from anything else?’” They realized that what the library did best was sharing—not just materials, but programs, conversations and space. And they determined that EPL’s personality wasn’t stiff and corporate like its ancient grey-and-navy logo but fun and fresh—and unabashedly geeky.

With the brand identity hammered out, Thomas launched a marketing campaign in 2010 geared at getting Edmontonians to think differently about the library. The Spread the Words campaign emphasized clever language and simple, bright colours. Tag lines like Beyoncé’s Latest, Beethoven’s Greatest and Be an Information Ninja appeared on buses, billboards, print and online media, and on library swag, like tote bags and T-shirts.

Edmontonians loved it. Within a year, program attendance was up 25 per cent and overall borrowing was up 13 per cent. Card orders had climbed 200 per cent. The campaign snagged advertising awards. Thomas herself was named one of *Library Journal’s* 2011 Movers and Shakers and joined the ranks of *Avenue* magazine’s Top 40 Under 40.

But Thomas isn’t one to rest on her laurels. She says the strength of EPL’s brand is built on the kinds of things and people you can find in the library already—witty language and bright, happy colours. While EPL worked with an agency for the first part of its brand development, most of the ongoing work has been developed and implemented by



Tina Thomas, '96 BCom

Photo Credit: Rob Hislop

Thomas and her marketing team, including U of A alumni Craig Pinder, Kit Walton, Gaby Wong and Karen Martinez, producing several award-winning marketing programs along the way.

These days, her team is moving forward with a big effort to “bring the brand inside” and ensure customer experience is consistent across all EPL locations. “People think of the library as a not-for-profit, city organization—and we are those things, but we are also a large retail space,” she says. People enter a library expecting to find what they need quickly and easily, but there’s inconsistent signage and visual communication across branches.

It’s a project that requires a lot of strategic thinking—something Thomas has in spades. In fact, it’s likely the biggest reason for her remarkable career success. “Marketing is creative, but I think it’s a false perception that marketing people are creative by nature,” she says. “I think marketing is just as much, if not more, about strategy and analysis.”



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# IT TAKES A VILLAGE

## ... to raise an entrepreneur

by Connie Bryson

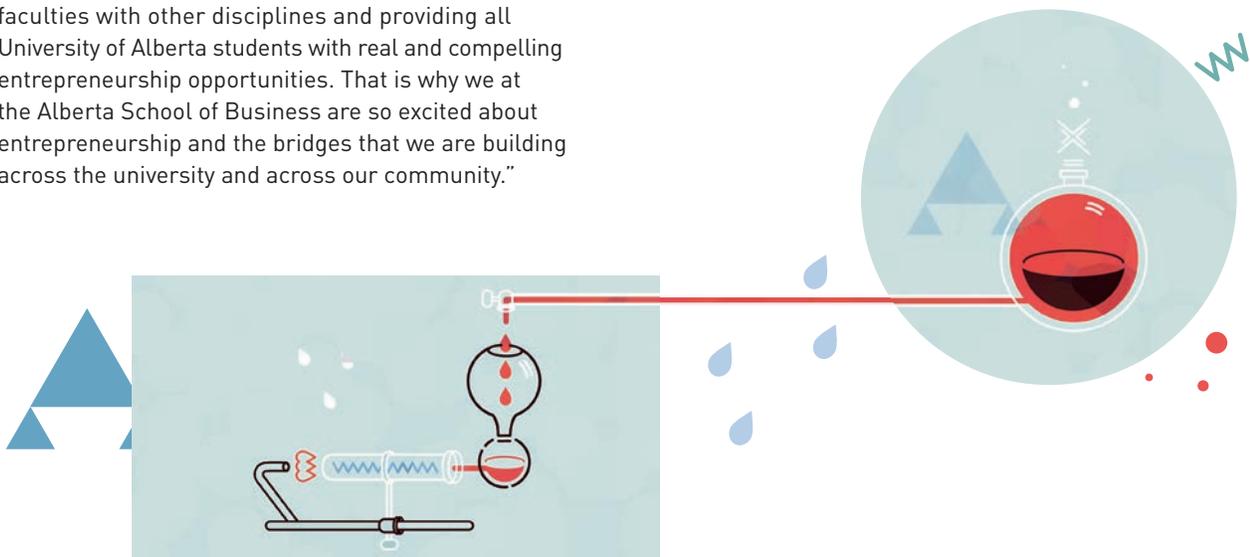
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Check your stereotypes here. Forget the picture of the entrepreneur as a geeky lone wolf with borderline personality disorder. In Alberta—and in Edmonton in particular—entrepreneurship is all about community, much of it driven by what’s going on at the University of Alberta.

The U of A-inspired community is extensive—starting with students, faculty, entrepreneurship courses at all levels and leading-edge research on entrepreneurship, supported by cross-campus entrepreneurship initiatives and resources, and linking up with Edmonton’s entrepreneurship organizations, individual entrepreneurs, businesses, investors and mentors. It can be hard to track the myriad connections, but look to the heart of the activities and you’ll find the Alberta School of Business.

“Entrepreneurship is at the very core of business and business education,” says Dean **Joseph Doucet**. “Every facet of business activity and business education can benefit from an entrepreneurial mindset and focus. This is as true with startups as it is with social innovation. And this is a great platform for collaborating across faculties with other disciplines and providing all University of Alberta students with real and compelling entrepreneurship opportunities. That is why we at the Alberta School of Business are so excited about entrepreneurship and the bridges that we are building across the university and across our community.”

The excitement is real at eHUB, the flagship program of entrepreneurship initiatives run by the Alberta School of Business. eHUB is a space in HUB Mall where nascent student entrepreneurs can start building their own communities. That’s exactly what U of A Computing Science PhD students Neesha Desai and Kit Chen did two years ago. Along with retired teacher Chris McMahan and graphic designer Joel Koop, they set out to develop an educational computer game to help students improve writing skills. Their company is Alieo Games (alieogames.com). Although the Alieo team knew algorithms, teaching and computer games, none of the founders had any experience starting or running a business.



## What would you do if you weren't afraid?

In October 2013, Desai and Chen attended the Grace Hopper Celebration of Women in Computing conference, where Facebook COO Sheryl Sandberg gave the keynote address. During her speech, Sandberg posed the question: "What would you do if you weren't afraid?" Her challenge galvanized the young women into action. Using eHUB as their home base, the team linked up with a range of resources. The prototype for Alieo's COW (Creative Online Writing) software was developed during a hackathon run by Startup Edmonton. Alieo participated in the first eHUB Spark event, where students pitch their startup ideas.

"eHUB is the perfect place to start a business," Chen says. "The open space facilitates connections—you overhear conversations, you chime in, people hear what you're talking about, and so it goes. Importantly, eHUB is a female-friendly place. Neesha and I like coming here. Not every place is like that."

Not only is the mix of genders important, so too is the mix of disciplines. "It doesn't matter what faculty you're in, you can be an entrepreneur," says Desai, who received her doctorate this spring. "We all learn from each other."

Through eHUB, Chen and Desai found out about business plan competitions, which Alieo began winning regularly. At TEC Edmonton's TEC VenturePrize awards ceremony, the Alieo founders were introduced to **Tom Viinikka**, '04 BCom, '15 MBA, an Edmonton entrepreneur. Viinikka, who is passionate about education, was already acquainted with Alieo through the student entrepreneurship competition he had run while doing his MBA. But he hadn't thought of himself as part of the company.

As luck would have it, Alieo was the inaugural winner of the Ross and Verna Tate Science Entrepreneurship Award for science-related startup companies with a Faculty of Science connection. They used the prize money to hire Viinikka to bring the missing business focus to the company.



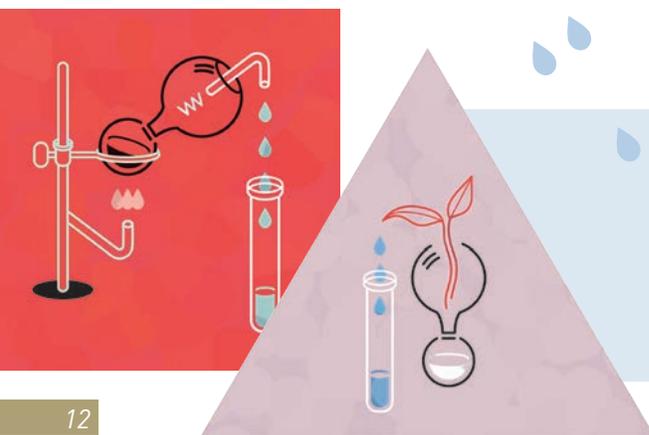
Tom Viinikka, '04 BCom, '15 MBA

Photo Credit: John Ulan

This is exactly the kind of result that everyone wanted from the recent collaboration between the Faculty of Science and the Alberta School of Business to encourage and support student entrepreneurship, says **Jonathan Schaeffer**, dean of science. "Science students have the domain expertise to generate exciting commercialization ideas, but success can only be realized by adding in the business expertise. Collaboration is the winning strategy."

With Viinikka on board, Alieo is focused on getting COW 2.0 into as many schools as possible. Alieo also won a spot at Imagine K12, an accelerator that invests in about 10 early-stage education technology startups every year. Members of the team will go to Silicon Valley for an intensive three-month program.

Viinikka is amazed by the company's progress and the possibilities for its software. "I'd been looking to get involved with a new business for some time, but nothing really grabbed me—until Alieo. There's something about being around student entrepreneurs and eHUB—it's a place where people can try. It doesn't matter if you fail, the experience is so worth it. I've been an entrepreneur my whole life and I'm still inspired by this atmosphere."



"There's something about being around student entrepreneurs and eHUB—it's a place where people can try. It doesn't matter if you fail, the experience is so worth it."

— Tom Viinikka



Tony Briggs

Photo Credit: John Ulan, Courtesy Faculty of Science

## Changing the culture

The university has a crucial role in influencing innovation and entrepreneurship, as shown by the University of Alberta Impact Study, co-written by business professors **Tony Briggs** and **Jennifer Jennings**. They reported that one in five U of A alumni are entrepreneurs. Of the 70,000 organizations created by U of A alumni, a third have a social, cultural or environmental mission, evenly split between for-profits and non-profits.

Briggs notes that while the study clearly shows that the university paves the road for future innovation, the way it happens is not necessarily simple or direct. For example, data from MIT and Stanford show that entrepreneurs in high technology are typically people that have master's degrees, are in their mid-30s and have five to eight years of work experience. Importantly, these universities have a strong culture of entrepreneurship, as do the cities they're located in.

"Our focus at the U of A is to build our own culture of entrepreneurship within the university," says Briggs, who is executive director of the Technology Commercialization Centre, the hub for all Alberta School of Business entrepreneurship initiatives. "If the environment legitimizes entrepreneurship and provides a community,

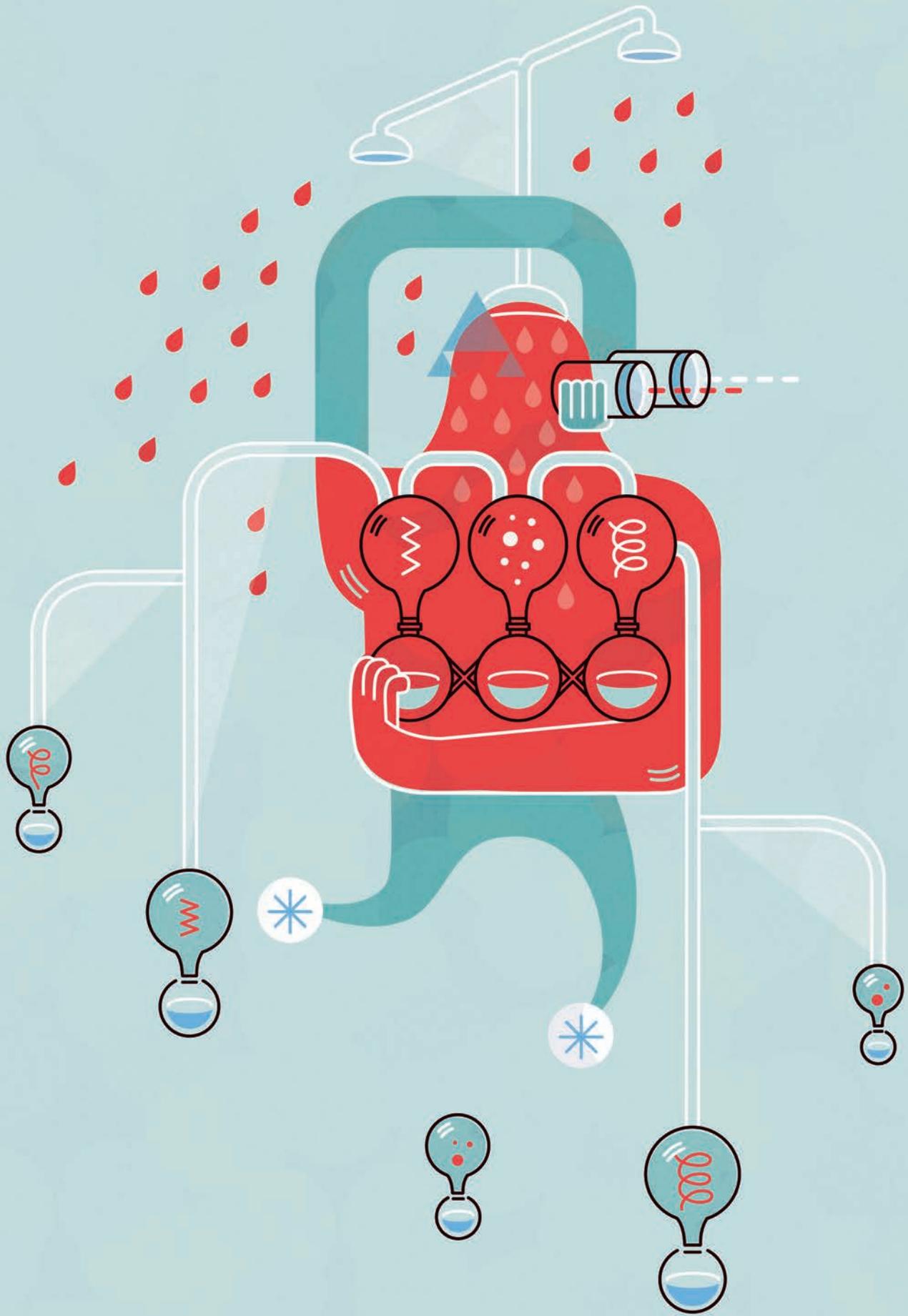
networks and other kinds of resources, students will do the hard work to build these organizations. We can speed them up, help them and make their university experience better. But we're not preconceiving the kinds of organizations they will create or the industries they will be in. There's a whole primordial soup of things going on. Our work is to make the soup as rich and diverse as possible and not dictate the outcomes."

