

Thrive

ISSUE 6
2014

THE EDWARDS SCHOOL OF BUSINESS MAGAZINE

PM # 40013048

MAKING THE CASE

COMPETITION
PREPARES
HIGH SCHOOL
STUDENTS
FOR UNIVERSITY

PG. 37



EDWARDS
SCHOOL OF BUSINESS
UNIVERSITY OF SASKATCHEWAN

STUDENT
SPENDS
WEEKENDS
RACING
DRAGSTERS
PG. 26

STUDENT
INVESTORS
HEAD TO
NEW YORK
CITY
PG. 29

ALUMNUS
MAKES
CAREER OUT
OF CHASING
STORMS
PG. 46

FINANCE
STUDENT WINS
CEO OF THE YEAR
FUTURE FUND
SCHOLARSHIP
PG. 53



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**THE
EDWARDS SCHOOL
OF BUSINESS**

**CENTENNIAL
2014-2015**



N. Murray Edwards: Alumnus, friend, namesake

MR. EDWARDS has had a long-standing relationship with the University of Saskatchewan's business school as a student, alumnus and donor. He believes strongly in the value of a business education. Over the years, he has given back to his alma mater so students today continue to receive an outstanding business education at the University of Saskatchewan.

In June 2000, when the PotashCorp Centre addition was opened, the N. Murray Edwards Case Room was unveiled. One of several smart rooms in the centre, the case room seats 75 students, is equipped with up-to-date educational technologies and is used by faculty and students across campus.

Throughout his university years in Saskatoon, Mr. Edwards had a keen interest in investing. On October 3, 2002 he rang the official bell and the N. Murray Edwards MarketWatch went live. This stock ticker board, installed on the main floor of the PotashCorp Centre, still provides continuous stock and commodity information, bringing the business world to the halls of the business school. Faculty, staff and especially students benefit from the direct link to the investment industry.

On July 24, 2007, the University of Saskatchewan very proudly acknowledged Mr. Edwards' continued relationship

with the business school by transforming the College of Commerce to the N. Murray Edwards School of Business. Mr. Edwards' investment in the business school allows us to gain recognition with our new brand and helps to position the business school as one of the top five in Canada.

At the University's Spring Convocation Ceremony on June 2nd, 2011, Mr. Edwards was presented with an Honorary Doctorate of Laws degree, the highest honour the University of Saskatchewan can bestow.

Mr. Edwards continues to remain truly engaged in the activities of the business school, supporting the George S. Dembroski Student-Managed Portfolio Trust and recently acting as judge and keynote speaker at the 2013 National Mining Competition. He also gives his time and knowledge by serving on the Edwards School of Business Dean's Advisory Council.

The students, faculty and staff of the Edwards School are grateful for Mr. Edwards' continued support.

The Edwards School of Business congratulates Mr. Edwards on receiving the International Horatio Alger Award in April. This prestigious award is presented to an individual from Canada each year who has persevered through adversity to become a successful entrepreneur or community leader.



BIRTHPLACE REGINA, SASKATCHEWAN

EDUCATION

BACHELOR OF COMMERCE (GREAT DISTINCTION) – UNIVERSITY OF SASKATCHEWAN
BACHELOR OF LAWS (HONOURS) – UNIVERSITY OF TORONTO

HONORARY DEGREES

LL.D. – UNIVERSITY OF SASKATCHEWAN
LL.D. – UNIVERSITY OF CALGARY
LL.D. – UNIVERSITY OF TORONTO

OCCUPATION PRESIDENT/OWNER, EDCO FINANCIAL HOLDINGS LTD.

CREDENTIALS

LEADING INVESTOR, MANAGING DIRECTOR AND EXECUTIVE CHAIRMAN
- CANADIAN NATURAL RESOURCES LTD.
- ENSIGN ENERGY SERVICES INC.
- MAGELLAN AEROSPACE CORPORATION

CHAIRMAN AND CO-OWNER

- CALGARY FLAMES HOCKEY CLUB OF NATIONAL HOCKEY LEAGUE

RECOGNITION

MEMBER OF THE ORDER OF CANADA
SASKATCHEWAN OIL PATCH HALL OF FAME
INTERNATIONAL HORATIO ALGER AWARD

thrive

(thrĭv) verb

- 1 to make steady progress;
to prosper; be fortunate or successful.
- 2 to grow vigorously; flourish.



MAKING THE CASE
PAGE 37

GENERAL EDWARDS ■
STUDENT EXPERIENCE ■
ALUMNI RELATIONS ■
FACULTY ■
PROGRAMS & CENTRES ■
OUTREACH & ENGAGEMENT ■
DEVELOPMENT ■

TABLE OF CONTENTS

5 DONATING MORE THAN ADVICE

The involvement of the Dean's Advisory Council

8 FIVE PEOPLE, FIVE JOBS

10 WORDS FROM THE DEAN

13 LAWFUL ENTRY

An Edwards student shares her experience in the College of Law

15 DIRECTING CHANGE

Wilson Centre for Entrepreneurial Excellence Director Stephanie Yong discusses changes in the centre

17 DOG'S DAY ON CAMPUS

EBSS president Jacey Saffruk brings puppy room to U of S

20 A REFRESHING TAKE ON MARKETING

Marketing students present at the Refresh Case Competition

22 SPRING FORWARD

Jerry Grandey and Shelley Brown have a fireside chat with Dean Taras at the 2014 Spring Forward

24 FEATURED RESEARCHERS

26 LIFE IN THE FASTLANE

Edwards student spends weekends racing dragsters

29 EMPOWERING STUDENT INVESTORS

Student investors earn returns and learn from conference in New York City

31 LEADING THE WAY

MPAcc first in Western Canada to be CPA accredited

THRIVE

THE EDWARDS SCHOOL OF BUSINESS MAGAZINE

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Editor's Note

The article 25 Years of Taxes from the 2013 issue identified the late Professor George Baxter as having started the Volunteer Tax Program. The program was actually started by Professor Jack Vicq and the late Professor Bill Wallace. George Baxter helped to co-ordinate the program at Sherbrooke Nursing Home and McClure Place in Saskatoon.

TORNADO SEASON
PAGE 46



34 WELL-TRAVELLED

Ryan Wig gets international in Saskatoon

36 EDWARDS SCHOOL LAUNCHES EXECUTIVE IN RESIDENCE INITIATIVE

37 MAKING THE CASE

Finance and entrepreneurship competition prepares high school students for university

40 DAY IN THE LIFE OF PART-TIME MBA STUDENT

We follow Brad Zimmer through a typical day, balancing school and work

42 EDWARDS AT A GLANCE

43 AT HOME IN CANADA

MSc. Finance student is known for his can-do attitude

44 PLANNING MADE EASY

The before and after of Edwards program planning

45 PATH TO SUCCESS

Providing a pathway for Aboriginal student success

46 TORNADO SEASON

Edwards alumnus makes career out of chasing storms

49 WITH GREAT DISTINCTION

Governor General's Silver Medal Award winner David Styles lives by four pillars

51 CREATING YOUR PERSONAL BRAND

Resumé tips from Edwards Career Services

53 NICE GUYS FINISH FIRST

Edwards finance student wins Canada's outstanding CEO of the Year Future Fund Scholarship

55 GIVE SECURITIES AND MAXIMIZE YOUR RETURN

YOUR MAGAZINE

Thrive magazine is proudly created completely in-house for alumni and friends of the Edwards School of Business.

56 WOMENTORSHIP ENTERS SECOND PHASE

Edwards renews the Betty-Ann Heggie Womentorship program

57 NEW FACES

60 DONOR ROLL

62 ALUMNI UPDATES

66 FOR THE MARKETING MINDED

Q & A on the new master's program at Edwards

68 ENTREPRENEURSHIP FOR A BETTER WORLD

Successful year for Enactus University of Saskatchewan

69 PARTNERS IN ABORIGINAL EDUCATION

Transfer agreement signed between the Edwards School and SIIT

71 THE ART OF COMPROMISE

Certificate program connects union leaders and management

74 A MUTUAL PARTNERSHIP

Federated Co-operatives Limited on Edwards co-op program

76 THE "GO TO GIRL" RETIRES

After 40 years of service, Ellie Dybvig retires from Edwards



Murray Edwards was one of the four members of the DAC lending his time as a judge for the National Mining Competition.



Shelley Brown (left) and Jerry Grandey (right) as keynote speakers at the 2014 Spring Forward event in March.



Wayne Brownlee speaks at an information session for student trip to Israel and Jordan.

Donating More than Advice

THE INVOLVEMENT OF THE DEAN'S ADVISORY COUNCIL

WE HAVE the strongest Dean's Advisory Council of any business school in Canada. Arguably, our members are some of the busiest people in the world.

Yet we haven't hesitated to ask them to make time for the Edwards School by rolling up their sleeves and actually doing much more than simply giving advice to the dean.

For example, four members were on a panel of judges who determined the award-winning teams in our National Mining Competition.

Two members are Executives in Residence.

Nine of these people appeared as keynote speakers at various events in the last year alone.


All of them are unhesitating in helping with alumni events, reunions, and development activities.

Three are major supporters of Aboriginal students.

A number have donated generously toward student scholarships, helping us achieve the target of distributing well over \$1 million a year to our students.

Some of these folks watch student presentations and help tune up professional skills.

All are generous with their time. Many of them have to fly in from other cities to be part of the Dean's Advisory Council, which proves that Saskatchewan-born or Saskatchewan-educated success stories don't lose their attachment to their province or their university.

Students, faculty, staff, and Dean Taras all know how much value the Dean's Advisory Council adds to the experiences at the Edwards School and to the school's reputation. 

THE DEAN'S ADVISORY COUNCIL



Daphne Taras
Dean and Chair of the DAC
Edwards School of Business



N. Murray Edwards
President/Owner
Edco Financial Holdings Ltd.



Shelley Brown
Partner
Deloitte & Touche LLP



Wayne Brownlee
Executive VP and CFO
PotashCorp. of Sask. Inc.



L. David Dubé
President and CEO
Concorde Group Corp.



James Estey
Past-President
UBS Canada



Tim Gitzel
President and CEO
Cameco



Gerald W. Grandey
Retired President and CEO
Cameco



Russel Marcoux
President and CEO
Yanke Group of Companies



George Marlatte
President
Marlatte International Inc.



Keith Martell
Chairman and CEO
First Nations Bank of Canada



R. Scott McCreath
Senior Investment Advisor
BMO Nesbitt Burns



Neil McMillan
Board Chair
Cameco



Larry Moeller
President
Kimball Capital Corp.



Gordon Rawlinson
CEO
Rawlco Capital Ltd.



Tracy Robinson
VP Transportation
TransCanada



Marvin Romanow
Distinguished Alumnus



Karen Stewart
President and CEO
Fairway Divorce Solutions



W. Brett Wilson
Chairman
Prairie Merchant Corp.



Greg Yuel
President and CEO
PIC Investment Group



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5 people jobs

WHAT CAN YOU DO WITH A BUSINESS EDUCATION? FIVE OUTSTANDING EDWARDS GRADUATES TELL US WHAT THEY LOVE ABOUT THEIR JOBS.



evilyn zhang
Marketing and Sales
Bamboo Shoots
MBA 2012

"When people come to see me at Bamboo Shoots, they are surprised to find such a busy television production company in Saskatchewan. Our producers, shooters and editors work with the top corporations in the province producing TV commercials, corporate videos, webcasting and live events. Yes, it is business, but it's also fun! For example, Bamboo produces the in-stadium experience for the Saskatchewan Roughriders, providing all the Maxtron footage and motion graphics at Mosaic Stadium. Last year when they won the Grey Cup was one of my best work days ever."



lyleacoose
Human Resources Specialist
PotashCorp
B.Comm. 2011

"It is very rewarding to work for an international enterprise that's a key player in the growing challenge of feeding the world's population. My role is helping professionals come up with solutions to their Human Resources needs. One aspect to my job is facilitating the hiring process, where I enjoy seeing employees start their new careers. What has really contributed to my professional development is not only my degree from Edwards, but all I accessed there, such as the Business Co-operative Education Program, Rawlco initiatives, and international business experiences."


christinagermann

*Occupational Health & Safety Consultant
Saskatoon Health Region
BAC 2014, COHS 2007*

"Safety and business go hand-in-hand. It is important to understand the business value of safety in order to engage leaders in the industry. Obtaining my BAC has given me skills to become more efficient in applying knowledge and experience by implementing and maintaining best practice health and safety standards to promote a zero accident culture in the workplace. It is important to me that everyone goes home at the end of their shift in the same condition they came in, or better. That is my passion."


michaeltornopolski

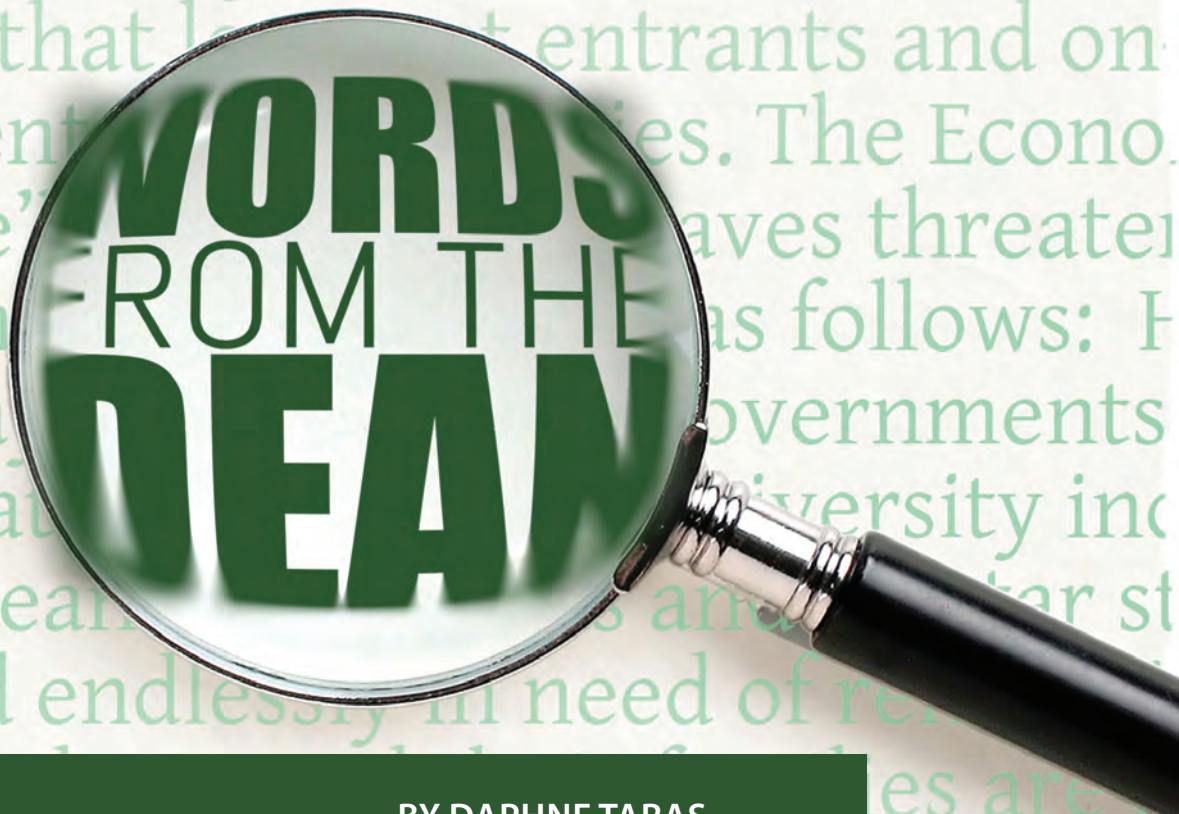
*Associate Investment Advisor
Prairie Wealth Management, Hollis Wealth,
Scotia Capital Inc.*

MPACC 2008, B.Comm. 2006 (U of M), CA
"Being an investment advisor enables me to help individuals and businesses take advantage of the unique opportunities they encounter. I can help them manage the transition of the family farm, invest for children with disabilities, or come up with unique ways to give back to their communities. Assisting people with these important decisions is something I am passionate about. My accounting background gives me a dynamic perspective to assist people with making some of the big decisions in their lives."


jenniferdrennan

*Director, Programs and Operations
College of Graduate Studies and Research, U of S
MBA 2013, B.Comm. 2009*

"It's a unique experience working within the vibrant U of S graduate community. I collaborate with our stakeholders to resolve conflicts, advocate for students and develop solutions to emerging challenges. With wide-ranging responsibilities and stakeholder groups, I embrace the opportunity to lead innovation in the administration of graduate programs. By fostering an environment of consistency, transparency, equity and student support, we contribute to providing an excellent experience for every graduate student. It's incredibly challenging and rewarding!"

**BY DAPHNE TARAS**

WHAT'S GOING ON these days in the business of business schools? Edwards is approaching its 100th year at a time our entire education industry seems to be at a crossroads. There are dire predictions that low-cost entrants and online players will eat into the enrolments of universities. *The Economist* predicts an "earthquake" as disruptive waves threaten traditional teaching methods. The argument goes as follows: Higher education costs tend to always be rising and governments across North America are losing patience with the university industry's inability to live within its means. Our bricks and mortar structures are tired, sagging, and endlessly in need of renovation. And at the same time, our students and their families are resentful of dipping into debt to cover the costs of education. In the United States, the situation is particularly grim. There is huge interest these days in MOOCs, massive open online courses.

Learning is enabled by technology that puts university-level courses right into our laptops and tablets, at low or no cost. Our population is continuously learning, and hungry for education that will keep skills relevant. Fatalists say that online education will threaten, and then replace many of our higher education institutions. I disagree.

I have a much more nuanced view, and I will share my perspective. There is compelling evidence that many students start MOOCs but very few finish. To do entire suites of programs or serious degrees this way requires a level of conscientiousness and endurance that is rare. And this type of learning misses other chances for development.

At the Edwards School, we do teach traditional subjects, and we do it well. Where we excel -- and this is the heart of our "brand" -- is in giving students the experiences they cannot get from staring at a computer screen and working with disembodied knowledge. Our students have opportunities to



The JDC West group visits the Saskatchewan Parliament building in Regina, Saskatchewan.



Taras and leaders of the Saskatchewan Indian Institute of Technologies (SIIT) signed an agreement on February 10, 2014 that will lead to more Aboriginal students holding university business degrees.

roll up their sleeves and learn and do and achieve and be proud. They have much more to offer. Here is a sampling:

- They invest real money -- \$1 million to date -- and meet in a classroom to have their ideas challenged, fine-tuned, and voted upon by classmates. They work in groups and they make presentations that require analysis and recommendations. If they do well in the course and are interested in the investment industry, we even will send them to New York to participate in the world's biggest conference of student portfolio managers, where they learn from the best professionals in the world.

- They organize events such as the National Mining Competition, their graduation gala, and JDC West. They participate in philanthropy. They contribute to the health of the community. Our Masters in Professional Accounting students operate with the slogan "MPAcc gives back." The MBA Representative Council is active. Edwards Business Students' Society is an exceptional B.Comm. leadership team. Our MSc. Finance students learn together and benefit from guest speakers.

- Employers meet our students through our very successful co-op placement program and we have about 100 students working for wages between their third and senior years. There is no online substitute for employment just as there is no online substitute for the taste of ice cream.

- They network with each other and with business leaders. The classroom is not just a place where a "sage" speaks from a "stage", but it is a meeting ground. It is a

platform from which they develop lifelong relationships, both business and personal. Many of our professors use panels of judges drawn from the community to provide feedback to students on their professional skills. Look at our Dean's Advisory Council and see how these successful leaders volunteer their time to help our students succeed.

- We innovate for them. For example, one of our professors has invented an entirely new type of course that promotes good governance and service to the community by placing students onto real boards.

- We form partnerships that bring opportunities to Aboriginal students. This year, we were the first college to sign an agreement with Saskatchewan Indian Institute of Technologies (SIIT), and we welcome the arrival of the first group of SIIT students who benefit from the joint protocol.

- All of our MBA students have a capstone experience in going abroad. Lately, we have been taking them to China, and in the past they've been to Brazil and India. We want more of these experiences for B.Comm. students and others.

- Our Executive Education is thriving. People in the community want to enroll in courses, meet others to share a common hunger for life-long learning, and interact with educators who are research-active, successful at their professions, and brilliant in the art of teaching.

These are just a few of the many ways that we add value. Our mission statement says that "we develop business

"WE ARE
AMBITIOUS
AND
UNAPOLOGETIC
ABOUT AIMING
HIGH."

professionals to build nations." To build nations. We are ambitious and unapologetic about aiming high.