A key aspect of the U of A entrepreneurship culture is its interdisciplinarity. Cross-campus links are actively encouraged through the Technology Commercialization Centre. eHUB director **Noreen Hoskins** is a strong proponent of interdisciplinary student teams—nearly three-quarters of the students using eHUB are not business students. In addition to the collaboration between the faculties of science and business, new relationships are being developed with the faculties of arts, medicine and engineering. eHUB recently became funded by the U of A provost's office, underlining its status as a university-wide resource. As students build their organizations, partnerships with external parties come into play, including TEC Edmonton, Startup Edmonton, Alberta Women Entrepreneurs and international academic entrepreneurship groups.

"There's a whole primordial soup of things going on. Our work is to make the soup as rich and diverse as possible and not dictate the outcomes."

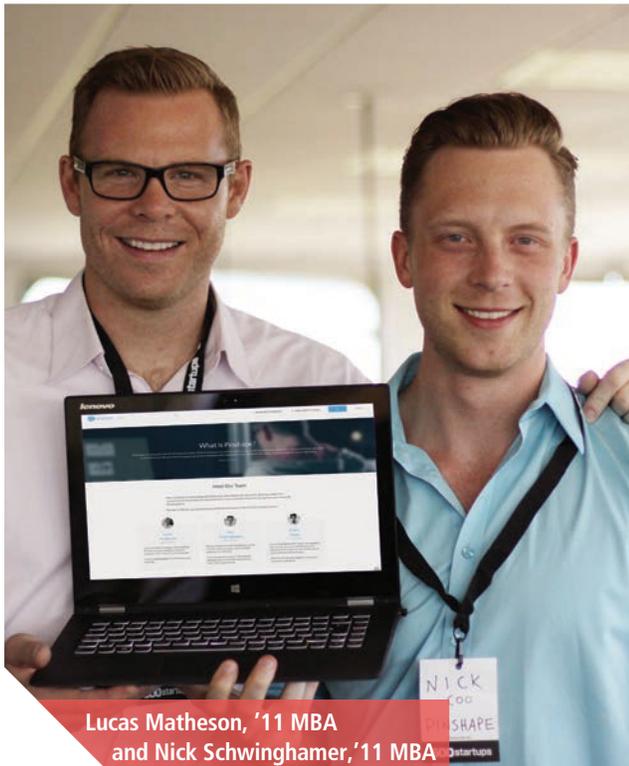
– Tony Briggs





"We typically think of universities as having *individual outcomes*—individual skills, knowledge, a degree," Briggs says. "What entrepreneurship allows is *organizational outcomes* through the creation of new organizations, new networks, new resources and better ways of doing things. So our graduates will not only have knowledge and a degree, they will have credible resources in the form of networks of people built around a purpose. They may also have an organization they're working with—maybe even a job. That's the real opportunity. Over time, universities are going to be driving organizational outcomes as well as individual outcomes. We're putting the U of A on the forefront."

One of these student-made networks is already hitting its stride. Vancouver-based Pinshape (pinshape.com), a next-generation 3D printing community and marketplace (think of the platform as iTunes for 3D printing), was co-founded by **Lucas Matheson**, '11 MBA, **Nick Schwinghamer**, '11 MBA, and Andre Yanes. During their MBA, Matheson and Schwinghamer worked on a capstone project for an early-stage tech company. Neither of them felt it would be successful, but the work inspired them to spend the semester trying to figure out how to create a successful startup.



Both Matheson and Schwinghamer went on to jobs—Matheson in M&A, Schwinghamer in R&D. One year after graduation, they met for lunch, brainstormed the idea for Pinshape and started working out the details.

The team built a prototype in early 2014 and was accepted into 500 Startups, one of the premier accelerator programs in the world. This was the kick-start Pinshape needed. The company is now established as a global marketplace, experiencing 150 per cent monthly growth. It is opening a new round of financing this fall to scale the platform. Previously, Pinshape raised US\$730,000 from Silicon Valley venture capitalists and angel investors. Of this, \$215,000 was raised by local Edmonton angels. Nine people work for Pinshape, and more hiring is on the horizon.



## WHAT IS ENTREPRENEURSHIP?

We asked a few of our interviewees for their answer.

### Michael Lounsbury

I think of entrepreneurship as a motor for change. Challenging existing understandings and routines. It's a way of thinking and acting differently. The entrepreneurial mindset is about disciplined, critical thinking. It should be a required course for all students.

### Lucas Matheson

It is the act of developing and executing business strategies that learn quickly, adapt to failure, and capitalize on opportunities that create value for real people.

### Kit Chen

Entrepreneurship: Figuring out what value you can offer the world through continuous trial and error.

### Tom Viinikka

Being an entrepreneur is having so few resources that you don't think it's possible but the guts to try it anyway.

## Research is the foundation

While the entrepreneurship effort is university-wide, the emphasis on building a culture in entrepreneurship stems directly from a key research strength at the Alberta School of Business—institutional theory. The pioneering work done by business professors **Bob Hinings** and **Royston Greenwood** put the university on the map in the area. “The Alberta School of Business is the recognized leader in this area, as well as family business, and it’s from this foundation that the school has reached out to grow towards entrepreneurship,” says **Michael Lounsbury**, who holds the Tier 1 Canada Research Chair in Entrepreneurship & Innovation. He is also associate dean (research) and academic director of the Technology Commercialization Centre. “We have assembled a world-class group of entrepreneurship and innovation scholars. The research we do in this group is aimed at understanding the institutional nature of entrepreneurship. We look at entrepreneurship as a socially conditioned and cultural phenomenon.”

The established excellence of the Alberta School of Business in institutional theory and the ramping up of research activity in entrepreneurship over the past five years is translating into significant achievements, such as Lounsbury’s prestigious appointment to a Tier 1 Canada Research Chair. This year, the Alberta School of Business was invited to be an organizing partner (along with Stanford University and three other West Coast entrepreneurial schools) for the West Coast Research Symposium, one of the most prominent scholarly conferences for entrepreneurial and technology scholars.

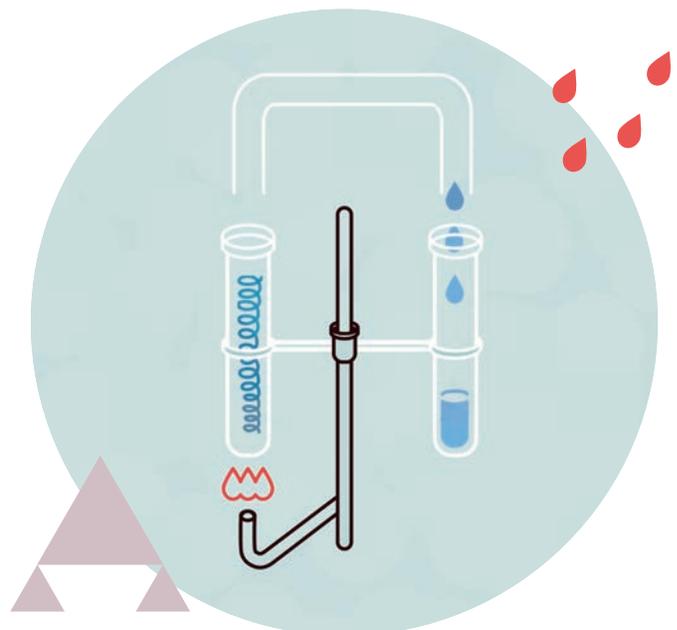
The school is also adding two new professors—**Madeline Toubiana** from the Schulich School of Business, York University, and **Tim Hannigan**, Saïd Business School, Oxford University (see sidebar)—to further bolster the entrepreneurial research capacity. Graduate students have secured excellent academic postings. They include **Tyler Wry**, ’12 PhD, to the Wharton School, University of Pennsylvania, **Eric Zhao**, ’14 PhD, to the Kelley School of Business, Indiana University, and **Evelyn Micelotta**, ’15 PhD, to the Anderson School of Business, University of New Mexico.

There’s now a vibrant mix of curricular and co-curricular programming in entrepreneurship at the U of A. On the curriculum side, there’s a wide range of undergraduate and graduate courses in various aspects of entrepreneurship, as well as Entrepreneurship 101, a general course open to all

U of A students. Co-curricular programs, such as eHUB, are run through the umbrella entrepreneurship@UALberta initiative organized by the Technology Commercialization Centre. Layered on top of this is the rejuvenation of downtown Edmonton, which has shifted the zeitgeist of the city toward a young, outward-looking, inclusive, anything-is-possible kind of vibe.

Institutional theory has given the Alberta School of Business an important window not only to understand entrepreneurship but also to design university-wide programs that support entrepreneurship, Lounsbury notes. “The question isn’t why does someone want to become an entrepreneur, it’s how do we create an entrepreneurial culture? My starting point is that entrepreneurship is a communal event and requires community building. At the core of it is a supportive environment that connects people and helps them build networks of support. It’s not a lone endeavour.

“If there’s one take-away, I hope it’s a call to help build this community. Our students need mentors—people with experience and skills to give advice not just around creating companies but also more general career and social advice. We need to connect our students to this wider array of expertise. And we need more funding to support entrepreneurship activities such as travel to business competitions. We’re developing a virtual engine to help young people create new things. Join us.”





Madeline Toubiana



Tim Hannigan

## NEW PROFESSORS BOLSTER ENTREPRENEURSHIP TEACHING AND RESEARCH

Two new professors are joining the Alberta School of Business this fall. **Madeline Toubiana** and **Tim Hannigan** are taking up their first faculty positions, attracted to the school by its established expertise in institutional theory and growing reputation in entrepreneurship.

Toubiana joins us from the Schulich School of Business, York University, where she completed her PhD. She grew up in Kingston, Ont., but went abroad for her undergraduate degree—Australia’s International College of Management/Macquarie University, where she studied business, majoring in hospitality and tourism. She then worked in the hospitality industry before doing her master’s at Queen’s University.

Her research is related to complexity and entrepreneurial capacity, and she has a particular interest in social entrepreneurship. (She will teach Social Entrepreneurship as well as Business and Sustainability this winter.) “My interests were originally in social change, but I soon came to realize that social entrepreneurs were a group with huge potential to drive and implement social change,” Toubiana says.

One of the key challenges for social entrepreneurs is dealing with two divergent and sometimes contradictory world views: a business world view and a social world view. Toubiana’s work investigates the many factors that make up this complexity and the strategies that can help navigate complexity and avoid failure.

She notes: “Being able to work against dominant forces that protect existing paradigms is an absolutely necessary trait for entrepreneurs and organizations looking to innovate and change.” As a result, her other main research area focuses on the opportunities and constraints on individuals’ capacity to act entrepreneurially. For example, Toubiana has studied social media and how it can enable individuals to overcome constraining socialization and act entrepreneurially. A particular interest is how individuals can overcome barriers related to stigmatized fields. She recently won funding from the Social Sciences and Humanities Research Council of Canada for research on entrepreneurship by women in the contested field of sex work.

Hannigan just finished his postdoctoral studies at the Oxford University Centre for Corporate Reputation. He also hails from Toronto.

Hannigan’s route to academia had a novel start. When he graduated from Queen’s University with a double major in economics and computer science, he was hired by the university to implement a content management system. “It became abundantly clear that when rolling out a new technology across an organization, the technology aspect is very small compared to the socio-political side. I was so fascinated by the organizational issues, I went back to school.” Hannigan has an MSc from the London School of Economics and a PhD in management research from the Saïd Business School, Oxford University.