Let me tell a story about the value of adding value. Years ago, at another university, my husband and I were management professors and Naheed Nenshi, the current mayor of Calgary was a B.Comm. student. We recently renewed our acquaintance with Naheed at a garden party, and we are all a bit older than back in the day. Naheed was the type of student who was hungry for the opportunities that business schools make available to students. He won gold medals in Labour Arbitration and in Debate at national business school competitions. Because Allen and I were part of the team that coached him, we also know his "tells." During the disastrous floods that befell Calgary last year, Naheed lowered his voice, spoke to media in a measured tone, and pointed out the presence of first responders. He congratulated Calgarians for their sense of order. I strongly believe that his supernaturally calm demeanor – a product of intensive training combined with natural insight – forestalled any looting and chaos. Where did he first learn to have this extraordinary presence? Through undergraduate business competitions.

Which reminds me that another Calgary mayor, one of the very best that city ever had, was Al Duerr, who came from Humboldt, Saskatchewan. Al is proud to come to University of Saskatchewan alumni events to this day. His undergraduate degree was in urban geography and urban development, and here is something you might not know: While he was mayor of Calgary, from 1989 to 2001, he actually completed a part-time MBA degree from another university in that city because he knew that learning is not just something people do from the ages of 18 to 23. I actually had the pleasure of teaching him labour relations and he was a brilliant student and was quite humble about




(L-R) Grit McCreath, Kit Chan, Al Duerr, Taras and Scott McCreath



(L-R) Allen Ponak, Naheed Nenshi and Taras in Calgary, Alberta

his day job. I have come to appreciate that his likeable personality, keen listening, and dedication are hallmarks of Saskatchewanians.

It is my goal to continue to produce for the Province of Saskatchewan the types of graduates who build nations, who are calm in the face of adversity, and who are known to have integrity, work ethic, and pride of place. These are our alumni throughout Canada and across the world. This is our brand. This is why the Edwards School of Business adds value well beyond anything that could be achieved through low-cost online education. The classroom matters; our innovation changes lives; and the opportunities we create springboard our graduates to better futures. This is why it is worth investing in Edwards, hiring our graduates, and celebrating our successes. 

LAWFUL ENTRY

An Edwards
student shares her
experience in the
College of Law



“A LAW FIRM IS STILL A BUSINESS WHEN IT COMES DOWN TO IT, SO UNDERSTANDING HOW BUSINESSES WORK IS IMPORTANT.”

BREANNE LOTHIAN walked the stage at spring convocation in June to accept her B.Comm. degree and will be back in a graduation gown



Edwards and Law student Breanne Lothian studying at the U of S Law library.

before she knows it, thanks to the combined B.Comm./Juris Doctor (JD) program (previously known as the B.Comm./LL.B. program).

“DEPENDING ON THE TIME OF YEAR, THERE ARE LONG HOURS, BUT IT’S DEFINITELY MANAGEABLE AND WE DO STILL HAVE A LOT OF FUN.”

Breanne knew she had an interest in labour and employment law before graduating high school and the combined program had been

her plan from the start. “A business background seemed to mesh well with that kind of law,” she says. “And a law firm is still a business when it comes down to it, so understanding how businesses work is important.”

The combined program allows students to complete two degrees in six years rather than seven, taking three years in each college. “You essentially cut out one year in the middle. Your law classes count as your commerce electives so you don’t have to do that fourth year of commerce,” Breanne explains.

Now that she’s in her second year of law, Breanne is able to give advice to Edwards students considering the combined program. She shared her experience at an information session last October.

“It’s really important to meet with an academic advisor before starting your second year at Edwards because you do need to tailor your classes,” she says. “You have to take your core classes in your first three

years and leave your electives to fourth year.”

She says many of the questions at the information session were about

the workload in law. “A lot of people think that once you get into law school you’re not going to have a life and that you’re just going to live in the library,” she says.

And although the workload is heavier with quite a bit more reading, there’s much less group work. “Depending on the time of year, there are long hours, but it’s definitely manageable and we do still have a lot of fun,” Breanne says. “There’s an event almost every week and almost everyone attends. It’s a really tight-knit college.”

She also advises students to do timed practice exams for the Law School Admission Test (LSAT). “I found that to be the most difficult thing during the exam – the time crunch. I’d give myself a couple extra minutes when I practiced and you don’t realize how much of a difference those few minutes make.”

Breanne says the biggest advantage to the combined program is getting out in the work force a year earlier. “It’s also a year less of tuition. That makes a big difference.”

Other dual degrees programs offered by the Edwards School:

B.Comm./B.S.A.
(Agriculture)
MBA-MD (Medicine)
MBA-DVM
(Veterinary Medicine)

Undergraduate students can transfer up to 60 credits from another program so we also see a number of students who transfer in after or during completion of a degree from the College of Arts & Science even though we do not have any official dual degree programs in place.

Directing Change

WILSON CENTRE FOR ENTREPRENEURIAL EXCELLENCE DIRECTOR STEPHANIE YONG
DISCUSSES CHANGES IN THE CENTRE

Edwards MBA alum Stephanie Yong joined the Wilson Centre for Entrepreneurial Excellence as director in October of 2011. The Thrive Committee talked with Stephanie about what changes she's seen in the centre over the past three years.

Thrive: What are you most proud of during your time with the Wilson Centre?

Yong: I'm most proud of the relationships we've cultivated in our community. I feel like we have one of the strongest support networks in Saskatchewan. I'm also really proud of where we're going. We are very visionary about what we want the centre to be. Our mission is to grow the next generation of entrepreneurs. Long term, we want to compel people to come to Saskatchewan for the services we provide; for the ideas and talent that come out of here. Having that clear, ambitious vision is really important to us.

Thrive: Where was the centre at when you arrived as director?

Yong: When I started with the Wilson Centre, there already was fantastic recognition and brand awareness.

There were generous funding opportunities for people interested in entrepreneurship, which was great in terms of a head start.

Thrive: What changes have you seen since then?

Yong: One of the first things we looked at was programming gaps. We prioritized outreach to students all over campus and formed a Management Advisory Board of five different colleges. One of the biggest things that we provide now is coaching on focusing on the foundation of students' ideas.

Thrive: How does the Wilson Centre add value to U of S students?

Yong: The trend of entrepreneurship is huge. There's no better time to be an entrepreneur and it's important for us to be part of this. The U of S has a huge number of extremely in-

telligent, creative and talented students. We provide them a framework to take those ideas and build businesses. We help them find funding, resources and mentors, and we help them develop their ideas further.

Thrive: One of the ways you help students develop their ideas is through the *Idea Book: Taking your Ideas to the Next Step*. Why did the Wilson Centre create the workbook and how does it help?

Yong: The book is basically how I would coach someone one-on-one. It provides resources and key points to consider. It's purposely quite blank because we wanted to allow for a lot of free and creative thinking. It's meant to provide the foundation. Then we have other programs that will take you to the next level.

Top 5 Tips for Aspiring Entrepreneurs

- 1) Test the viability of your idea. Sometimes, if you build it, they won't come.
- 2) Be aware of your strengths but equally aware of your weaknesses. Ask for help when you need to.
- 3) Network, network, network. Sharing your idea is not the time to be shy. Ask for feedback. Use your resources (including the Wilson Centre).
- 4) Numbers mean everything. Spend time on them.
- 5) The value is in the hard work and execution, not just the idea. Be prepared to sweat.



The Wilson Centre is open to students, alumni and the Saskatoon business community. To connect with the centre, email Stephanie at yong@edwards.usask.ca.

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Retail Facilities
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U of S Graduate / Hired 2002

Traditions that started decades ago remain the cornerstone of who we are today. A promise to stay local, a commitment to community and a business model that shares profits with anyone who wishes to become a member.

Today, Federated Co-operatives Limited is one of Canada's largest and most successful businesses and we are proud to call Saskatoon home. Our Federation includes 235 independent, hardworking retail co-operatives that employ 23,000 dedicated, caring employees working in 2,500 retail locations across 500 communities in Western Canada.

Good things are happening every day and we're continuing to build on our tradition to deliver a uniquely Co-op experience for our customers – and employees.



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Proud to support the Edwards Business Co-operative Education Program and the Edwards Business Students' Society.



DOG'S DAY ON CAMPUS

EBSS PRESIDENT JACEY SAFNUK
BRINGS PUPPY ROOM TO U OF S



CLOCKWISE FROM TOP LEFT:
The Puppy Room tent attracts a long line in the U of S Bowl; students and staff in the tent; three students enjoy a puppy's company; Jacey Safnuk (left) and Emily Pickett, Executive Director of New Hope Dog Rescue.

IF YOU WERE on campus last October 9th, it would have been hard not to notice the giant tent with people lined up across the bowl to get inside... and pet puppies.

Edwards Business Students' Society (EBSS) President Jacey Safnuk started thinking about Puppy Room in the spring of 2013 and included it in her presidential candidacy platform. "I thought it would be really beneficial," she says. "It's not just to help students relax but it's also a great charity event."

Jacey then spent her summer organizing Puppy Room for fall. "Nothing like this had been done at the university before, so a lot of new processes had to be created. I spent a lot of time that summer writing proposals," she says. "Some people were very excited; some were apprehensive. The majority were very helpful."

**"PEOPLE
WERE
WILLING
TO WAIT
40 MINUTES
TO GET IN.
THE LINE WAS PRETTY
MUCH ALL THE WAY
AROUND THE BOWL.
IT BLEW MY MIND."**

She contacted the foster-based organization New Hope Dog Rescue, who brought seven dogs, each with a handler, to take part in the event. “Puppy Room was a great opportunity to promote our organization and our mission of rescuing and rehoming dogs in need,” says Executive Director Emily Pickett. It was also a wonderful educational opportunity, a chance to continue to socialize and promote some of the fantastic dogs in our care and to raise funds and collect supplies.”

The response to Puppy Room was amazing. “People were willing to wait 40 minutes to get in,” Jacey says. “The line was pretty much all the way around the bowl. It blew my mind.”

Well over 1,000 university students, staff and faculty went through the tent, spending around 10 minutes visiting the dogs. Admission was either a monetary or in-kind donation.

“IT’S NOT JUST TO HELP STUDENTS RELAX BUT IT’S ALSO A GREAT CHARITY EVENT.”

“We had sent out a list of donation-requests beforehand,” Jacey says. “People were giving anything from cat food to office supplies.” By the end of the day, Puppy Room had brought in just under \$1,200 and around \$500-worth of in-kind donations.

“The \$1,197 went a long way in helping us cover medical expenses and we received lots of donated supplies,” says Emily. “The dogs loved all of the attention and gained important socialization in the process.” And the best news? All seven foster dogs that attended have since been adopted into loving homes. Jacey says her year as EBSS President has changed her, and taught her to keep it simple, but heartfelt.