When he started his PhD, Hannigan realized there was an opportunity to take his computer science skills, particularly around text analysis, and apply them to mapping out shared or social cognition. “It’s really difficult to measure the shared cognition of a collective group of people. A lot of it is found in our stories, what we think of as culture. Big data approaches have helped to pave the way for applying quantitative rigour and scale to traditionally soft data such as text.”

Hannigan conducts network text analyses of media to show how unstructured information can shape nascent markets. Another branch of his research looks at how reputations are built and situated in audiences, and how they can be affected by shocks such as scandals. He was co-organizer of “Making Sense of Scandals: Purpose, Puzzles and Probabilities in Organisational Wrongdoing,” an invitation-only conference held at Oxford this September.

In addition to his academic qualifications in entrepreneurship, Hannigan was a founder of two tech startups while he was at LSE. He will teach Entrepreneurship 101 in the winter, a course similar to one he started at Oxford. “Courses like this are vital to building an entrepreneurial culture on campus. Culture is not something you can engineer but it is something you can cultivate.”



## *So you think you want to be an entrepreneur?*

Here are 10 light-hearted beliefs **Brad Ferguson**, '95 BCom, president and chief executive officer, Edmonton Economic Development Corp, thinks will help determine your fit and readiness:

1. Working 12 hours a day is a great start to any morning.
2. Market research is simply a fancy expression for talking with your neighbour.
3. You should be paid a monthly salary at least once a year.
4. Two hours of uninterrupted sleep is much preferred to eight hours sleep interrupted by a cash flow nightmare.
5. When people call your idea crazy, it is they who clearly have no understanding of what the world actually needs.
6. All continuing education courses should be provided by way of three-minute YouTube videos.
7. A reasonable work-life balance can only be achieved when you spend 100 per cent of your time on work.
8. Your vision has been clearly communicated, no matter how many times people ask for it to be re-articulated.
9. Your spouse will provide unconditional love and support, especially when CRA starts calling your home number.
10. If all goes bad and life gives you lemons, you'll quickly be able to find someone with a bottle of rum and make magic.



Photo Credit: Heather Pennell

## *Journey of a crafty entrepreneur*

Jenna Herbut has carved a niche for herself in the world of handmade goods

For **Jenna Herbut**, '04 BCom, it all started with a class at the Alberta School of Business. She had to write a business plan for a marketing class in the final year of her program and decided to create an imaginary company that manufactured belts. From that effort she decided to make her company a reality and by the age of 25 her products, Booty Beltz-fabric sash belts fashioned by hand from vintage scarves-were being sold in shops throughout Canada, the U.S. and Japan, with small factories in Edmonton and Calgary for production.

When a friend invited her to sell Booty Beltz at a street festival Herbut found she really enjoyed interacting with end customers and embarked on a cross-Canada tour, selling at every festival and craft show she could find.

Yet something didn't sit well. "I just felt that the shows were not appealing to young people."

In 2007, Herbut and a jewelry designer launched a pop-up event in Edmonton. It was a huge success and in 2008, Herbut and her brother Chandler rebranded the craft fair as Make It, marketing it as an opportunity to buy one-of-a-kind, ethically made goods from Canadian artisans. The tiny alternative craft show that started with only a handful of exhibitors will be held in the massive Edmonton Expo Centre this November and the PNE Forum in Vancouver in December.

In 2012, she launched Make it University, an online business program for fellow crafty entrepreneurs. In 2014, she created #MakeltTV, an online interview series filmed at artists' studios to promote their products.

Does she have any advice for budding entrepreneurs? "Lots!" she says with a laugh. "You're going to be told to get a real job first and get some experience. But my advice is to start before you're ready and before you know everything. I learned so much along the way. It is an amazing time to be an entrepreneur, with so many online platforms to sell your work. Start small and grow slowly."



Photo Credit: CKGSB

## Entrepreneurial success in business education

It was a moment of revelation for **Xiang Bing**, '91 PhD. After learning, teaching and doing research in a number of business schools worldwide, he came to realize that the North American model of business education is not well-suited to China. "Given the pace of change in China, you must lead change with existing leaders first," he says. "This requires a focus on executive education, particularly the EMBA."

The insight sparked an entrepreneurial streak, and Xiang helped create China's first faculty-governed, non-profit, independent business school. The Cheung Kong Graduate School of Business (CKGSB) was established in Beijing in November 2002 with support from the Li Ka Shing Foundation.

Under Xiang's leadership as founding dean, CKGSB has developed into a prominent business school with 45 full-time professors. It now has campuses and teaching facilities in Beijing, Shanghai, Shenzhen and New York as well as offices in Hong Kong and London. The school offers innovative MBA, finance MBA, executive MBA, dual-degree EMBA with IMD, finance EMBA, doctor of business administration and executive education programs.

Xiang, whose wife **Lin Li**, '90 MBA, is also a U of A grad, has played a central role in designing CKGSB programs that consider the complete wealth cycle—from its creation and accumulation to its application for the common good. "To be globally competitive, we believe that future business leaders must lead with big hearts," Xiang says. "Our pioneering experiment, combining instruction in both management and the humanities, sets us apart as a new-generation business school with global ambition."



Sameer Dhar with TEC Edmonton CEO, Chris Lumb  
Photo credit: TEC Edmonton

## The road less travelled

Business grad leaves a future in investment banking to follow his passion

How does a 22-year-old graduate from the Alberta School of Business go from a career path in high finance to developing a deep and abiding concern about incontinence in the elderly? For **Sameer Dhar**, '14 BCom it was a return to what matters most to him: making a difference in people's lives. Dhar is CEO of Sensassure, a startup company that produces technology to improve incontinence care. The company is the winner of TEC Edmonton's 2015 VenturePrize worth \$100,000 in the Fast Growth category.

The Leadership Certificate program at the Alberta School of Business played an important role in helping Dhar discover what he really wanted to do with his life—which was helping people—after originally planning a career in investment banking.

The answer was Sensassure. The company is developing a product called the SmartPatch that attaches to the outside of any adult brief. It transmits data to nursing staff when a long-term care resident has an episode of incontinence and needs help.

In January 2014, Dhar and his team heard from nurses and nursing home administrators talk about their biggest "pain points" in long-term care. One of the recurring themes: incontinence management. "None of us even knew what that meant 16 months ago," Dhar remembers.

Dhar came up with the SmartPatch, working with Tim Ahong, who has a background in aerospace engineering, and Jeremy Dabor, who brought a clinical approach to the company.

Dhar moved to Maryland for six months in 2015 to fine-tune the SmartPatch by working closely with a nursing home operator who is interested in the product, and actually living in the nursing home. "All of us love what we're doing," Dhar says. "The past year has been the most enthralling, engaging time of my life and I couldn't imagine doing anything else." However, it is a far cry from the lucrative world of investment banking.



# 20 YEARS SUPPORTING ALBERTA'S FEMALE ENTREPRENEURS

Janet Harvey sat down with **Tracey Scarlett**, '02 MBA, CEO, Alberta Women Entrepreneurs (AWE) to talk about its successes, challenges and results over the last two decades working in the province.

## **Tell us a little bit about Alberta Women Entrepreneurs—the organization's genesis, mandate and successes to date.**

Alberta Women Entrepreneurs is 20 years old this year. It started as an initiative of the federal government with a mandate to support access to capital for women who were looking to start businesses. Today we are more active in helping women build capacity to expand their businesses. On average, women-owned businesses are about half the size of their male-owned counterparts. They access less than a quarter of the capital for growth and they're less likely to get involved in export markets and high-growth opportunities.

One of our big successes is that women are starting businesses now at almost the same rate as men. After business owners participate in our high-growth programs, we predict they will grow their businesses by 30 per cent annually—that's total revenue and job creation. And on average, 75 per cent of the businesses we work with remain in business five years out—more than double the national average.

We estimate 100,000 women business owners in Alberta, and almost all of them have touched our organization at some point as participants or mentors, as part of our broader advisory networks or as expert service providers.

## **What are some statistics about women and entrepreneurship that people may be surprised to learn?**

For every five businesses started by men in this province, women start four, which exceeds almost every jurisdiction internationally. In Canada, about a million women are self-employed or own entrepreneurial ventures, contributing about \$117 billion in economic impact. Millions of Canadians are employed by businesses owned by women.

## **What are some of the unique challenges that women face?**

Anyone who is a primary caregiver in a family, whether male or female, has different challenges in terms of their opportunity to commit to their career. But often, women entrepreneurs start to emerge at that time in their lives when they are caring for family or aging parents. They see a business opportunity to start something and build

**Did you know:**  
Women-owned  
businesses employ  
over 10 million  
Canadians.



it around the life they want to create. In many cases this ends up to be a real benefit. Women-owned businesses are great equal-opportunity employers, and often women's commonality of experience leads to flexible work environments, employment of underrepresented groups, and leadership teams that are predominantly women.

#### **What kind of support do you offer?**

We've developed our Excelerator Program specifically for high-growth entrepreneurs who want to grow their businesses. We bring them together in a group of peers who are at the same stages of business development. We want to help them understand their leadership potential as well as their business potential. Our curriculum is based on building the person and the network around them, as well as the business. We layer on access to capital through our lending program, and access to market opportunities through trade missions. For business owners looking to take that next step, we've built a whole bundle of services and programs that takes them from stage 1 to stage 2 to stage 3 and keeps them connected to what they need at the time that they need it.

#### **What impact do female entrepreneurs have on the Alberta economy?**

Over the course of the 20 years of our organization, women we've worked with have contributed around \$600 million to the Alberta economy.

#### **What gives you the most satisfaction in your role?**

It is so rewarding when I meet a business owner just starting out who goes through our programs and achieves her potential. My background is in the biotech and construction industries and I particularly like to see increasing participation of women in high-growth industries viewed as not traditionally female—technology, construction, science and engineering—businesses where there is truly an integration of what drives Alberta's economy and creating a different way of doing business in some of those sectors. That to me is also incredibly rewarding.



Tracey Scarlett, '02 MBA

Photo Credit: Curtis Comeau

#### **Any final words of advice for entrepreneurs?**

Find the networks and groups that will provide you with support and connections, and if you're thinking about starting a business, just do it!

***For more information on AWE's programs and services, go to [awebusiness.com](http://awebusiness.com).***



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# NO ORDINARY STUDENT

## Michael Tessier

by Wanda Vivequin

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Business student and entrepreneur **Michael Tessier** is not your run-of-the-mill 21-year-old

In three years, he has transformed himself from a dirt-moving, stone-lifting landscaping worker into the co-founder of a business that in the first quarter of 2015 had \$200,000 in revenue, and he is not stopping there.

“In three years, I want to be doing \$1 million worth of sales,” he says confidently, and he even talks of franchising his company. The company, Good Roots Landscaping Inc., does landscape construction, creating personalized outdoor spaces for homes.

Tessier says his journey to becoming an entrepreneur began when he was 19 after working for two years as a commercial landscaper. “At the end of the second season, I thought seriously about starting a company.” A seed was planted and the project took root quickly after he collaborated with two business partners.

His father’s career as a real estate agent helped Tessier understand what is involved in being your own boss. “I was never afraid, because I had seen what my dad had done,” he said. In fact, the seeds of entrepreneurship had been sown much earlier. When Tessier was about eight, he started his own snow removal company. At 14, long before he was able to drive, he was selling cars online on Kijiji.

“I was able to do all of this, of course, because I had a fallback, living at home with my parents, but it gave me a taste of what it is like to earn my own money through hard work.”

Tessier says the support and learning opportunities offered to business students at the U of A are amazing. “There’s no surprise every semester when professor Richard Field’s management classes are the first to fill up. He

shows sincerity with every student and always ensures you’re getting the most out of his courses. For example, by simply going out of his way to send one email to me to sign up for the Global Student Entrepreneurship Awards, it truly became the catalyst to an ongoing series of new connections and exposure for my business and myself.”

Tessier applied and went on to be named one of the top five student entrepreneurs in Canada at the 2015 Entrepreneurs’ Organization’s Global Student Entrepreneur Awards. He later competed with Bojan Konstandinovic, a fellow Alberta School of Business student, in the Enactus Canada Student Entrepreneur national championship. Both had been named regional champions, the first time two students from the same university and faculty had been so recognized. Tessier won the top prize. He was named the Student Entrepreneur National Champion and took home the championship cup.

### GOOD ROOTS STATISTICS:

**\$180,000** in revenue in the first quarter of 2015

**\$85,000** in equity | **6** employees over 2014

**\$700,000** in total contracts sold since startup



## SO YOU THINK YOU HAVE WHAT IT TAKES TO BE AN ENTREPRENEUR?

Award-winning student **Michael Tessier** has prepared a quiz to see if you have what it takes to be a successful entrepreneur.

- Do you enjoy finding new ways to improve things or make people's lives better? Obsessed?
- Are you a task-oriented thinker? Do you have vision? goals? objectives? strategies?
- Are you ready to take action? Fearless about doing something wrong?
- Do you surround yourself with inspiring people—those who are enthusiastic and passionate about their ideas?
- Are you able to persevere through hardships while maintaining a positive mindset? Can you handle the emotional and physical stress of relying on yourself?
- Do you have strong leadership qualities? Do you draw the best qualities from your team members? Do people trust you?
- Are you adaptable? Able to take advice and improve yourself?

If you answered yes to a number of these questions, you may have what it takes to be an entrepreneur. Michael's advice: Don't wait! Entrepreneurship isn't for everyone, but only those crazy and eager enough to try will change the way things are done and pave their own paths.



# HU HARRIES MEDAL WINNER AND TOP BUSINESS STUDENT

by James Grant

## The Dr. Hu Harries Medal in Business

was first awarded in 1988 and has been given annually to the student in the School of Business who has obtained the highest academic standing in the courses of the final two years of the BCom program. It carries with it a prize of \$1,000 and a Sterling Gilt Medal.

Here are all of the winners to date:

Joseph	Ostermann	1988
Chuan	Paul	1989
Ian	Allingham	1990
Heather	Prentice	1990
Michelle	Shewchuk	1991
Christopher	Sprysak	1992
Shane	Fildes	1993
David	Koziol	1993
Derek	Oler	1994
Dion	Degrad	1995
Melanie	Tiessen	1996
Till-Arne	Hahn	1997
Gary	Quedado	1998
Suzanne	Andrew	1999
Timothy	Vande Griend	2000
Dipesh	Mistry	2001
Leanne	Mamchur	2002
Gregory	Perlinski	2003
Shaun	Weber	2004
Benjamin	Aberant	2005
David	Rusnacik	2006
Alison	Pendray	2007
Brendon	Ho	2008
Jared	Mackey	2008
Brittney	Tetz	2008
Ryan	Stasynec	2009
John	Regush	2010
Stephanie	Rarog	2011
Elzbieta	Tymon	2012
Rachel	Gibeau	2013
Matthew	Godel	2014



Matthew Godel received the Governor General's Silver Medal from former University of Alberta President Indira Samarasekera.

When asked about academic success during his time at the University of Alberta, **Matthew Etienne (ET) Godel**, '15 BCom, says a lot of the credit goes to the people around him.

"I credit my parents with instilling a strong work ethic in me. Thanks to them I've been motivated to do my best without the need for any outside rewards," the Cold Lake native says.

"Being able to look around at my friends, my sister and my girlfriend,

seeing how hard they work has also been a major motivation. But, it does help studying something as interesting as finance."

Godel's motivation has paid off. The 22-year-old finance major graduated in May with a bilingual BCom, the Dr. Hu Harries Medal in Business, and the prestigious Governor General's Silver Medal. The Dr. Hu Harries medal recognized Godel as the business student with the highest academic standing in the courses of his final two years of his BCom program.

"It can be difficult," Godel says, when asked about the commitment and workload required to achieve such a high academic standing. "The amount of work required of us is significant, but the school helps in many respects." Whether it's the extracurricular options, the assistance of faculty, or the encouragement of fellow students, Matthew says that the school is always a supportive environment. "I've had a number of outstanding professors at the school, and the student body includes so many great students that it's natural for them to support and inspire one another."

Godel said the school also helped him maintain a work/life balance during his degree, "With the number of events and activities a student can get involved in, it would be hard to study here and believe that work is the only thing to do."

"I also had a lot of fun participating in CASE competitions, particularly the Edge Business Competition."

"CASE competitions were a fun way to forget about exams and assignments while still putting to use the skills I learned during class time," he says, "and they were a great way to meet people. I met some of my closest friends at CASE competitions."

To successfully complete a BCom is no easy feat, and to do so setting such a high bar academically is a true achievement. The school wishes Godel well as he now continues his studies as a law student.



## BCOM CELEBRATIONS - JUNE 8

Thanks and congratulations to everyone who attended convocation this spring. The Alberta School of Business graduated 543 students with a BCom and welcomes all of you to our alumni family, which numbers almost 26,000. Here are some photos from the BCom Facebook page, celebrating this important milestone.



1. New graduate Nisha Patel helps Dean Joseph Doucet as he takes his first "selfie." 2. 2015 BCom graduates (from L to R) **Kristiann McCool, Katie Murray, Ralph Sadowski, Brittany Bryce and Sarah Batchelor** 3. Associate dean, undergraduate program, Elaine Geddes shares a moment with BCom graduates **Brett Bouthillier (L) and Marko Laschuk**.

## CAMPUS 'VILLAGE' SUSTAINS MBA GRAD'S NEW LIFE

by Bev Betkowski

**Emily Dietrich**, '15 MBA is all about building communities to tackle social and environmental challenges, even as she builds her life.

Dietrich graduated in June with one of the University of Alberta's first MBAs specializing in sustainability, her thoughts are for her own sustainers: an ongoing community of caring people who got her where she is today.

"The idea of community is really important to me. Working together, people can solve tough challenges. It was a village of people who helped me."

As an outreach and engagement lead at the U of A's Office of Sustainability, Dietrich will use her newly minted MBA to continue developing eco-friendly initiatives on campus, and community-building will continue to guide her work—as it has her life.

Her MBA is the latest in a string of accomplishments for Dietrich, who, a little over a decade ago, didn't think it was possible to attend university, let alone earn a degree. Married into a very difficult relationship at age 17, Dietrich left at age 22. Homeless and with no education, Dietrich realized she didn't want to ever again be reliant on someone else for her survival.

"I saw women who seemed to be successful, and what they had in common was education."

With the encouragement of a few people who cared, she enrolled at Grande Prairie Regional College to take a few courses. "I thought I would fail; I ended up getting top marks and winning a national scholarship." Encouraged by one of her professors to consider pursuing a degree, Dietrich remembers asking what a degree was. But a seed was planted, and she enrolled.

"For the first time, I felt I had eyes to dream."

She went on to earn a bachelor of education degree at the college through the Teacher Education North Program offered jointly with the U of A. While completing her undergraduate degree, Dietrich travelled to remote northern and Aboriginal communities to share options for access to post-secondary education with high school students. She had promised to visit every school that invited her and on more than once she found herself crossing ice bridges and off-roading to get there.

She felt strongly about opening up the world of education for others who are isolated as she had once been. "Post-secondary education is linked with our ability to take care of ourselves and have a happy life. It doesn't mean that everyone has to go to university—there are tons of options. I wanted to share those options with others."

While teaching Grade 10 English, Dietrich learned to use a community-building approach to succeed with students who had struggled. She has taken this same approach with her into the sustainability field, working with the Government of Alberta's One Simple Act program and then with the U of A's newly formed Office of Sustainability.

In short order, Dietrich has helped shape the office into an award-winning initiative. As the sustainability initiatives she's involved in have increased in scope and complexity, so has the need to build business cases, lead teams and manage financial resources. Dietrich quickly realized that an MBA would be a good fit for her new role.

Working full time, Dietrich—as determined as ever to succeed—studied part time for four years. Although it was stressful at times, she appreciated the challenge. "It stretched me; I didn't know what an MBA was five years ago."

Dietrich now feels she has the tools to apply "a strategic lens" to her work. For instance, she is leveraging the principle of capacity-building to foster sustainability



Photo Credit: Richard Siemens

leaders across the institution. To do so, Dietrich has transformed a collection of workshops she designed into a course she teaches through the U of A's Faculty of Extension.

She is also co-chair of the university's Sustainable Purchasing Working Group. Dietrich also applies her skills serving at the community level, on a new City of Edmonton committee, Women's Advocacy Voice of Edmonton.

Dietrich says her philosophy is that it "takes a village to get things done," and in the university community, she has found her village. The U of A professors who taught her MBA courses are now part of her valued community and Dietrich is grateful for their "inspiration, guidance and collaboration in helping build the bridge between theory and campus sustainability projects."

She will continue to rely on this community even as she works to expand, strengthen, diversify and empower people around her. There are so many more people she knows she needs to hear from. "Everyone has a story—it is about learning that story, celebrating people's strengths and creating clear pathways to opportunities."

"My 22-year-old self would not recognize my 34-year-old self today," Dietrich said. "Completing my MBA while working fulltime has taught me that I can do almost anything because of the community I'm part of."

## WHAT YOU NEED TO KNOW

### The Facts

- Building on the business fundamentals, the Sustainability specialization focuses on how businesses can deliver a social impact, operate in an environmentally sensitive way and build communities.
- Courses include corporate sustainability, social entrepreneurship, environmental management, responsible marketing and starting a social venture.
- Through our Net Impact student group, students have the opportunity to complete consulting projects for local non-profit organizations. This allows students to apply what they learn during the MBA program out in the real world while contributing to their community.

### Eligibility

- 2+ years of professional experience
- GMAT score (min. score of 550)
- Undergraduate degree (min. 3.0 GPA)

For more information:  
[business.ualberta.ca/ualbertabussustainability.ca](http://business.ualberta.ca/ualbertabussustainability.ca)

# TURNING CRISIS INTO OPPORTUNITY

by Janet Harvey

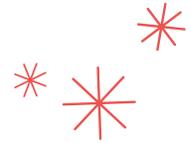


Photo Credit: Anna T. Ambrosini

In hindsight, the financial crisis of 2007–08 may have been one of the best things to happen to entrepreneur **Shelley Foster**, '98 MBA. The founder of Silly Souls (formerly Babygags), a children's apparel company, had built a successful business selling to 2,000 boutique stores across North America and abroad. But after the crisis, the boutique business dried up as small retailers started to close.

Foster quickly recognized that e-commerce was the only way to maintain her unique brand without getting into mass production. In Europe and North America, her company became a leading baby brand in e-commerce channels. But online success was not enough. Around this time, India and China began to dominate the global textile business, particularly in baby and children's wear. Retailers also began to offer their own private labels. "It was not the same game when I started the business in 2002," she says. "I realized that the only way to survive was to vertically integrate and offer a bouquet of brands."

Foster started a process to attract and evaluate partners and investors in India and China. Earlier this year, she sold 70 per cent of her company to Indus Clothing Corp., an Indian textile group that has been in business since 1940. The result? Silly Souls will now be vertically integrated—the company owns all aspects of the supply chain including knitting, cutting and sewing, manufacturing and packaging. "What that allows us to do is to focus on larger customers where we could never play before because we didn't have the opportunity to do the pricing and volume to be competitive," Foster explains.

Working with such a strategic shareholder has also opened new opportunities. In August 2015, Foster and her Indian partners launched a new venture called One Apparel. The company will offer high-quality basic wear like T-shirts, sweatshirts and underwear for the business-to-business and private-label markets for men's, women's and children's wear. Foster now splits her time between Seattle and Miami, where Silly Souls and One Apparel are based, and Rome, where her husband works.

Foster sees this latest transition as the capitalization of all of the business experience she has gained throughout her 20-year career. "I've gone from a branding and product specialist to a boutique business and now back to a larger company, but this time on the corporate side as a shareholder and CEO," she explains. After graduating with her MBA, Foster spent several years with Nike in its new business division. She followed this with a stint at Reef, a San Diego-based surf apparel and footwear company, and then Doshu Design, the inventor of Bowflex home gyms. Working for these successful entrepreneurs inspired her and confirmed her desire to do her own thing and be an entrepreneur. At the time, one of the best opportunities with her experience and network lay in children's apparel and footwear.

"The U of A offers a hands-on, industry-friendly MBA that doesn't get too caught up in case studies or theory," Foster says, likening it to the get-it-done, entrepreneurial attitude for which Alberta is famous.

The economic crisis was not the only major event that has affected Foster's way of doing business. Her daughter Victoria, who is almost two, inspires her in new and unforeseen ways. Foster now sees her children's clothing line with the eyes of a mom, thinking about fit and utility as well as margin and what will sell. Motherhood has also led her to become a more efficient and better leader, forcing her to delegate, empower and outsource rather than try to be involved in everything herself.

As a mother, Foster also sees the appeal of online shopping, because she usually doesn't have time to go to a store. She's not alone—online sales make up about 85 per cent of her business. "When I got started, stores wouldn't do business with you if you sold online and competed against them," she remembers. "Now it's a way of life."



## *Leaving the Indian navy to pursue a career in project management*

When **Vikram Chauhan**, '15 MBA, graduated this spring, it was an important step in what has already been a long journey. In 2013, Chauhan left a 20-year career as an electrical engineer with the Indian navy to start a new life with his family in Alberta. The reason he chose Edmonton: the Alberta MBA in Natural Resources Energy and Environment.

The specialization is unique in Canada and one of only a few similar programs anywhere in the world. "This program was so unique and was one of the few places that offered what I wanted." Chauhan took premature retirement as a naval commander responsible for repair of electrical equipment on warships to embark on an entirely new career path in a country far from home.

Starting an MBA at the age of 43 meant that many of Chauhan's classmates were a little over half his age. "We all learned from each other and we became close," he says.

Chauhan also speaks highly of faculty at the school whose warmth, leadership and flexibility helped him through some tough times: Chauhan's wife, Priyali, was diagnosed with throat cancer last year. "I got such support from the school during this time," he says. That treatment was successful and she is now cancer free.

"Receiving my degree was a great moment for my family and me," he says. And another step in his journey.



## *An advocate for women*

By Caitlin Crawshaw

When **Rajvir Gill**, '07 BCom, was eight years old, her mother brought home a special issue of *People* magazine with a tribute to Audrey Hepburn.

"What really got to me was that she spent her last days working in Ethiopia."