“I’ve become more driven and passionate. I know that if you pick the right people and you set goals, you can achieve them. Puppy Room showed me that.” 🐾

To find out more about New Hope Dog Rescue, visit www.newhoperescue.org.

How EBSS Adds Value

- Brought motivational speaker Drew Dudley to Edwards Business Formal
- Sent 65 students to conferences and competitions in the 2013-14 academic year
- Organized new charity dodge ball tournament
- Set up Edwards Internal Case Competition Junior Division
- EBSS, JDC West Team, and 5 Days for the Homeless collectively raised over \$75,000 for various charities in the Saskatoon community

Faculty Awards

BRANDY MACKINTOSH
EDWARDS SCHOOL OF
BUSINESS SOMERS AWARD
- MOST APPROACHABLE
PROFESSOR (2013-14)

BRIAN LANE
MBA PROFESSOR
OF THE YEAR
(2013)

MELISSA STROM
EDWARDS SCHOOL
OF BUSINESS MOST
EFFECTIVE PROFESSOR
(2013-14)



GARY ENTWISTLE
DEAN'S AWARD FOR TEACHING
INNOVATION (2013-14)

CHELSEA WILLNESS
DEAN'S AWARD FOR EMERGING
SCHOLAR (2013-14)
PROVOST'S COLLEGE AWARD FOR
OUTSTANDING TEACHING (2014)





A Refresh-ing Take on Marketing

BY BRANDON ZIOLA

Brandon Ziola was the president of the Marketing Students' Society at the Edwards School of Business for the 2013-2014 academic year.

WHEN CLASSES BEGAN in September, the incoming Marketing Students' Society (MSS) Executive Council at the Edwards School of Business faced several challenges, including an almost all-new council and the non-renewal of our previous corporate partnership. However, through the initiative of MSS Creative Director Kristi Gibson, Nick Kochar of Refresh Inc. became interested in the idea of a marketing case competition and approached us with the idea of a new partnership. The MSS was excited by Refresh's dedication to marketing excellence and their passion for exciting and remarkable strategies. Working

closely together, Refresh and the MSS began completely revamping the idea of a case competition with elements such as using a successful real-life company, exciting venues, and a Hollywood-inspired sense of style and presentation.

Despite their enthusiasm, the MSS team initially lacked certain skills required to successfully bring their vision to life. Under Refresh's guidance, the team developed their talents in creating an in-depth marketing strategy, sponsorship and fundraising, events planning, media relations, logistics and facilitation, audio/visual technical



PHOTO BY MICHELLE BERG

David Martell (left) and Mike Herrick (right) present for the Refresh Case Competition at Great Western Brewery in Saskatoon.

production, partner management and community engagement, as well as emergent strategy. They also had the opportunity to hone the valuable skills they had been taught at the Edwards School of Business.

Although Edwards students now have more opportunities than ever to get involved with extra-curricular events, Refresh and the MSS were able to successfully differentiate the competition and draw an immense amount of interest. Even students who chose not to compete sought to attend events such as the Launch Party and the Awards Show.

Great Western Brewing Company was chosen from nearly 20 applicants to be our case company, and working closely with Associate Brand Champion Lucy Quach, Kristi Gibson created a real and exciting case that inspired students to formulate innovative and well-designed solutions. During the competition, six teams of two students (and one student courageously competing alone) competed before a panel of judges that included members of Refresh, Edwards Professors Barbara Phillips and Brooke Klassen, Great Western CEO Michael Micovcin and Associate Brand Champion Lucy Quach. The two finalist teams then presented for an audience of over 70 people at the Great Western Brewery. Interestingly enough, none of the members of the two finalist teams were marketing majors!

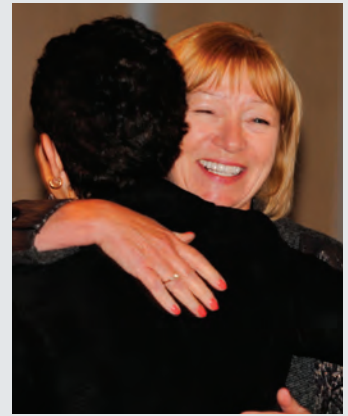
Perhaps the best appraisal of the Refresh Case Competition comes from our two vital partners, Refresh Inc. and Great Western Brewing Company:

"The inaugural Refresh Case Competition was a great success. Our goal in sponsoring the competition is to create a strong connection between marketing students and industry players well before graduation. For students, there is no better experience than working on real world challenges taking place today. Similarly, the business community benefits by getting a sneak peek of young talent that they may hire down the road. We look forward to building on this year's success at next year's competition. Many thanks to all involved."

- Nick Kochar, CEO, Refresh Inc.

"The Refresh Case Competition was a fantastic experience. It was refreshing (no pun intended) to get new perspectives on areas of our business. The caliber of work we witnessed from the students was remarkable. We are very honoured to have been chosen as the company for the inaugural competition and highly recommend that more students, advisors, and businesses get involved in the years to come."

- Lucy Quach, Associate Brand Champion, Great Western Brewing Company



Spring Forward

EDWARDS WELCOMED the first day of spring once again with the annual Spring Forward: Leadership Luncheon.

The luncheon is just one of many initiatives supported by the \$1 million combined donation to the Edwards School from Jerry and Tina Grandey and Cameco Corporation in 2012.

The event included a fireside chat on the topic *Leading through Change*, bringing together 230 members of the Saskatoon business community. The 2014 Grandey Leadership Honouree was also announced at the luncheon: Shelley Brown, partner at Deloitte

The Spring Forward event took place on March 20, 2014 at TCU Place in Saskatoon and included a fireside chat with Jerry Grandey and Shelley Brown, moderated by Daphne Taras.

and three times-named one of the 100 Most Powerful Women in Canada. Shelley was honored this year for her leadership efforts and contribution toward the unification of Canada's accounting designations.

Dean Daphne Taras moderated a candid discussion between Shelley and Jerry Grandey. The leaders shared their experiences and opened the floor to participation from the audience.

Thank you to the Spring Forward organizers, participants and volunteers for putting together a fantastic event. 🍀

2014 Grandey Leadership Honouree –

Shelley Brown FCA, ICD.D

Partner, Deloitte

Awards

Lifetime Achievement Award, Women in Finance in Vancouver (2013)

Named one of Canada's Most Powerful Women by the
Women's Executive Network (2009, 2012, 2013)

Athena International Recipient (2001)

Professional Affiliations/Certifications

Chair, Canadian Institute of Chartered Accountants

Chair, CPA Canada

Board Member, Deloitte National Board

Past-President, Institute of Chartered Accountants of Saskatchewan

Community Involvement

Board Member, Saskatchewan Children's Hospital Foundation

Member, Edwards School of Business Dean's Advisory Council

Past Member, Board of Governors, University of Saskatchewan

Past Chair, AGWest Biotech Inc.

Past Board Member, St. Paul's Hospital Foundation and Board of Management

Past President, Saskatoon United Way

Past President, Tourism Saskatoon

Member, Saskatoon Property Tax Review Committee

Member, Provincial Income Tax Review Committee

President, Saskatoon Club



Below are a few of Shelley Brown's thoughts on leadership and its significance.

**What qualities do
you think makes for a
good leader?**

The qualities of a great leader have long been under debate and there are differing views. Strong communication skills are definitely a requirement but how messages are delivered is so important. I think a good leader is simple and sincere in their communication messages. They need to be able to communicate broadly and get their message across so that it is heard and understood. Empathy is also a trait I feel is important. If you can't feel and demonstrate concern for those you are leading it will be difficult for them to follow.

**What is your
advice for aspiring leaders?**

My advice to aspiring leaders is patience and perseverance. Stay the course. Set your goals and work towards them. Ensure that you let your coaches and mentors know what your career aspirations are so that they can help you. Find a champion – someone who has the faith in you and the influence to help you progress within the organization. The same applies if you are an entrepreneur. You need people who believe in you and will support you. Strong integrity is also a must in my books. Do the right thing in business and with the people you deal with.

**Who was
your leadership
role model or mentor?**

Throughout my life and my career I have had many role models and mentors who have inspired me in leadership. The first, of course, was my mother who always said that I could be anything I wanted to be. She encouraged me to take on leadership roles all through high school and university. It seemed to set the stage for what was to come. I have always been inspired by strong women leaders in industry, politics and not-for-profit, and there have been many, including Margaret Thatcher and, of course, Mother Theresa. Perhaps the most inspirational was Nelson Mandela who showed the world what humble, selfless, leadership could accomplish.

Featured Researchers

Lee Swanson

MANAGEMENT & MARKETING

Associate Professor Lee Swanson received two SSHRC grants this year totaling nearly \$500,000 plus an additional \$110,000 in matching funds from an industry partner. As principal investigator on an Insight Grant, Swanson will look at entrepreneurial readiness and social and economic capacity building in Saskatchewan's northern communities. "We live in a wealthy, prosperous province and much of that wealth is generated from the region of Saskatchewan that is actually the second poorest region in all of Canada," he says. The five-year project aims to generate new knowledge that could reduce that disparity between the northern and southern regions in terms of income and quality of life. Swanson is also a co-applicant on a Partnership Development Grant that is funding a study on the partnerships between First Nation communities and resource-based companies. In both projects, Swanson says the key is to become true, effective partners with the communities. "We're not just researchers parachuted in from outside. Our research needs to be integrated with the needs of those communities and focused on working with them."



Miaomiao Yu

FINANCE & MANAGEMENT SCIENCE

Assistant Finance Professor Miaomiao Yu focuses her research on the effect of asymmetric information, or, the information gap between a company's insiders and outsiders. "A company's real value is not correctly recognized by outside investors," Yu explains. Her paper Asymmetric Information, Financial Reporting, and Open Market Share Repurchases, currently in second-round review at the *Journal of Financial and Quantitative Analysis*, examines the effect that asymmetric information (AI) has on wealth surrounding repurchase announcements. "When a company announces share repurchases, outside investors realize that the company's real value is higher than the current market price. For higher AI firms, deviation is higher and we expect a larger price increase." Although mis-valuation due to AI is one of the commonly cited motives for share repurchase, there is a lack of consensus around empirical evidence. Yu's research has indicated that undervaluation due to AI is revealed during repurchase announcements. "Our results suggest that asymmetric information related to financial reporting quality plays an important role in the wealth effects around share repurchases." Yu is also exploring the relationship between information asymmetry and product market outcomes.