After graduating she travelled to the Philippines to help build a study centre for street children. "It was eye-opening." With a renewed interest in global concerns, she headed to Sweden where she earned a master's degree in political science.

Back in Edmonton in 2009, Gill found a position that matched her education and interests as the provincial program director of ACT Alberta (the Action Coalition on Human Trafficking).

From there, she went on to become project director for the Indo-Canadian Women's Association, an Edmonton-based non-profit supporting the rights of immigrant women.

For two years, Gill led a project initially set up to examine "honour-based violence" in Alberta and identify resources to help women experiencing it.

Gill was named one of the Top 30 Under 30 by the Alberta Council for Global Co-operation in 2013 and was recognized as a Daughter of the Year (2014) by the Daughters Day committee in Edmonton.

She's proud of the work she's done and has now started law school at the University of Calgary.

"I feel I've come from a very blessed position and have had a lot of support in my life."

## AWARDS AND RECOGNITION

**Onnolee Nordstrom** (SMO, supervisor Jennifer Jennings) is the recipient of the Babson College Bertarelli Family Best Paper Award for her paper titled “How Family Interaction Patterns Influence Entrepreneurial Processes: Insights From the Hutterites,” which she presented at the June 2014 Babson College Entrepreneurship Research Conference in London, Ont.

**Amir Rastpour** (OIS, supervisor Armann Ingolfsson) won first prize in the Student Paper Competition, Graduate Student category, with his paper titled “Modeling Yellow and Red Alert Durations for Ambulance Systems,” presented at the Canadian Operational Research Society (CORS) 2015 Conference in Montreal in June 2015.

## NEW CANDIDATES

Doctoral students who passed their candidacy exam, indicating that they are qualified to proceed with their dissertation research, in the past eight months are:

- **Max Ganzin** (SMO, supervisors Roy Suddaby and Trish Reay) on Dec. 11, 2014.
- **Virginia Weber** (Marketing, supervisors Jennifer Argo and Sarah Moore) on April 13, 2015.
- **Hooman Hidaji** (OIS, supervisor Ray Patterson) on June 12, 2015.

## NEW GRADUATES

We are very pleased to congratulate the following PhD students, who successfully defended their theses last January and graduated at the Spring 2015 convocation on June 8, 2015:

**Charles Keim** (SMO, supervisor Yoni Reshef). His thesis is titled “Words Apart: A Reading of Canadian Labor Conflict.” Charles is currently assistant professor, business, at MacEwan University, Edmonton.

**Erin Marshall** (Accounting, supervisor Karim Jamal). Her thesis is titled “Do Investors Benefit From Increased Auditor Independence and Auditor Expertise?” Erin is currently on faculty at the University of Lethbridge Department of Management—Accounting, Calgary Campus.

We also congratulate the following students, who defended their theses and will graduate in the fall:

**Lu Zhang** (Finance, supervisor Randall Morck). Her thesis is titled “Three Essays on Financial Markets.” Lu was appointed assistant professor in finance at Ryerson University, Toronto starting July 1, 2015.

**Evelyn Micelotta** (SMO, supervisors Royston Greenwood and Mike Lounsbury). Her thesis is titled “When Institutions Bend but Do Not Break: The Institutional Accommodation of Open Access in Scientific Publishing.” Evelyn started her position as assistant professor in strategic management at the Anderson School of Management, University of New Mexico, on Aug. 10, 2015.

**Jo-Louise Huq** (SMO, supervisor Trish Reay). Her thesis is titled “Wicked Problems and Professional Work: Disrupting Work in a Mature Field with Incumbent Professions.”

**Ding (Allen) Tian** (Marketing, supervisor Gerald Häubl). His thesis is titled “Are Low- or High-Effort Self-Control Strategies More Motivating?” Allen accepted the position of assistant professor in marketing at Wuhan University, Department of Marketing and Tourism Management, Economics and Management School, starting Aug. 12, 2015.

**Alison Minkus** (SMO, supervisor Roy Suddaby). Her thesis is titled “Maintaining the Institutional Core: A Case Study of Institutional Disruption and Repair at the New York Philharmonic Orchestra (1842-2012).”



## PARIS CALLING

Accounting professor heads to Europe to receive his third honorary degree

by Caitlin Crawshaw

You might call it a scholarly hat trick. When David Cooper crossed the stage at the Université Paris Dauphine this summer, he received the third honorary degree of his career.

"I'm over the moon—and surprised," the accounting professor said. He received his first honorary degree (doctor of economics) from Turku School of Economics and Business Administration in 2005 and his second (doctor of business) from Copenhagen Business School in 2012. All three acknowledge his scholarly research, contributions to academic publishing and passionate involvement in doctoral education.

Cooper is well-known in Europe, where he began his career more than four decades ago. Born and raised in England, he studied economics at the London School of Economics as an undergraduate before earning a PhD at the University of Manchester. In 1989, Cooper came to Canada to take a position at the U of A but has continued to collaborate with colleagues in Canada and Europe, particularly in the realm of doctoral education. "It gives me a lot of pleasure, and a lot of excitement and joy, to nurture new generations of scholars," he says. "It's a wonderful thing to participate in."

For the last 30 years, Cooper has contributed to several organizations supporting doctoral education in accounting, especially the European Accounting Association (EAA).

On Canadian soil, Cooper has supervised many doctoral students at the Alberta School of Business, several of whom have gone on to senior positions at leading business

schools. He's also helped shape how the school delivers doctoral education to all students, including accounting, by serving as director of the PhD program from 1999 to 2012.

And yet, Cooper didn't set out to influence the training of budding scholars. "I think it was just a natural outcome of being involved in research, working in research teams with doctoral students, and finding out that I really enjoyed that—and had something to offer," he says. Three decades later, he remains just as keen on supporting up-and-coming academics. "It's a sense of carrying things forward," he says. "Lots of people helped me when I was more junior and offered support and guidance."

Cooper is just as passionate about his research, which analyzes the social, personal and organizational impacts of accounting practices. "Accounting pervades all of our lives in ways we're not always aware of," he says. This can include how organizations react to budgets and performance measurement systems, how we understand finance as a society, and our sense of personal and financial responsibility and accountability.

A prolific scholar, Cooper has published more than 80 articles and book chapters, and written or edited nine books. He's also been on the other side of the desk, editing numerous academic publications. At the moment, he edits two major academic journals and serves on the editorial boards of six others.

Receiving an honorary degree is "a very, very rare honour," says Royston Greenwood, a longtime colleague. "To get three is extremely rare." But given Cooper's contributions to both scholarship and the academic community, he's a rare bird too: "He has energy and commitment second to none."



## BUSINESS advisory council

The Business Advisory Council was established in 1980 with a mandate to strengthen business and management education at the University of Alberta. The council has been an extraordinarily valuable resource for this school.

The council serves as a vital communications link among the school, the university and the business community. Through the council's efforts, we gain a better understanding of business in Alberta, Canada and the world.

**Eric Axford**

Suncor Energy Inc.  
Calgary, AB

**Robert Borrelli**

KPMG  
Edmonton, AB

**Jeff Boyd**

RBC Royal Bank  
Calgary, AB

**J. Lorne Braithwaite**

Park Avenue  
Holdings Ltd.  
Thornhill, ON

**Court Carruthers**

Grainger  
Lake Forest, IL

**Joseph Doucet**

Alberta School  
of Business  
Edmonton, AB

**Terry Freeman**

Corrosion & Abrasion  
Solutions Ltd.  
Edmonton, AB

**Cynthia Hansen**

Enbridge Inc.  
Calgary, AB

**Gail Harding**

Canadian Western Bank  
Calgary, AB

**Brian Heidecker**

Board of Governors  
Edmonton, AB

**Paul Ingram**

Silverberg Group  
Edmonton, AB

**Richard Jenkins**

Black Creek Investment  
Management Inc.  
Toronto, ON

**Ruth Kelly**

Venture Publishing Inc.  
Edmonton, AB

**Jennifer Koury**

BHP Billiton Petroleum  
Houston, TX

**Michael Lang**

StoneBridge Merchant  
Capital Corp.  
Calgary, AB

**Brett Marchand**

Cossette  
Communication Inc.  
Toronto, ON

**Linda McCurdy**

K-Bro Linen Systems Inc.  
Edmonton, AB

**Amit Monga**

Alberta School  
of Business  
Toronto, ON

**Dave Mowat**

ATB Financial  
Edmonton, AB

**Leland Oberst**

Deloitte  
Edmonton, AB

**Donald Oborowsky**

Waiward Capital Ltd. /  
Obcorp Holdings Inc.  
Edmonton, AB

**Brian Pohl**

Orthus Partners LLP  
London, U.K.

**John C. Poon**

Broad Venture  
International Ltd.  
Hong Kong

**Barry Scholnick**

Alberta School  
of Business  
Edmonton, AB

**Fred Singer**

Henry Singer  
Fashion Group Ltd.  
Edmonton, AB

**David Tims**

RBC Capital Markets  
Vancouver, BC

**Brian Vaasjo**

Capital Power  
Corp.  
Edmonton, AB

**Kim Ward**

Interward Asset  
Management Ltd.  
Toronto, ON

## BUSINESS alumni association

Formed in 1988, the University of Alberta Business Alumni Association represents more than 26,000 BCom, MBA, MFin (Mgmt) and PhD graduates of the Alberta School of Business with branches across Canada and around the world.

**Jessa Aco**, '14 BCom**BAA Vice-President**

PwC Edmonton

**Tobi Adalakun**

Alberta School of Business

**Bianca Barry**

Alberta School of Business

**Ross Bradford**,

'79 LLB, '85 MBA

Alberta School of Business

**Shraddha Brahmhatt**,

'11 MBA

Department of Energy  
Government of Alberta

**Charlene Butler**, '09 MBA**Alumni Council Rep**

Butler Business Solutions Ltd.

**Chris Carr**, '04 BCom

SAO | Strategy, Analytics  
and Operations Consulting

**Adam Cook**, '05 BCom**BAA Past President**

Landmark Group of Builders

**Andrei Dmitriev**, '09 MBA

McCoy Global Inc.

**Jami Drake**

Alberta School of Business

**Breanne Fisher**, '12 BCom

Optimum Mortgage  
Canadian Western Bank

**Kelly Gibbon**, '06 MBA

Royal Park Realty

**Ivor Lee**, '02 BCom**BAA Treasurer**

Regimen Partners

**Queenie Lung**, '03 BCom

GEC Architecture

**Deepa Maisuria**, '07 BCom**BAA President**

Independent Consultant

**Lindsay Marshall**, '05 BCom

Metro Continuing Education  
Edmonton Public Schools

**Loren Miller**, '12 MBA

ATB Financial

**Ashton Paulitsch**, '12 BCom

Paulitsch Smith Group

**Kierstin Smyth**, '09 BCom**BAA Secretary**

Kierstin Smyth Design

**Marissa Warshawski**,

'12 MBA

Western Management  
Consultants

## BRANCH REPRESENTATIVES

**Holly Tomte**, '03 BCom – Calgary

Enbridge

**Trevor Mak**, '84 MBA, '82 BCom – Hong Kong

The Standard Chartered Private Bank

**Rochelle Estoque**, '14 BCom – New York

Avison Young

**Lee Close**, '85 BCom – Ottawa

Ernst & Young LLP

**Melynnie Rizvi**, '95 BCom – San Francisco

Syantec

**Ryan Payne**, '08 BCom – Toronto

Ryan Payne Design

**Alvin Chow**, '91 BCom – Vancouver

Postmedia/Integrated Advertising

**Brenda Yanchuk**, '89 MBA – Victoria

Bank of Montreal  
Harris Private Banking



## EVENTS '15/'16

The Alberta School of Business hosts events throughout the year for our alumni family, faculty and staff, and the wider community. Please join us over the coming months for our upcoming events.