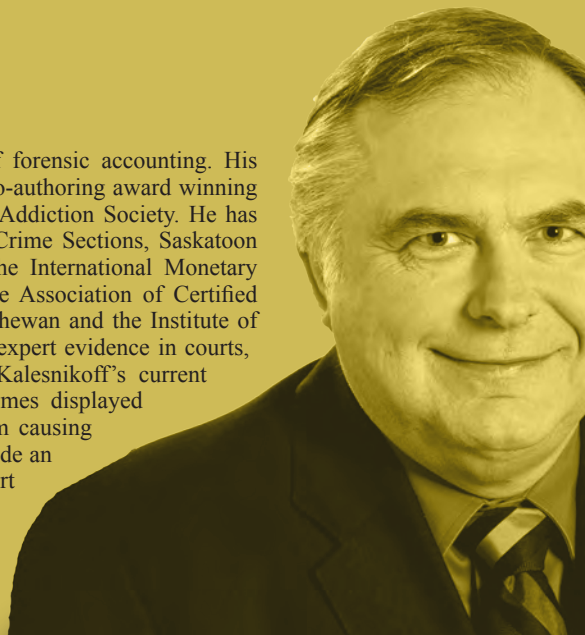


Featured Researchers

Doug Kalesnikoff

ACCOUNTING

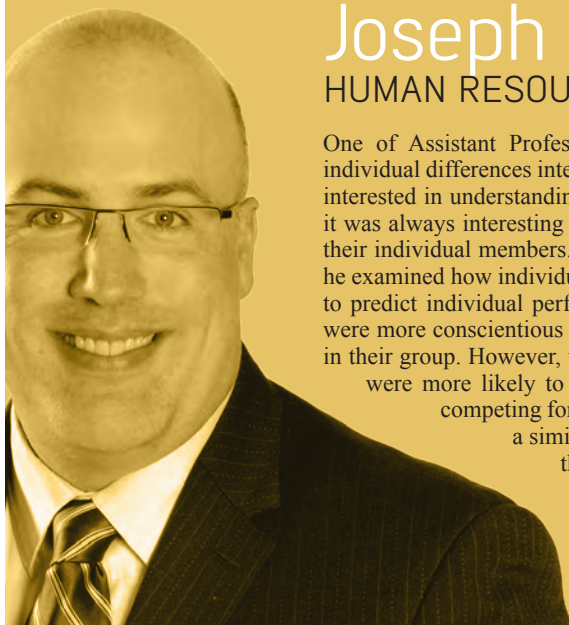
Assistant Professor Doug Kalesnikoff is the David Caruso of forensic accounting. His research into fraud and tax avoidance schemes has resulted in co-authoring award winning case studies on companies like Caribbean Brewers and Prairie Addiction Society. He has also developed and delivered courses for RCMP Commercial Crime Sections, Saskatoon and Calgary City Police, the Saskatchewan Police College, the International Monetary Fund, Revenue Service agencies throughout the Caribbean, the Association of Certified Fraud Examiners, the Certified General Accountants of Saskatchewan and the Institute of Chartered Accountants of Saskatchewan. He has also provided expert evidence in courts, commissions, hearings and tribunals on over 50 occasions. Kalesnikoff's current work explores the tax planning, avoidance, and evasion schemes displayed by multinational entities. "It's a significant world-wide problem causing countries to lose significant tax revenues. We highlight and provide an analysis of the problem," he says. "Hopefully it will lead to support for initiatives of the Organization for Economic Co-operation and Development (OECD) to curb or at least to lessen the impact of the aggressive tax avoidance strategies of Multi-National Entities for the betterment of society."



Joseph Schmidt

HUMAN RESOURCES & ORGANIZATIONAL BEHAVIOUR

One of Assistant Professor Joseph Schmidt's primary research areas focuses on how individual differences interact with group constructs to influence behavior. "I've always been interested in understanding how teams work," he says. "I grew up playing team sports and it was always interesting to me how some teams seemed to perform better than the sum of their individual members." In a paper published in the *Journal of Organizational Behavior*, he examined how individual personality traits interacted with group personality composition to predict individual performance. Using university football teams, he found players who were more conscientious performed better when there were other players with similar traits in their group. However, when there were many extroverts in a group, individual extroverts were more likely to engage in counter-productive behavior. "It's almost like they're competing for airtime and doing negative things to get noticed," Schmidt says. In a similar study, he found that groups develop collective personality traits that predict group performance over and above the composition of individual group member traits. Schmidt also studies strategic human resource management, focusing on company practices around human resource systems.





"YOU'RE
GOING 170
MILES PER
HOUR..."

LIFE IN THE **FASTLANE**

EDWARDS STUDENT SPENDS WEEKENDS RACING DRAGSTERS

BY THE TIME fourth year management major Nikki Schultz turned 16 and got her driver's license, she'd already been driving for three years – at 65 miles per hour.*

“When I took my driver's test, they told me I couldn't turn corners well, which makes sense because up until then I had only driven in a straight line,” she laughs.

Nikki says she's been around car racing for almost her whole life because of her dad. “We used to live in Regina and we'd travel to Saskatoon every weekend when he did Street Legal. That's the most basic racing class where most people start out, just having fun on a Friday evening. Now we're competing in the most advanced class in Saskatoon.”

In Junior Dragster training, Nikki says the focus was on safety. “We had a lot of training on how to control the cars. We learned to always put safety first. We use seatbelts, fire suits, helmets and a Head and Neck Support (HANS) device.”

At 16, Nikki upgraded to a full-sized, rear-engine dragster and the ¼ mile race. Her new car went at speeds high enough to require a National Hot Rod Association (NHRA) license – completing the ¼ mile in less than 10 seconds.

“When you're going 170 miles per hour you can lose a race by .001 of a second,” she says. But Nikki has been quite successful in her races, winning the 2013 NHRA Canadian National Open Series Super Comp Championship as well as a Wally trophy at two other national open events.

Besides winning, Nikki says the highlight of her racing career so far has been spending time with her family. “Racing is what our family does together,” she says. “We race probably 75 per cent of our weekends. And literally, every vacation has racing involved in it.”

* In the world of racing, drivers speak in miles rather than kilometers.

"BEING ABLE
TO SUPPORT
MY OWN
RACING
IS A
DREAM
OF
MINE."



Nikki Schultz stands in front of her 2013 Tom Yancer dragster, the second full-sized dragster she has driven. It's powered by a 540 cubic inch Rehr Morrison racing engine producing 920 horsepower.



13-year-old Schultz, with sister Shelby (11) with their Jr Dragsters in 2004.



Schultz races at SIR Saskatoon in her first Jr Dragster, which was custom painted by Bob Heroux to match her iPod.



Schultz stands at the starting line at SIR in her grad dress in 2009.



Family knows best! Schultz and her very supportive pit crew: dad Kurt, sister Shelby, and mom Pat (behind the camera).

Her goal is to continue racing dragsters after graduating university. "I'd like to keep doing it and be successful at it. Being able to support my own racing is a dream of mine."

When Nikki began looking at career options, flexibility was an important factor. Her recent position at Freedom 55

Financial will allow her to keep a flexible schedule and continue racing on the side.

She says her hobby will probably also help with networking. "It's a really good conversation starter. I think it's going to be really helpful in my chosen career path." 🧐

ONE THING I REALLY TOOK AWAY WAS THE IMPORTANCE OF HAVING A PLAN FOR ANY INVESTMENT YOU MAKE: KNOWING WHEN YOU'LL GET OUT OF AN INVESTMENT; HOW MUCH YOU EXPECT TO MAKE AND HOW MUCH YOU'RE WILLING TO LOSE BEFORE YOU DIVEST IT.

I TALKED TO A LOT OF OTHER STUDENTS AND WAS ABLE TO FIND OUT WHAT OTHER SCHOOLS ARE DOING; WHAT OTHER SCHOOLS ARE TEACHING. WE CAN TAKE THAT AND APPLY IT GOING FORWARD. THERE'S ALWAYS MORE THAT YOU CAN KNOW.

ONE OF THE KEYNOTE SPEAKERS TALKED ABOUT HOW IMPORTANT IT IS TO NETWORK AND TALK TO PEOPLE AT EVENTS. YOU HAVE TO MEET PEOPLE, GET THEIR CARDS, CONNECT ON LINKEDIN. THAT'S ONE OF THE THINGS I SHARED WITH THE CLASS.

THE CONFERENCE WAS VERY INTERNATIONAL. EVERYBODY AT THE CONFERENCE TALKED ABOUT CHINA. I SHARED WITH THE CLASS THE SIGNIFICANCE OF CHINA IN THE WORLD MARKETS, CURRENTLY AND IN THE FUTURE.

WE HAD FOUR KEYNOTES DISCUSS THE EMERGING MARKETS IN THE WORLD ECONOMY AND THAT REALLY STUCK OUT TO ME. I BROUGHT BACK THE DIFFERENT ASPECTS YOU CAN LOOK AT WHEN YOU'RE DOING YOUR ANALYSIS OF DIFFERENT COMPANIES.

STEPHAN

MILLER

MATT

AUSTIN

COLTON

EMPOWERING STUDENT INVESTORS

STUDENT INVESTORS EARN RETURNS AND LEARN FROM CONFERENCE IN NEW YORK CITY



"IT'S LIKE AN INTERNSHIP
WITHIN THE SCHOOL SYSTEM.
YOU'RE MAKING REAL
DECISIONS. YOU'RE NOT
STUDYING A TEXTBOOK."

THE INVESTMENT PRACTICUM COURSE at Edwards was designed to be different from other classes. Of course, it's the only class where students invest real money, thanks to the initial donations from George Dembroski and Murray Edwards. With additional donations from alumni and friends, and the portfolio returns, students are now working with one of the largest portfolios in Western Canada: slightly over \$1 million.

But the course is also run differently.

"When you want people to be innovative, you have to give them the chance to innovate without high risk," says professor George Tannous. "It's like an internship within the school system. You're making real decisions. You're not studying a textbook. You are expected to perform, but within a low pressure environment."

The students more than met these expectations, earning significant financial returns that exceeded those of a relevant benchmark index composed of major North American indices.

The unique environment means that significant learning takes place. Students report feeling more confident with investing and know that investors must be well informed, cautious, and disciplined. They are involved in all areas of decision making in the course, from which companies to invest in to which of their classmates win awards.


"I don't act like a complete resource for the class," says

Tannous. "I don't have any more input than they do. We have discussions in class. I want to empower the students to make decisions."

And when the Board of Trustees of the Student Managed Portfolio decided to allocate a portion of the portfolio's earnings to fund five students to attend the Quinnipiac Global Asset Management Education IV Forum in New York, the class put it to a vote.

Students were chosen based on what they planned to bring back. "I asked them to think of themselves as ambassadors and to go to the conference, come back and tell us what they learned," Tannous says. "The students who didn't go still got a lot of information on what went on: economic-wise, on investing, on how to run the class and the value of learning through experimenting."