**October 15, Edmonton**  
**Connect - Alberta School of Business Leadership Luncheon**  
**Time:** 11:30 AM – 1:30 PM  
**Location:** Shaw Conference Centre, Hall D

**October 17, Edmonton**  
**University of Alberta Open House**

**October 27, Calgary and October 29, Edmonton**  
**2014 Alberta Business Family Institute Signature Events**  
**Recipient:** The Price Family of Sunterra  
**Time:** 5:30 – 9:30 PM  
**Location:** Calgary Hotel (TBC) and Renaissance Edmonton Airport Hotel

**November 5, Edmonton**  
**Business Alumni Association Annual Dinner**  
**Keynote Speaker:** Dave Mowat, President and CEO, ATB Financial  
**Topic:** Alberta Transformed  
**Time:** 5:30 – 9PM  
**Location:** The Matrix Hotel

**November 14, Calgary**  
**Explore UAlberta**  
**Time:** 10AM - 3PM  
**Location:** University of Alberta Calgary Centre (120, 333 5th Ave SW)

**November 17, Edmonton**  
**Eric Geddes Breakfast Lecture Series**  
**Panel Speakers:** TBC  
**Topic:** The Business of Sports  
**Time:** 7 – 8:30 AM  
**Location:** TBD

**November 19, Edmonton**  
**"Be a Better Mentor" Workshop**  
**Facilitator:** TBD  
 Helping MBA alumni improve their mentoring skills with students  
**Time:** 6:30 – 8 PM  
**Location:** Jean de La Bruyère Lounge, Business Building

**February 10, Edmonton**  
**MBA Student Awards Ceremony and Dinner**  
**Time:** 5 – 6:30 PM  
**Location:** Alberta School of Business, Room 5-40 A/B, Stollery Executive Development Centre

**February 27, Edmonton**  
**Business Undergraduate Student Awards Ceremony and Luncheon**  
**Time:** 11 AM – 1:30 PM  
**Location:** Fairmont Hotel Macdonald, Empire Ballroom

**February (TBD), Calgary and Edmonton**  
**Energy and the Environment lecture series**  
**Time:** TBD  
**Locations:** TBD  
 For more information: [cvelasqu@ualberta.ca](mailto:cvelasqu@ualberta.ca)

**March 23, Edmonton**  
**2016 Canadian Business Leader Award Dinner**  
**Recipient:** TBD  
**Time:** 5:15 PM  
**Location:** Shaw Conference Centre, Hall D

**Edmonton (date in 2016 TBD)**  
**An Evening in the Bears' Den**  
**Time:** 5:30 - 9PM  
**Location:** Bears' Den at Clare Drake Arena, UofA Campus

1. (L to R) Brian Faulkner, **Paul Martens**, '80 BCom, Lori Martens, Gail Faulkner at the BAA Fringe event 2. (L to R) **Justin Kuchmak**, '13 BCom, **Aaron Marchadour**, '14 BCom, **Taryn Klymyk**, '13 BCom, **Jessa Aco**, '14 BCom at the BAA Fringe event in Edmonton 3. (L to R) **Gord McQueen**, '00 BCom, Ian Heron, **Brent Shervey**, '92 MBA and Alberta School of Business associate dean masters programs **Mike Maier** at the BAA Calgary Stampede breakfast 4. **Joan White**, '94 PhD, '86 BCom, **David Plouffe** and **Danvir Virdi**, '00 MFM at the BAA Calgary Stampede breakfast 5. **Eric Hayne**, '66 BCom and Loreen Hayne at the BAA Calgary Stampede breakfast with friends 6. Dean Joseph Doucet, CBLA winner Larry Pollock and Neil Manning at the celebration event earlier this year 7. **Chris Lynch**, '10 MBA, '03 BCom and **Joan White**, '94 PhD, '86 BCom at White's retirement function.

If you have a class note you wish to share,  
please email us at [alumni.business@ualberta.ca](mailto:alumni.business@ualberta.ca)

We would love to hear from you!

## 1960s & 1970s

**'64 John Ferguson, BCom**, of Edmonton, Alberta, founder and chairman, Princeton Ventures Ltd., chancellor emeritus, University of Alberta, and his wife Bunny Ferguson attended the 2015 Rocky Mountain Business Seminar, a student-led business conference celebrating its 50th anniversary. John was one of the original participants and helped plan and organize the first conference with then-business dean Hu Harries. Bunny delivered the university grace at the closing dinner.

**'73 Richard Long, MBA, '72 BCom**, of Saskatoon, Saskatchewan, was honoured with the Master Teacher Award at the University of Saskatchewan's fall convocation. A professor of human resource management at the U of S, Richard is pleased to report that the fifth edition of his text, *Strategic Compensation in Canada*, was published in 2014 and continues to be the market leader in its field.

**'75 Alan Skoreyko, MBA, '74 BCom**, of Edmonton, Alberta, has been appointed chair of the NorQuest College Board of Governors. Alan is an award-winning builder and property developer and has served on numerous corporate and not-for-profit boards including the Alberta Tourism Partnership Corp., the Glenora Rotary Club and the Hope Foundation of Alberta. He currently serves as a governor vice-chair of the board at the Royal Mayfair Golf Club.

**'77 Edy Wong, BCom**, of Edmonton, Alberta, is the associate dean, international, and director of the Centre for International Business Studies (CIBS) at the Alberta School of Business. Edy graduated with a PhD from the University of Alberta in 1984, specializing in international business and economic development. With a keen interest in Asia, he has focused on the Asia-Pacific region and trade-related issues in his research and

business activities. CIBS hosted a one-day seminar on "Building Competencies for the China Market" on March 5, 2015, at the school. Edy presented and led sessions on various topics such as corporate governance and "Navigating the Chinese Business Environment: What Are Key Differences in Business Practices."

## 1980s

**'80 Brian Ferguson, BCom**, of Calgary, Alberta, president and chief executive officer, Cenovus Energy Inc., was named one of Alberta's 50 Most Influential People by *Alberta Venture* magazine. "Despite facing the same low oil prices as his competitors, Brian has Cenovus in great shape," the magazine said. "Cenovus—exclusively a SAGD producer—has among the lowest global supply costs in the industry, with a break-even point between \$40 and \$70. This means the company will stay solidly profitable even with current oil prices. One reason for the success is that Cenovus is continually improving its steam-to-oil ratio (a measure of how much steam is needed to produce a barrel of oil), which is already one of the lowest in the industry. Not only is this good for the bottom line, it makes Cenovus among the most environmentally friendly oil producers."

**'81 Doug Goss, BCom**, of Edmonton, Alberta, counsel, Bryan & Co. LLP, has stepped aside as chair of the University of Alberta Board of Governors. "In ensuring that the right president is in place, I feel that I have fulfilled one of the most important roles of board chair," he said. "My attention in recent weeks has been increasingly focused on how I can best contribute as a volunteer and refocus my energies on helping prepare for what will be the largest capital campaign in this university's history."

**'81 Garnet Matsuba, BCom**, of Edmonton, Alberta, tax counsel, MacPherson Leslie & Tyerman LLP, focuses on developing tax-efficient business structures, Canadian and international tax planning and devising corporate reorganizations. His clients range from small to medium-size owner-managed businesses to multinational enterprises, private and public, spanning a wide variety of industry sectors. Garnet has been appointed by the Benchers of the Law Society of Alberta to sit on its budget and financial affairs committee.

**'82 Vivian Manasc, MBA**, of Edmonton, Alberta, is the senior principal at Manasc Isaac Architects. Vivian was one of the featured speakers on a panel on "Creating a Sustainable Competitive Advantage." The panellists, including Teresa Spinelli of the Italian Centre Shop and Michèle Hecken of Alpha Translations Canada Inc., spoke about how they identified their advantage and what they are doing to lead in their industry. The event was hosted by the Alberta Women Entrepreneurs organization and was held on Feb. 11, 2015, at the Shaw Conference Centre in Edmonton.

**'84 Bruce Rigal, BCom**, of London, England, former managing director and COO, Global Banking, Deutsche Bank, and an independent consultant on performance and compensation, was one of the featured speakers at the Eric Geddes breakfast panel in Calgary titled: "Unprecedented Times: Real Time Perspectives." He was joined by fellow alumnus **David Tims, '87 MBA**, managing director, RBC Capital Markets. The focus of the discussion was on natural resources, world markets and human resources. The event was held Feb. 6, 2015, at the Calgary Petroleum Club with close to 70 guests attending and was moderated by U of A alumna Deborah Yedlin, a business columnist with the *Calgary Herald*.

**'85 Scott Bolton, BCom**, of Calgary, Alberta, recently accepted a position as chief financial officer at UFA Co-operative Ltd.,

one of Canada's largest and most dynamic co-operatives. Its business includes agriculture, petroleum, construction and outdoor adventure. Previously, he was a partner at PricewaterhouseCoopers.

**'86 Honourable David Dorward, BCom**, of Edmonton, Alberta, former associate minister of Aboriginal relations, Government of Alberta, was one of the featured speakers at the Eric Geddes breakfast panel titled: "Unification of the Designated Accounting Profession in Alberta: Motivations and Impacts." The other featured panellists were Rachel Miller FCA, CEO and executive director of the ICAA and CEO of the Alberta Accountants Unification Agency; and **Leland Oberst, '91, BCom**, a School of Business Advisory Council member and managing partner, Deloitte & Touche LLP. The panel discussion focused on the process and the guiding principles that provide the framework to unify the accounting profession. The panellists, who each brought a different perspective on the reasons for unification and the creation of the Canadian CPA designation, examined the regulatory considerations and the impact of unification on the business community and the province. The event was held March 19, 2015, at the Royal Glenora Club in Edmonton with over 100 guests attending and was moderated by Joseph Doucet, Alberta School of Business dean.

**'86 Stuart Lee, BCom**, of Sherwood Park, Alberta, has been appointed the new president and CEO of Epcor Utilities Inc. Stuart has nearly three decades of experience as a senior executive, manager and accountant. He joined Epcor in 2003 as a vice-president and corporate controller and stayed with the company for six years. He has also worked for Capital Power Corp. and played a key role in the company's initial public offering in 2009 and its spinning off from Epcor. Stuart spent six years with Capital Power, most recently as senior vice-president of corporate development. He also served ►



Alberta School of Business alumnus **Steven Glover**, '87 MBA, was recognized by the ICAA with a lifetime achievement award.

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## ICAA MERIT awards 2015

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The 2015 ICAA Merit Awards Gala was held June 19, 2015, at the Westin Calgary.

These outstanding business graduates have contributed much to the chartered accountants profession and the community-at-large.

### Lifetime Achievement Award

'87 MBA, Steven James Glover FCA

### Fellows of the Chartered Accountants

'72 BCom, Alexander Berthold Tutschek FCA

'74 BCom, James Mackenzie Gillespie FCA

'77 BCom, Mary Phillips-Rickey FCA

'79 BCom, Donald Nickolas Cherniawsky FCA

'82 BCom, Michael Rupert Binnion FCA

'90 BCom, David Bodnarchuk FCA

'91 BCom, Ronald Jack Helmhold FCA

'97 BCom Graham D. Heron FCA

### Distinguished Service Award

'75 BCom, Eugene Quon Limn Chow CA

'83 BCom, Douglas Frank Stroh CA

'93 BCom, Lori Ann Caltagirone CA

'97 BCom, Danielle Marie Thorkelsson CA

'00 BCom, Brody Neal Thomson CA

### Early Achievement Awards

'10 BCom, Troy Bradley McDonald CA

'10 BCom, Emily M. Sabo CA



Tammy Pidner, '86 BCom  
and Darrell Pidner, '04 MBA



David Tims, '87 MBA, Deborah Yedlin and Bruce Rigal, '84 BCom

- ▶ as the company's senior vice-president of finance and chief financial officer. He serves on the audit committee of the University of Alberta and the board of Edmonton's Citadel Theatre.

'86 **Tammy Pidner, BCom**, of Edmonton, Alberta, and husband **Darrell Pidner, '04 MBA**, went on a cycling pilgrimage across northern Spain in May 2015. They cycled the Camino de Santiago de Compostela, an exciting and unforgettable journey. Tammy wrote in her blog: "People have said their lives changed after the Camino. I am not sure what lasting impact the Camino will have for me. Perhaps it's too soon to know. The one question I think worth answering is, 'Was it a good experience?' And I do have an answer for that: 'Si, si, si.'" In Spanish, Camino literally means road or path, and more figuratively a journey. "This experience has been a very good journey."

'87 **David Tims, MBA**, of Vancouver, British Columbia, managing director, RBC Capital Markets, was one of the featured speakers at the Eric Geddes breakfast panel

in Calgary titled: "Unprecedented Times: Real Time Perspectives." He was joined by fellow alumnus **Bruce Rigal, '84 BCom**, former managing director and COO, Global Banking, Deutsche Bank, and an independent consultant on performance and compensation. The focus of the discussion was on natural resources, world markets and human resources. The event was held Feb. 6, 2015, at the Calgary Petroleum Club with close to 70 guests attending and was moderated by U of A alumna Deborah Yedlin, a business columnist with the *Calgary Herald*.

'87 **Brian Wruk, BCom**, of Gilbert, Arizona, is the founder and president of Transition Financial Advisors Group, a full-service, fee-only financial advisory, tax and investment management firm that specializes in Canadians and Americans moving between Canada and the U.S. Brian has written many articles on Canada-U.S. financial planning, been quoted in numerous newspapers and journals and done speaking engagements. He is perhaps best known as the author of two bestselling books on what to consider

when moving between Canada and the U.S.: *The Canadian in America* and *The American in Canada*.

'89 **Heather Fuhr, BCom**, of Encinitas, California, was inducted into Triathlon Canada's Hall of Fame. Heather has 15 Ironman victories including wins in the USA Ironman, Japan, Brazil, Switzerland and Germany, but winning the jewel of them all, the Triathlon World Championship in Kona, Hawaii, stands out in her mind, she said in an interview with the *Edmonton Journal* in March.

## 1990s

'90 **Roberto Fazio, BCom**, of Oakville, Ontario, accepted a position as vice-president, finance and administration, at Bramgate Automotive Inc. Previously, he was the finance director at Porsche Cars Canada Ltd.



Brian Wruk, '87 BCom

'91 **Bill Cunningham, BCom**, of Burnaby, British Columbia, has been elected chair of the board of governors of Simon Fraser University. A commercial credit manager with TD Commercial Banking, Bill also sits on the board of directors of the Down Syndrome Research Foundation and has served on the boards of the SFU Alumni Association, the Vancouver Society of Children's Centres, TD Friends of the Environment Foundation and the InnerChange Foundation.