Third year finance students Stephan Chapman, Matthew Fries and Colton Wiegiers; fourth year Austin Haryung and; MSc. finance student Miller Li were those selected to represent the class.

The forum included 110 speakers from 82 companies and organizations and over 1,000 students from 118 colleges and universities. "We were able to go in front of people who've worked in the industry for over 40 years and learn what they look for when investing," says Haryung. "To get that insight is key, especially when we're applying it to real money in our portfolio class." 

Leading the Way

MPACC FIRST IN WESTERN CANADA TO BE CPA ACCREDITED BY TRAVIS ROTENBURGER

THE EDWARDS SCHOOL HAS been a leader in accounting education for 100 years. The MPAcc program was the first and only program in Western Canada to enjoy accredited status under the Chartered Accountant program.


And now, with the launch of the Chartered Professional Accounting (CPA) Designation, Edwards is once again leading the way.

The MPAcc program is the first in Western Canada to become CPA accredited. This means our students will be exempted from attending CPA Canada's national certification program and will be able to challenge the professional's Common Final Evaluation (CFE). "This accreditation will ensure we continue to graduate students who become leaders in the accounting profession and in academia," says Noreen Mahoney, Associate Dean and professional accountant. "We have a long tradition of outstanding results in professional accounting examinations, and CPA accreditation means our students will continue to excel as leaders and achieve success in the business community."

In order to meet the accreditation standards set by CPA Canada, Edwards' accounting faculty had to map MPAcc's learning goals to the CPA competency map and explain how the program's

graduates would meet the qualifications to write the CFE. With representatives from all three legacy designations (CGA, CMA, CA) in the accounting faculty, mapping the new competencies to the MPAcc curriculum went smoothly and efficiently.

"Everyone in the department, including non-MPAcc teaching faculty, contributed to the discussions," says Ganesh Vaidyanathan, Accounting Department Head. "The key issue was how to preserve the mix of academic and professional orientations in the program and describe the essence of what made our program a true professional master's program."

Edwards is proud to be the first CPA accredited program in Western Canada, and is looking forward to seeing the first round of CPA educated professionals graduate in 2015. 

**"ACCREDITATION WILL
ENSURE WE CONTINUE
TO GRADUATE STUDENTS
WHO BECOME
LEADERS IN THE
ACCOUNTING
PROFESSION
AND IN
ACADEMIA."**



Edwards Dean's Circle

THE EDWARDS SCHOOL LAUNCHED an exciting initiative this past summer, connecting with business leaders and alumni to further enhance the student experience.


The Edwards Dean's Circle is a unique network of business professionals who share the school's mission and commitment to excellence in business education. Circle members support the school through their advisement, financial contribution and mentorship. By sharing their experience, leadership and resources over a five-year commitment, the Edwards Dean's Circle helps develop business professionals to build nations.

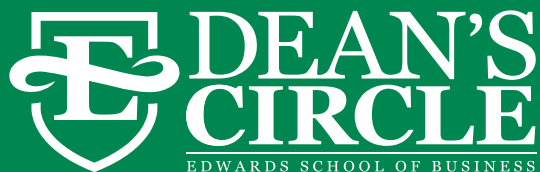
Members enjoy exclusive events throughout the year, ranging from panel discussions to receptions and retreats. They have the opportunity to reconnect or build new relationships with alumni, professional colleagues and students. But the greatest benefit of participation is knowing that, as a member, you are helping to build a vibrant and successful business community by connecting today's leaders with those of tomorrow.

All membership fees are directed towards the Edwards Enhance and Innovate Fund, which serves to enhance the school's competitiveness, growth and innovation. The fund may support student events and activities, alumni



engagement, scholarships, seed funding for projects, faculty retention, state-of-the-art facilities, experiential learning, educational travel and other initiatives that allow the school to capture innovation.

Edwards warmly welcomes the inaugural members of its prestigious Dean's Circle: leaders who are contributing to the experience and learning that are hallmarks of an Edwards School of Business education and ensuring our hard-working students continue to bring Saskatchewan values to Canadian business. 



Where success
comes full circle.

edwardsdeanscircle.ca





PHOTOS BY DAVID STOBBE

Mike Babcock with Edwards students.

First Dean's Circle Event


AN EVENING WITH MIKE BABCOCK



THE EDWARDS SCHOOL OF BUSINESS was delighted to host an event to launch its newest initiative, the Dean's Circle, in Saskatoon on August 18th. Invited guests had the pleasure of hearing from hockey icon Mr. Mike Babcock.

Mike is the only hockey coach to win a Stanley Cup, a World Championship gold medal and two Olympic gold medals. Mike captivated the audience by sharing what it takes to lead a team to victory based on his experiences both on and off the ice. Students, faculty, alumni and

business professionals also had the chance to share conversations with this hockey great, leaving the event with a personal understanding of his leadership style.

The Edwards School thanks those in attendance for helping to make this launch a success. The school looks forward to building the Dean's Circle and welcoming members who share in the pride and success of our students and business school. 



Well-Travelled

RYAN WIG GETS INTERNATIONAL
IN SASKATOON



MANAGEMENT MAJOR RYAN WIG says many first and second year students may have a glamourized idea of international business. "Having a career in international business doesn't have to mean flying to China to sign a deal one day and Europe the next," he says. I think a lot of young business students fail to realize the extent of international business happening right here in Saskatchewan."

Through various sponsorships offered through the Hanlon Centre for International Business Studies as well as personal mentorship by its Director, Nicholas Kokkastamapoulos, Ryan was able to travel the world during his university years and learn more about what a career in international business could mean for him.

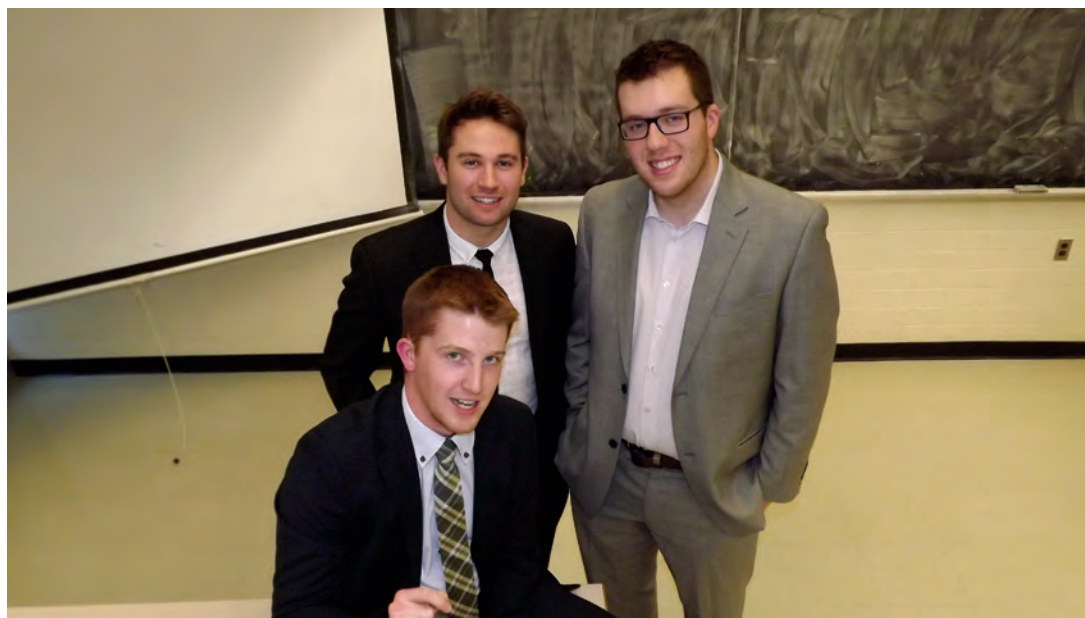
In 2012, Ryan was one of 16 undergraduates who took COMM 398: Mining & Entrepreneurship in Israel and Jordan: An International Tour, travelling the two countries with leaders from the Edwards School and mining industry. "That was certainly the best university experience I had," he says. "It made me realize what work I can do internationally, but it also opened my eyes to the role that Saskatchewan plays on the global stage."

He was also on the organizing committee for the first and second annual National Mining Competition, where he turned to the Hanlon Centre and its director for financial support and industry-related connections. "Being VP Corporate Relations gave me the opportunity to connect with leaders from many of the mining companies in Saskatoon. As a young person who is interested in the sector, what better opportunity could you ask for?" he says.

Ryan attended various seminars and workshops put on by the Hanlon Centre, and secured a communications internship with AREVA Resources Canada, which led to his Director of Communications position at the Greater Saskatoon Chamber of Commerce. "It was a domino effect," he says. "A lot of the things I got involved with through the Hanlon Centre and Edwards led to the career opportunities that I have had so far."

The Hanlon Centre also sponsored Ryan to attend the International Student Energy Summit in Norway in November 2013 and, soon after, to participate in JDC West. Beyond financial support, the Hanlon Centre also provided Ryan's international business team with learning opportunities. "Our team really

The 2014 JDC West team of Wig, Regan McGrath (left) and Spencer Hey (bottom), who captured 1st place in the International Business category.



“IT WAS A DOMINO EFFECT. A LOT OF THE THINGS I GOT INVOLVED WITH THROUGH THE HANLON CENTRE AND EDWARDS LED TO THE CAREER OPPORTUNITIES THAT I HAVE HAD SO FAR.”

Left: Members of the 2013 National Mining Competition Organizing Committee.




Right: Edwards students tour the PotashCorp Allan facility.



benefitted from our experiences over the past year. All of us had done case competitions previously and, between the three of us, we'd been to quite a few of the seminars that Nick has put on about international businesses in Saskatchewan, which fit nicely with the case we were given at JDC.”

The Edwards international business team placed first at JDC West in January 2014. “I think the reason we did well is that we had a real-world strategy and recommendation that

resonated with the industry judges,” Ryan says. “The Hanlon Centre gave us the tools to look at it from that perspective.”

It's that real-world angle that has also prepared Ryan for his career in international business. “You certainly need an academic foundation, but I really believe every Edwards student needs to be exposed to a real-world international learning experience. The Hanlon Centre is where you're going to set yourself up for that opportunity.” 

Edwards School Launches Executive in Residence Initiative

THE EDWARDS SCHOOL OF BUSINESS launched its Executive in Residence initiative this past year, connecting Edwards faculty and students with the expertise of the business community. The unique, three-year partnerships are tailored to each business leader's unique insights and interests, ensuring the highest mutual benefit each term.

Our first two Executives in Residence, Mr. Marvin Romanow (MBA 1980, BE 1977) and Mr. Scott McCreath (B.Comm. 1969) are alumni of the University of Saskatchewan, sit on the Dean's Advisory Council and have histories of giving generously of their time, knowledge and resources.

Here's why we chose them:

NAME

MR. MARVIN ROMANOW

EXPERTISE

LED NEXEN INC. AS PRESIDENT AND CEO
SERVED AS EVP, CFO AND VP FINANCE FOR NEXEN, INC.
INDUCTED INTO SASKATCHEWAN OILPATCH HALL OF FAME IN 2013
RECOGNIZED AS CANADA'S CFO OF THE YEAR IN 2007
RECEIVED 2007 ENERGY EXECUTIVE OF THE YEAR AWARD

CONTRIBUTIONS AS EXECUTIVE IN RESIDENCE

COACHING MBA AND UNDERGRADUATE COMPETITIVE TEAMS
FACILITATING STRATEGY AND PLANNING SESSIONS
MEETING ONE-ON-ONE WITH GRADUATE STUDENTS
DISCUSSING RESEARCH IDEAS WITH FACULTY
GUEST SPEAKING
WORKS WITH OTHER COLLEGES AND DEANS ON LEADERSHIP AND MANAGEMENT DEVELOPMENT

NAME

MR. SCOTT MCCREATH

EXPERTISE

MANAGES WITH PARTNERS \$1.2 BILLION OF PRIVATE CLIENT WEALTH THROUGH BMO NESBITT BURNS
SERVED AS EXECUTIVE VICE PRESIDENT OF THE CANADIAN COMMERCIAL BANK
SAT AS CHAIRMAN OF THE ALBERTA STOCK EXCHANGE
RECEIVED DEANE NESBITT/CHARLES BURNS AWARD 17 CONSECUTIVE TIMES
AWARDED BRENDAN WOOD TOPGUN DESIGNATION IN 2011
PRIVATE AND PUBLIC COMPANY BOARD EXPERIENCE

CONTRIBUTIONS AS EXECUTIVE IN RESIDENCE

SERVING ON THE GEORGE S. DEMBROSKI STUDENT-MANAGED PORTFOLIO TRUST GOVERNANCE COMMITTEE
MENTORING STUDENTS INTERESTED IN FINANCE-RELATED CAREERS
COACHING FINANCE TEAMS FOR CASE COMPETITIONS
DISCUSSING RESEARCH IDEAS WITH FACULTY
GUEST SPEAKING



MAKING THE CASE

FINANCE AND ENTREPRENEURSHIP COMPETITION PREPARES
HIGH SCHOOL STUDENTS FOR UNIVERSITY



Want to win up to \$4,000 towards your first year's tuition at Edwards?
Sign up for next year's SBTA case competition. Contact Jordan Mcfarlen, President,
Saskatchewan Business Teachers' Association: jordan.mcfarlen@rbe.sk.ca



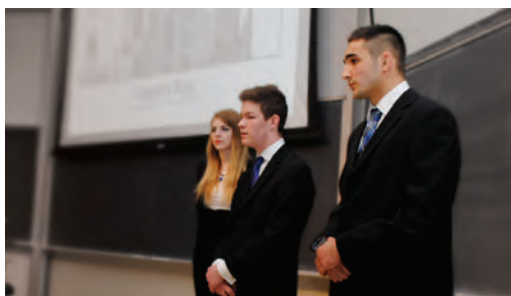
ON MAY 8TH AND 9TH, the Edwards School of Business hosted the 2014 Saskatchewan Business Teachers' Association (SBTA) Case Competition.

Over 70 high school students from 25 teams across Saskatchewan and Manitoba participated in the competition, which featured cases in personal finance and entrepreneurship.

The SBTA competition was created by a handful of business education students from the University of Regina three years ago who modeled it after JDC West, the largest undergraduate business competition in Western

Canada. Students were given only a few hours to prepare a 15-minute presentation on their case. Teams presented to a panel of judges comprised of representatives from Edwards School of Business, Hill School of Business, and the Saskatchewan business community.

This was the first time the event was hosted in Saskatoon. "Partnering with Dean Daphne Taras and the Edwards School of Business has been a win-win relationship as they truly understand the importance of quality high school business education in Saskatchewan," says competition organizer Jordan McFarlen.



"THESE STUDENTS SURPRISED US

WITH THEIR SHARP PRESENTATION SKILLS, THEIR WILLINGNESS TO TAKE RISKS IN THE CASE ANALYSIS, AND THEIR ENERGETIC ATTITUDE TOWARD A TOUGH COMPETITION."

Standings

ENTREPRENEURSHIP CASE

1st Place: Tiffany McIvor, Coden Nikbahkt and Scott Pettigrew
Campbell Collegiate, Regina

2nd Place: Aisha Ghulam, Eman Mohammed and Khadija Syed
Regina Huda School

PERSONAL FINANCE CASE

1st Place: Talha Alvi and Muhammad Rehman
Regina Huda School

2nd Place: Sonia Kalburg, Shaylin Pillay and Janelle Salm
Campbell Collegiate, Regina

Murray Edwards, alumnus and namesake of the Edwards School, provided students with an extra incentive for competing. Each high school student who participated in this year's competition will receive a \$1,000 award, renewable for up to four years, if they choose to study at Edwards. First and second place winners in each category will receive \$2,000 and \$1,500 awards respectively, also renewable for up to four years.

"These students surprised us with their sharp presentation skills, their willingness to take risks in the case analysis, and their energetic attitude toward a tough competition," says Edwards Assistant

Professor and competition judge Christopher Poile. "We would be lucky to have every single one attend Edwards, and I hope they seriously consider it."

"From Murray Edwards, to Dean Taras, to the professors who helped with judging, to Vicky Parohl who played a huge role in the event, everyone from Edwards was absolutely amazing to work with," says Jordan. "We look forward to maintaining a strong relationship with the school for many years to come."

The SBTA Case Competition will return to Edwards in 2016. 🏆

DAY IN THE LIFE OF PART-TIME MBA STUDENT Brad Zimmer

- 6:15AM** Alarm rings
- 7:00AM** Eat breakfast: toast, an apple and a breakfast bar
- 7:15AM** Gather materials for today's class
- 7:30AM** Drive to work at Federated Co-operatives Limited
- 8:00AM** Work on supply chain transformation projects
- 10:00AM** Project meeting
- 11:30AM** Grab lunch from 401 on Second Bistro and eat at my desk
- 12:00PM** Read the case study I couldn't get through last night
- 12:30PM** Back to work: business intelligence team meeting -----

Top 10 Tips for Working Students

1. Start early. Review the syllabus a week or two before class starts and read ahead.
2. Don't waste your weekends. Weekdays get very full. Use weekends to get a head start on readings and upcoming assignments.
3. Map out the week. Having a plan will reduce your stress level.
4. Quit studying when it's late. If you aren't absorbing what you're reading, you might as well sleep!
5. Ask for understanding from your employer up front. There will be times when you need to close the door and get on the phone with your group, or you just need that extra 30 minutes to finish a case study before the deadline.
6. Similarly, discuss your work commitments in your MBA class groups. Sometimes full-time students need to adjust to those with less flexible schedules.
7. Discuss your upcoming commitments with your family and be sure they know how busy you will be. You really may not have time for that regular phone call with your parents.
8. Adjust your program to fit your needs. Be realistic about how much you can handle. The more demanding your job, the longer you should plan to take to complete the program.
9. Plan to fit in some exercise and mental breaks. Even a short break can help to refresh and relieve stress.
10. Learn to love coffee!

- **2:30PM** Run to class at the K.W. Nasser Centre
- 2:45PM** Sneak in another quick reading
- 3:00PM** Strategic Human Resource Management class
- 4:45PM** Head to Tim Horton's for a coffee and sandwich. Check in on work
- 5:00PM** Return to class for group work
- 7:00PM** Home time! Say hello to my wife and catch up on our days
- 7:30PM** Check my work emails from my home office
- 8:30PM** Band practice at the jam space
- 11:00PM** Final check in with work and readings for the next day
- 12:30AM** Well-deserved sleep

For more information on our full or part-time MBA program, contact mba@edwards.usask.ca or (306) 966-8678.

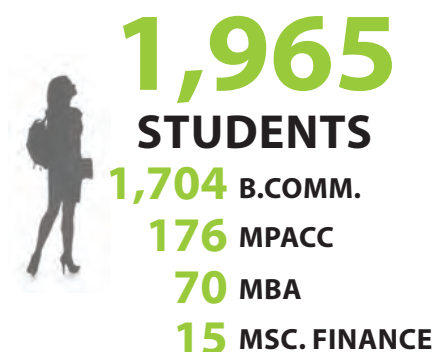
THE PROFESSIONALS ARE TURNING PRO.

More than 150,000 of Canada's top accounting professionals have joined together to form a new designation: CPA – Chartered Professional Accountant.

Why? Because a single, unified accounting profession – embracing the best of Canada's three accounting bodies, and working to a common set of ethical and practice standards – is better for business, better for the country, and better for all of us.



Edwards a Glance



B.COMM. EMPLOYMENT RATE

81%*



CO-OP EMPLOYMENT RATE



100%*

* OF THOSE LOOKING FOR WORK

SCHOLARSHIPS, BURSARIES AND AWARDS

\$981,025

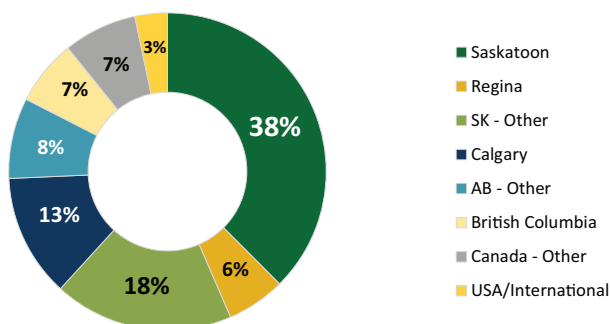
FOR UNDERGRADUATE STUDENTS

\$322,836

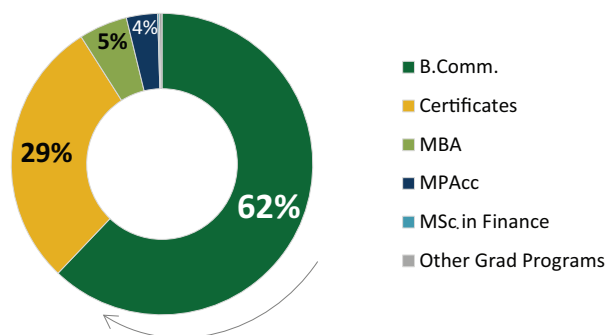
FOR GRADUATE STUDENTS



Alumni by Geographic Location (based on valid addresses in the University database)



Number of Degrees Granted



★ Edwards has granted more than **24,600** degrees and certificates...