'91 **Leland Oberst, BCom**, of Edmonton, Alberta, managing partner at Deloitte & Touche LLP and an Alberta School of Business Advisory Council member, was one of the featured speakers at the Eric Geddes breakfast panel titled: "Unification of the Designated Accounting Profession in Alberta: Motivations and Impacts." The other featured panellists were **Honourable David Dorward, '86 BCom**, former associate minister of Aboriginal relations, and Rachel Miller FCA, CEO and executive director of the ICAA and CEO of the Alberta Accountants Unification Agency. ▶



# BAA GOLF

## windermere golf and country club

SEPTEMBER 3 - EDMONTON

140 Golfers enjoyed the beautiful course and sunshine for the 2015 BAA Golf Tournament.

CPA was once again the title sponsor, and while our winning team from Clean Harbours achieved a "three-peat," getting their name on the trophy for a third time, no one managed a hole in one. Thanks to golf committee co-chairs **Ivor Lee, '01 BCom**, and **Andre Dmitriev, '09 BCom**, for their work on this event.

Thank you to all of our generous sponsors:



- 1. Most Honest Team (L to R)** Courtney Schubert, Heather Thompson, Christina Chan, Sarah Kowalevsky
- 2. Winning team:** Adam Telenko, **Dean Evanger, '06 BCom**; **Ivor Lee, '01 BCom**; Meenuka Singh, CPA representative; and **Scott Kwasnecha, '06 BCom**
- 3. Dave Leeworthy, '88 MBA**, and executive education staff Tyler Wayne and Chelsey McLeod.



**Court Carruthers, '93 BCom and Travis Bruinsma, '05 BCom**

► **'93 Court Carruthers, BCom**, of Lake Forest, Illinois, writes: "I was in Sydney, Australia, for work and one of my colleagues organized a day of golf. The owner of the golf company turned out to be a fellow Alberta School of Business grad, **Travis Bruinsma, '05 BCom**, who has been living in Sydney since leaving U of A and started his high-end golf travel business, LuxGolf Australia, three years ago." Court recently completed a transition from his role as group president, Americas, at Grainger, where he was running a \$9-billion business across North and South America. He is looking forward to working part time as a company director and strategic adviser, and spending more time with his family—and his golf clubs.

**'93 Phoebe Fung, BCom**, of Edmonton, Alberta, proprietor, Vin Room & VR Wine, moderated a panel discussion on food innovators as part of an event hosted by the Alberta Women Entrepreneurs organization. The panel featured Jennifer Carlson, founder of Baby Gourmet, and Meghan Dear, chief executive officer, Localize, who shared their ►



**Tim Melton**

## BAA ALUMNI award winners

BY SARAH PRATT

The Alberta School of Business celebrates the extraordinary achievements of its 2015 Alumni Award winners. Congratulations to our three alumni who were recognized at the awards ceremony on Sept 24.

### Distinguished Alumni Award

The Alumni Association's most prestigious award recognizing living graduates whose outstanding achievements have earned them national and/or international prominence

**Tim Melton, '69 BCom**, is a real estate developer who has been building communities throughout Alberta for more than 45 years. Born in London, England, he grew up in Edmonton and attended St. Joseph's High School. He is the executive chairman of Melcor Developments Ltd. and has been involved in all aspects of the real estate business. Melton Real Estate began in 1923 as a family real estate brokerage business. Through adherence to traditional business values and the skill and dedication of Melton, his father and his grandfather, Melcor has grown and prospered from its Edmonton roots. Recently, Melton and Melcor Developments provided the major support for the Stan Melton Chair in Real Estate at the Alberta School of Business. Melton strongly believes in community involvement and leadership. He is currently the director of the Edmonton YMCA Foundation and a member of the board of governors for Junior Achievement of Northern Alberta. He is the father of four children, a keen golfer and an avid sportsman.

### Alumni Horizon Award

Celebrating the outstanding achievements of University of Alberta alumni early in their careers

**Cary Williams, '03 BCom**, is an associate private wealth counsellor who invests in his community not only with his funds but also with his time and energy. He has helped start four non-profit groups, such as 100 Men YEG, an initiative that has gathered support from more than 200 Edmontonians, each of whom has committed to making a quarterly donation of \$100 to the Edmonton charity of the group's choice. Williams was a committee chair with Make Something Edmonton and a co-chair of the City of Edmonton's NextGen Initiative, for which he was named one of Avenue magazine's Top 40 Under 40. Williams started a financial advisory practice from scratch, and after five years he managed more than \$40 million in assets. He went on to build a new practice focused on client-centred advice backed by academic research. He is a member of Startup Edmonton's Founders 50, a network of business leaders devoted to creative and entrepreneurial thinking, and the Edmonton chapter of the national Manning Innovation Awards, which recognize Canadian innovators.



Cary Williams



Trevor Mak

### Alumni Centenary Award

Celebrating alumni who have made an uncommon gift of time self and energy to the University of Alberta.

**Trevor Mak**, '82 BCom, '84 MBA, has been a leader of the University of Alberta Alumni Association Hong Kong chapter since 1984. With a busy schedule that includes his family as well as his job managing and developing private banking business for Julius Baer HK, Mak finds time to organize up to six alumni events per year and host University of Alberta visitors when they travel overseas. He notably helped organize a Hockey Night in Hong Kong theme week for 19 Alberta oil companies arriving for a seminar at the Hong Kong Stock Exchange alongside a dozen retired NHL players. In 1998 and 2008, Mak organized convocation ceremonies in Hong Kong, and for many parents of alumni it was the first time they had seen the U of A grads receive their degrees. More than 1,000 people attended these events.



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## CELEBRATING alumni weekend

Alumni Weekend 2015 provided past students and their families plenty of opportunities to relive and reflect on their time on the U of A campus. At the School's BBQ, fellow alumni, professors and staff reconnected, shared stories and enjoyed the mild, autumn day.

1. Student ambassadors help the event run smoothly 2. Dean Doucet and **Trevor Mak**, '84 MBA, '82 BCom. This year, Mak received the **Alumni Centenary Award**, which celebrates alumni who have made an uncommon gift of time, self and energy to the University of Alberta 3. **Andrei Dmitriev**, '09 MBA (Director, BAA Board) 4. **Harold Knopke**, '73 MBA, '65 BCom; **Sir Russell T. I. Cherneskey**, '75 BCom; **Alex Lewoniuk**, '71 MBA, '65 BCom

► success stories. The full-day event, dedicated to female entrepreneurs and titled Icons of Alberta, was held April 16, 2015, at the Hotel Arts in Calgary.

'94 **Jane Halford, BCom, ICD.D**, of Edmonton, Alberta, co-founder, BOLT Transition Inc., moderated a panel discussion on "Leadership Transition: A New Strategic Competency" as part of ICD's Breakfast Forum series on Feb. 16, 2015, at the Royal Glenora Club. The panel featured fellow Alberta School of Business alumni **Andrea Mondor**, '07 MBA, '95 BCom, co-founder of BOLT Transition; and **Brian Hesje**, '73 MBA, recently retired chairman of the board of Fountain Tire Ltd. and past chief executive officer of that company. The speakers discussed topics such as how board members and executives work together to improve transition and speed integration.

'95 **Marie Lesoway, MBA**, of Edmonton, Alberta, partner at Pentacle Productions, writes: "Pentacle Productions had another busy year. We did some interesting research on corporate email and added merger communications to our repertoire of skills. Best of all, we helped one of our clients, Namco Machine and Gear Works, join the ranks of Canada's 50 Best Managed Companies. Highlights on the personal front included tenting in Jasper at our favourite spot on the Athabasca River. Dexter the Dog, our three-year-old German shepherd, proved to be a good camper (and a great swimmer!). As part of the Ukrainian Dnipro Choir's 60th anniversary tour, I got to watch Canada Day fireworks on Parliament Hill and Fourth of July fireworks from Brooklyn Bridge. It was my first time in New York. Much fun! Another highlight this summer included a get-together with MBA classmates **Mukesh Lohtia**, '95 MBA, who is now with TD in New Jersey, and fellow Edmontonians **Rhonda Schnee**, '95 MBA, **Clem Yong**, '95 MBA, and **Markus Weber**, '95 MBA."

'95 **Derek Neldner, BCom**, of Calgary, Alberta, was promoted to head of Canadian and Asia Pacific investment banking, RBC Capital Markets, to be based in Toronto. ►

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NETWORK  
See pg. 33 for upcoming events



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► He started with RBC's investment banking department in 1995. Before accepting this promotion, he was head of Canadian energy and regional head for Alberta. Derek, along with his wife Sherri and their four children, will be moving to Toronto at the end of the summer.

'97 **Gregor Allan, MBA**, of Edmonton, Alberta, accepted a position as senior account manager, enterprise sales, for Northern Alberta, Saskatchewan and Manitoba, with Virtual Computing Environment. Previously, Gregor was the general manager and director for Bell Canada in Edmonton.

'97 **Bob Bessette, BCom**, of Edmonton, Alberta, vice-president and portfolio manager, Bessette Wealth Management, and his wife Michelle hosted the Edmonton Opera's Valentine Gala at the Shaw Conference Centre on Feb. 12, 2015. Bob serves as an Edmonton Opera board member and is fund development chairman with the University Hospital Foundation.

'97 **David Ghermezian, MBA**, of Edmonton, Alberta, vice-president, U.S. operations, and chief financial officer, Triple Five Ltd., was named one of Alberta's 50 Most Influential People by *Alberta Venture* magazine. "Nearly 35 years after he, his father and his brother built the world's largest mall on what was then the outskirts of Edmonton, Ghermezian's company, Triple Five Group, is building the largest mall in the U.S.—again," the magazine said. "Ghermezian says American Dream Miami will exceed the square footage of the last megamall he built, Mall of America, which currently holds the title of the largest mall in the U.S. All this is happening at the same time Triple Five is working on another megamall, American Dream Meadowlands in New Jersey."

'97 **Trevor Ingram, BCom**, of Singapore, recently became a partner at the global law firm of Shearman & Sterling LLP in the capital markets group. His focus is on U.S. federal securities laws, high-yield debt offerings and other international capital markets transactions.

'99 **Chad Park, BCom**, of Ottawa, Ontario, executive director and founding member, the Natural Step Canada, spoke at the Energy in the City event at the Edmonton Art Gallery on March 4, 2015. Fellow alumna '82 **Vivian Manasc, MBA**, Manasc Isaac Architecture, was also a featured speaker. The panel focused on the future of energy and emissions in urban Alberta.

## 2000s

'00 **Jason Greidanus, BCom**, of Sherwood Park, Alberta, writes: "I have retired from the Royal Canadian Navy and my family and I are moving back to Edmonton so I can take the position of assistant chief, emergency management, for Strathcona County Emergency Services."

'02 **Tracey Scarlett, MBA**, of Edmonton, Alberta, chief executive officer, Alberta Women Entrepreneurs (AWE), moderated a panel discussion on "Social Enterprise Innovators" at a full-day event hosted by AWE and led by inspiring female entrepreneurs who have built successful businesses in Alberta such as Laura Dickson, executive director, Women in Need Society; Melanie Mitra, chief executive officer, Prospect; and Neetu Sidhu, manager, Alberta BoostR. The event was held April 16, 2015, at the Hotel Arts in Calgary.

'03 **Andrea Porter, BCom**, of Edmonton, Alberta, business lead in the Office of Alumni Relations at the University of Alberta, has accepted an offer of secondment to the president's office to fill a temporary, one-year posting. Andrea started in Alumni Relations 10 years ago in the regional chapter portfolio, then did finance and HR for Alumni Relations before becoming the business lead. Her secondment started in April 2015.

'03 **Chad Schulz, BCom**, of Edmonton, Alberta, has been appointed as the new director, Integrated Finance Services, University of Alberta. Chad will lead a team involved in providing and promoting

strategic integrated finance services across the campus community as well as providing strategic budget, advisory and forecasting/ planning support across all faculties and administrative units. Chad will also have the primary responsibility to strategize, plan, integrate and ensure service quality for various client services. Previously, he was an internal auditor and the fraud investigation and compliance lead in the Department of Internal Audit Services. Before joining the university, Chad worked as a senior accountant with Deloitte & Touche in Edmonton, where he obtained his Chartered Accountant designation in 2006. He is also the proud holder of three undergraduate degrees from the U of A—a bachelor of science, bachelor of education and bachelor of commerce.

**'04 Denise Thomson, MBA**, of Edmonton, Alberta, was the 2014 recipient of the Chris Silagy Prize, awarded by the Cochrane Collaboration, a global independent, non-profit network of health practitioners, researchers, patient advocates and others. The Silagy Prize is awarded annually to an individual who has made an extraordinary contribution to the non-profit organization. Recipients are nominated by their peers. Denise has worked for the Cochrane Collaboration's unit at the University of Alberta since November 2004.

**'05 Sam Jenkins, BCom**, of Edmonton, Alberta, is the co-founder and CEO of Wellnext, one of only a few Canadian-based companies in the workplace wellness industry. Sam and his staff of six have customers across Canada and prospects in the Middle East and Europe. Sam says the quick uptake for his product is because both public and private organizations have discovered how important employee wellness is to their bottom lines. "We are selling a solution that is a benefit to businesses, but there is also a big social impact." He is planning to launch offices in the U.S., Toronto and overseas. But it's not just about the bottom line, he says. "Don't get me wrong, I want our business to be profitable, but I really want our business to be impactful." Sam was featured in the 2014 December issue of *Alberta Venture magazine*.



**'06 Jim Gibbon, MBA**, of Edmonton, Alberta, accepted a position as executive director of the Edmonton Heritage Festival. Jim is a former member of the festival's board of directors and will take over in November from Jack Little, who is stepping down after presiding over 12 Heritage Festivals. The festival celebrated its 40th anniversary this year.

**'06 Erica Viegas, BCom**, of New York, New York, is a singer-songwriter and former U of A communications strategist. She accepted a position as marketing writing intern at the Clinton Foundation. Erica is currently completing a master of public relations and corporate communication at New York University.

**'06 Patrycja Walus, BCom**, of Richmond, British Columbia, founder and owner of Difitall 88, has a passion for all things marketing, particularly consumer behaviour and buyer psychology. While her roots are in digital marketing, her focus for the last five years has been in using neuro and behaviour research to improve marketing, sales and leadership.

**'07 Julie Busby, BCom**, of Boston, Massachusetts, is the director of PI sales and service models, Fidelity Investments, personal investing. Julie writes: "After graduating from the U of A School of Business, I accepted a business analyst role at Magna IV Engineering, a small engineering firm in Edmonton. My role there involved

a variety of business functions, including HR, process development, accounting and strategy. In 2009, I left Magna IV Engineering to pursue my MBA at the Darden School of Business at the University of Virginia. After graduating in 2011, I went to work for ZS Associates, a consulting firm in Boston. In 2013, I transitioned to working at Fidelity Investments, a large financial services company. I started in their internal consulting group but have since transitioned to my current role as director of sales strategy in our personal investing business. Boston is a great city and I'd be happy to connect with any alum travelling here; I can provide lots of recommendations on what to see, where to stay and where to eat." Julie's email address is Julie.e.busby@gmail.com.

**'08 Tristan Khaner, BCom**, of Montreal, Quebec, change management lead at Concordia University, yoga teacher and graduate student, writes: "School is fantastic. Classes are mostly finished, though that hasn't stopped me from finding other fantastic courses offered online through MIT, Boston. My work at Concordia is also going well. I focus on optimizing outcomes of major institutional projects (like a needs assessment for financial services, a new financial information ERP or long-term leadership development) through understanding and designing for the people side of change. I'm teaching yoga too—just once a week, but it's a good change of pace and helps to bring the head-work of change management into the body. I also sit on the board of directors of a vibrant urban agriculture and community organization called the Concordia Greenhouse. Overall, I'm feeling a great sense of alignment on a continual journey to refine and uncover my work and purpose in the world. It is humbling and certainly has its ups and downs, but it is pretty fantastic to feel growing congruence, with links between so many past and current interests."

**'08 Kristan Morin, BCom**, of Edmonton, Alberta, accepted a marketing co-ordinator position with Northlands. As part of the Northlands marketing team, Kristan will ►

► co-ordinate the creative development of advertising and collateral material. She will also be responsible for executing marketing and promotions plans and helping with social media and events. Kristan has completed her MBA requirements at the Alberta School of Business and will be graduating in November.

**'08 Kevin Ramnarine, BCom,** of Edmonton, Alberta, has been promoted to economic policy adviser with Alberta Aboriginal Relations. In this role, Kevin provides strategic advice and policy recommendations on economic initiatives affecting Aboriginals in Alberta. Kevin works with government departments across Canada and internationally on a wide array of socioeconomic issues including resource development, climate change, education and violence against women. Kevin has also returned to the Alberta School of Business as a part-time MBA student.

**'09 Jordan Mannas, BCom,** of Calgary, Alberta, accepted a role at geoLOGIC Systems as corporate development manager. GeoLOGIC is a leading provider of oil and gas data as well as mapping and analysis tools. Previously, Jordan was an associate at Sequeira Partners Inc.

## 2010s

**'10 Scott Horan, BCom,** of Edmonton, Alberta, accepted a position as product adviser at Kingsway Toyota. Previously he was with Southgate Volkswagen Audi Inc. Scott also served on the Business Alumni Association's volunteer committee for the CPA Cup Golf Tournament, which raises funds for business students scholarships and activities.

**'11 Anna Law, BCom,** of Edmonton, Alberta, accepted a position as Lead Genius at Apple. Anna also founded Laws of Luxury, a special-events planning company for corporate and personal events.



David Gales, '13 BCom

**'12 Kimberley Menard, BCom,** of Edmonton, Alberta, accepted a new position as manager, contract administration and project control, at Epcor Technologies. Her previous role with Epcor was as financial analyst, management development program.

**'12 Thibault Golfetto MBA,** of London, England, accepted a position as a coal and petcoke shipping operator at Total Gas & Power Ltd. Previously, his role with the company was as senior procurement and portfolio management analyst.

**'12 Ajit Sandilya, MBA,** of Bangalore, India, is a manager, portfolio and program management, at Ernst & Young in Perth, Australia. Ajit and his wife welcomed their first child this year.

**'13 David Gales, BCom,** of Calgary, Alberta, accepted a position as regional strategic sales and marketing co-ordinator for Canada and Alaska at Varco Canada ULC. Previously, he was sales and marketing co-ordinator at AltaSteel. David attended the Eric Geddes breakfast event in Calgary on Feb. 6, 2015.

**'13 Aileena Minhas, BCom,** of Edmonton, Alberta, accepted a new position as employee relations consultant with the Government of

Alberta. Her previous role with the Alberta Justice and Solicitor General Department was as human resource consultant. Aileena has recently achieved the Certified Human Resources Professional (CHRP) designation.

**'14 Zenon Bihun, BCom,** of Edmonton, Alberta, accepted a position as account executive at Segue Systems, a Xerox-authorized sales agency. Zenon manages the West section of Edmonton including Spruce Grove and Stony Plain. His mission is to help local businesses reduce costs, increase productivity and streamline document processes while providing excellent customer service. He is also a video producer, an avid fitness enthusiast and a CFA Level 2 candidate. As a video producer, Zenon has created many successful video projects such as wedding videos, short films and promotional videos.

**'14 Aaron Marchadour, BCom,** of Edmonton, Alberta, accepted a position as business analyst at Deloitte after completing his degree at the Alberta School of Business. Before joining Deloitte, Aaron worked at the Government of Canada. At the university, he was involved in several student groups, held positions on university boards and participated in case competitions. He competed for the school at international competitions in Victoria, Montreal, Halifax and Singapore. He remains an engaged and active alumnus by volunteering to coach case competition teams for the school. He is currently pursuing his Certified Human Resources Professional (CHRP) designation, having passed the NKE in November 2014.

**'14 Justine Meikle, BCom,** of London, England, recently accepted a position as an HR co-ordinator at London and Partners, a not-for-profit public-private partnership, funded by the Mayor of London and a network of commercial partners. It aims to bring students, international professionals and businesses to London. "The main source of support and what built up my confidence to make the move to the U.K. (having no family connections here) was the co-op program. I am the first in my family to go to university,

# IN memoriam

The Business Alumni Association notes with sorrow the passing of the following graduates:

**Janet Isabel Hartford (Martin)**, '43 BCom, of Victoria, BC

**Robert Alexander Wilson**, '44 BCom, of Edmonton, AB

**Verona Lee Milner**, '46 BCom, of Calgary, AB

**Gordon Coulson**, '49 BCom, of Edmonton, AB

**Maurice Cameron Roe**, '49 BCom, of Williamsburg, VA

**Robert Alexander Seaton**, '49 BCom, of Edmonton, AB

**John Leonard Booth**, '50 BCom, of St. Albert, AB

**Alfred George Lynch-Staunton**, '50 BCom, of Qualicum Beach, BC

**Michael McGillivray**, '53 BCom, Burnaby, BC

**Muriel E. Domzy**, '54 BCom, of Wetaskiwin, AB

**F.A. Richard McKinnon**, '54 BCom, of Calgary, AB

**John Eric Fowers**, '55 BCom, of Calgary, AB

**John Winston Churchill**, '58 BCom, of Calgary, AB

**Shirley Ann Ingram**, '58 BCom, of Edmonton, AB

**Aaron B. Shtabsky**, '58, BCom, of Paradise Valley, AZ

**Darcy William Kurysh**, '59 BCom, of Edmonton, AB

**Allan Corenblum**, '61 BCom, of Delta, BC

**Donald Wayne Albert**, '65 BCom, of Calgary, AB

**Ron Johnston**, '65 BCom, of Spruce Grove, AB

**Gordon C. Cuthbert**, '68 BCom, of Edmonton, AB

**Douglas James Porter**, '68 BCom, of Sherwood Park, AB

**Paul Herbert Workman**, '72 MBA, of Edmonton, AB

**John Douglas Binder**, '73 BCom, of Edmonton, AB

**Harvey Jerome Stroeder**, '75 BCom, of Edmonton, AB

**Kenny Eddie Buchkowski**, '76 BCom, of Edmonton, AB

**Alexander Beveridge**, '78 MBA, of Burnaby, BC

**Walter August Meyer**, '79 BCom, of St. Albert, AB

**Denis Neil Vester**, '79 MBA, of Edmonton, AB

**Lilia Witzke**, '90 BCom, of Sherwood Park, AB

**Trevor Donald Adams**, '93 BCom, of Calgary, AB

**Warren Anthony Schmitz**, '01 BCom, of Edmonton, AB

**Eric Seewald**, '01 MBA, of Raleigh, NC

**Thomas Hamilton**, '07 BCom, of Ponoka, AB

and so all the skills needed to be successful were gained through the co-op program and the support of all their staff," Justine said.

**'14 Mengzhou Shao, BCom**, of Hong Kong, is a hedge fund analyst at Keywise Capital. Mengzhou is currently completing her master of journalism degree at the University of Hong Kong.

**'14 Sarah Shelast, BCom**, of Toronto, Ontario, accepted a position as assistant marketing manager at PepsiCo Canada. Previously, Sarah worked for the Government of Alberta, Treasury Board and Finance, in the corporate income tax department. At the university, she participated in the Alberta School of Business Student Ambassador Program and spent a lot of time promoting the school and volunteering for student and community initiatives.

**'14 Justine Snaychuk, BCom**, of Calgary, Alberta, accepted a position as marketing and communications co-ordinator at Colliers-International. Previously, Justine was a marketing administrator at Pacesetter Directional Drilling.

**'14 Adrian Warchola, BCom**, of Edmonton, Alberta, accepted a position as manager of international inbound market development at the Edmonton International Airport. His work focuses on developing inbound demand in EIA's key non-stop international and national markets. Current key initiatives focus on supporting EIA's newest non-stop flights including KLM, Icelandair and American Airlines Dallas/Fort Worth and Los Angeles flights. While completing his degree at the Alberta School of Business, Adrian was a student in the inaugural class of the

Leadership Certificate Program. He has also participated in international study tours to China as well as Lviv, Ukraine. As a community ambassador, Adrian is involved in various local and national executives focusing on fostering student leadership and cultural engagement. He also enjoys performing regularly in his band, Euphoria.

**'15 Remi Lafleche, BCom**, of Calgary, Alberta, accepted a position as manager, commercial banking, at CIBC.

**'15 Serena Myles, BCom**, of Edmonton, Alberta, accepted an internship with the Ford Motor Co. in the Western Market Area. At the university, she volunteered at many events as a student ambassador and promoted the Alberta School of Business to the business community.



## **ALUMNA ON A MISSION TO EDUCATE ABOUT FOOD WASTE**

by Janet Harvey

"We judge food the way we judge ourselves," says **Celia Lam**, '02 BCom, a holistic chef who is making it her mission to raise awareness about food waste. "There's an unrealistic expectation for our produce to look conventionally perfect, and as a result, insane amounts of perfectly good food go to waste."

Lam's passion for food rescue led her to Vancouver to join the planning committee for an event called Feeding the 5000 Metro Vancouver. Held in May, it brought together food rescue organizations, farmers markets, food retailers and 160 volunteers to host the biggest outdoor free lunch in Canada. Over 5,000 lunches were made by North Shore Culinary School from recovered food—surplus food, food nearing its best-before dates, imperfect produce—that would otherwise have been consigned to the compost bin.

After almost a decade as a client program manager for Golder Associates, an engineering and environmental consulting firm, Lam moved to New York to attend the Natural Gourmet Institute and met Josh Treuhaft, who was completing a master's thesis on food waste. He needed a student to work on his Salvage Supperclub, a project that would serve food destined for the landfill to guests seated in a retrofitted Dumpster.

"I realized that being an advocate for sustainable food systems is part of what I'm meant to be doing," Lam says.

She now spends part of her time as a cook in a Vancouver restaurant and is building her business as a consultant, designing cooking classes, offering menu consultation, speaking and writing. "The U of A encourages its students to become leaders and advocate for important issues. The business program provides an educational foundation and empowers us to go out and do these things."



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