AT HOME IN CANADA



MSC. STUDENT IS KNOWN FOR HIS CAN-DO ATTITUDE

EDWARDS MSC. IN FINANCE program attracts top students from around the world. Second year student Solo Zhang traveled to Saskatoon from his hometown near Shanghai, China to do his B.Comm. degree, and decided to stay for the unique graduate program.

"In high school I had already decided I wanted an international education," he says. "I chose finance as my major here and loved it. I stayed to do the MSc. in Finance to further develop my analytical skills and give me more opportunities when it comes to getting a job."

Solo remembers his transition to a Canadian university as difficult when it came to the language. "I had passed all the language tests before I came, but during my first presentation, I was so nervous I couldn't say a word," he says. "I realized if I really wanted to be here in Canada, I had to do something to improve my language."


His reputation in the MSc. program as having a can-do attitude stems partially from the effort Solo put into becoming confident in English. "My first step was to join volunteer programs," he says. "I got involved with Peer Assisted Learning (PAL) at the U of S as a tutorial leader for math. That's how I really started to speak in public." After a year, Solo progressed to community co-ordinator with PAL, making many English-speaking friends along the way.

He got involved with the International Student Office and was connected with a family in Osler, SK. Once or twice a month, Solo would visit the Wiebe family and is still in touch with them today. "That was also a big factor for practicing language, but more importantly that is my family here in Canada now" he says.

Solo has also put great effort into learning about finance from all perspectives – both theoretical and practical. He became involved with the Student Managed Portfolio Trust course – first for credit, and then as a volunteer. "I worked on how to improve on analyzing stocks and, as a master's student, what I could contribute to the class." Solo's attitude helped him win the investment excellence prize both years, an award that the students in the class vote on.

Solo's can-do approach and hard work have certainly led him to early success. His honours project served as a starting point for his master's thesis on the US banking industry under the supervision of Dr. Abdullah Mamun. And over the summer he had his first job in the finance industry – an internship at Greystone Managed Investments.

"I never want to disappoint people, especially my parents," Solo says of his work ethic. "So I developed a high standard for myself and now I don't want to let myself down either. When I have challenges, I don't want to miss an opportunity and let myself down. So I always want to try."

He encourages other international students to meet the challenge and get involved in as much as they can. "Volunteer and work experience really make the study abroad experience worth it," he says. "Try not to stay in a small group of people with a shared background. That really misses the point of coming to Canada." 

"WHEN I HAVE CHALLENGES, I DON'T WANT TO MISS AN OPPORTUNITY AND LET MYSELF DOWN. SO I ALWAYS WANT TO TRY."



Planning Made Easy.

ASK A CURRENT STUDENT or alumni of the B.Comm. program to describe program planning and they should be able to give you a pretty good answer. They might even share their own horror story of forgetting the deadline and slipping their plan under the door after the office was closed, crossing their fingers that the custodians wouldn't pick it up and throw it in the trash. Or maybe they got a letter back saying that they chose the wrong classes and have to 'try again' after registration starts.

Edwards uses program planning to estimate demand for classes and to prioritize access to classes in order to ensure that students can meet the requirements for graduation. In the last two decades, program planning has evolved from a paper-based manual system to a software-based system that features a more automated process for allocating permissions and uploading them into the student registration system.

BEFORE

AFTER

In February, we took another big step. We went mobile.

Students can now program plan on their smart phones – no computer lab or paper copies required. We eliminated all paper from the process and with the ease of the tap and go app, program planning can be completed in minutes, if not seconds, from anywhere in the world. Now if only it was that easy to ace all those classes!

Path to Success

PROVIDING A PATHWAY FOR ABORIGINAL STUDENT SUCCESS



THE EDWARDS SCHOOL OF BUSINESS PROVIDES dedicated support and services unique to Aboriginal business students. In addition to the Rawlco Resource Centre - a student space for study, research and socializing - Edwards provides bursary and tutor assistance, access to Elder services, cultural ceremonies, peer mentors and professional development opportunities.

The Aboriginal Business Administration Certificate (ABAC) is a two-year program for First Nations, Inuit and Métis students. Upon completion, graduates of the ABAC program have the option to transfer into the four-year B.Comm. degree program.

ABAC STUDENT PROFILES



RHEANA WORME
FIRST YEAR ABAC STUDENT

Proudest moment: Taking a full load of classes while maintaining a student internship with Edwards and being an active member of the Aboriginal student community. I wouldn't have been able to strike a balance between academics, student politics and work without help from my academic advisor, my professors and other students in the Rawlco Resource Centre.

Plans for certificate: I intend to use my ABAC to enter third year of the B.Comm. program and to utilize the relationships Edwards has fostered with other business schools to study abroad. My short-term goal is to travel and study in Hong Kong and I'm looking forward to using all that I've learned in the ABAC program internationally.

Advice to potential ABAC students: The program is an amazing stepping stone to furthering your education or your reach in the work force. It's a two-year commitment that comes with lifelong friendships and experiences that will make a huge impact on your future. I would highly recommend anyone interested in business, being an entrepreneur or starting a new career enrol.



CHERYSSE MACKECHNIE
SECOND YEAR ABAC STUDENT

Proudest moment: The fact that I was able to go back to school being a mature student, a wife, and mother of four, and finish the program.

Plans for certificate: The reason I went back to school was to create a better life for my children. I want to work for an organization that has similar goals and aspirations to mine. I want to go in, do my job, and at the end of the day come home to my family.

Advice to potential ABAC students: It's a long, hard and challenging road but well worth it. The support you receive is phenomenal. When that certificate is finally in your hands, you get to say no one else did that but me. Last but not least: finish what you start. Take your time if you have to, but finish!

For more information on the ABAC program, contact aboriginalinitiatives@edwards.usask.ca

ABAC Quick Facts

Only two years to complete based on 24 credits per academic year

Flexible admission standards

Enhanced cultural support through peer networks and on campus student groups

Tutoring for specified courses

Math bridging programming for students who need to upgrade their high school math skills

All courses transfer to B.Comm. degree program

Students receive a Certificate of Proficiency from the University of Saskatchewan upon completion

TORNADO SEASON

"I LOVE GETTING TO SEE MOTHER
NATURE AT HER MOST BEAUTIFUL
AND MOST POWERFUL.

I GET TO SEE A
SIDE OF NATURE
NOT MANY PEOPLE
GET TO SEE."



EDWARDS ALUMNUS MAKES CAREER OUT OF CHASING STORMS

ENTREPRENEURSHIP USUALLY requires a heavy dose of courage and some comfort with taking risks, but Edwards alumnus Ricky Forbes takes this to the extreme. As part of the three-person Tornado Hunters team, Ricky gets closer to storms than most people would dare.

“I love getting to see Mother Nature at her most beautiful and most powerful,” he says. “I get to see a side of nature not many people get to see.”

Each team member has his own major roles in the business: Ricky drives and handles the website; Greg Johnson takes photos and Chis Chittick is the videographer. Beyond that, all three take part in the marketing, networking and anything else that needs to be done to make the business successful.

“We also all do social media because it’s such a huge part of our business,” Ricky says. “It comes in handy to have a business background. It’s all entrepreneurship. It’s all grass roots.”

Ricky says he learned a lot about websites and social media while working at Rawlco Radio – a position that started as a co-op placement during his time at Edwards. And the marketing and entrepreneurship classes he took have also been very helpful. “In talking with other students and making presentations, you get to test out ideas before you implement them. It helps you develop a broader sense of marketing ideas.”

Although the Tornado Hunters are based in Saskatchewan, they spend most of their time chasing storms in the US. “When we can tell there’s a very high potential for severe storms, we start driving because we’ve got 2,000 to 3,000 km to go,” Ricky says. “It’s a full two or three days of travel. Sometimes we get down there and it’s cleared up. Storm chasing is a gamble, the storm that we came for may not produce but that’s the drive to chase and half the fun.”

One thing the team doesn’t gamble with is safety. Ricky continues to learn about meteorology from teammates and long-time chasers Greg and Chris. “Storms usually travel anywhere in a North Easterly fashion,” he explains. “Our usual strategy is to creep in from the south behind the tornado and let it go forward.

"IT ENDED UP BEING THE WORLD'S LARGEST TORNADO ON RECORD.

IT QUICKLY EXPANDED FROM BEING A QUARTER MILE WIDE TO BEING TWO AND A HALF MILES WIDE. TORNADO AS FAR AS YOU COULD SEE."

We do get closer than others but still within a safe range using our on-board live radars."


And the goal of tornado hunting is bigger than just the footage and chasing an adrenaline rush. "We're in there to report on and call in storms," Ricky says. "We're live streaming and reporting via social media so populated centers can sound warnings if they haven't yet."

The team has also launched an educational facet of the business, giving presentations on extreme weather in schools.

Despite taking precautions, there will always be an element of danger to the job. Ricky's truck was caught in the edge of a tornado last spring in El Reno, Oklahoma. "It ended up being the world's largest tornado on record," he says. "It quickly expanded from being a quarter mile wide to being two and a half miles wide. Tornado as far as you could see. And then it took a south turn, which is very rare, and came right toward

us." The truck was caught in the circulation for about 30 seconds. "Like a scene right out of twister, a two ton grain farm truck flew through the air and landed in front of us. It was a close call."

Footage of the tornado can be seen online. Tornado Hunters was recently part of a project with Country Music Television (CMT) Canada, which may result in a television series. Five episodes are now airing at CMT.ca, with two more episodes airing on TV in October. "There aren't any shows out there right now that are 100% about storm chasing," Ricky says. "If it gets picked up, that would be amazing."

But whether or not Ricky becomes a reality television star, he's already found success. "We've driven 200,000 kms and chased weeks on end and never once have I thought of it as work," Ricky says. "It's been the only time in my life where I've woken up and been excited to punch in. Life's too short to not chase that feeling." 

Alumnus Ricky Forbes drives the Tornado Hunters vehicle





PHOTO BY JORDON DUMBA

David Styles receives the Governor General's Silver Medal at the 2014 spring convocation.

With Great Distinction

GOVERNOR GENERAL'S SILVER MEDAL AWARD WINNER DAVID STYLES LIVES BY FOUR PILLARS

"DAVID IS
ONE OF THE
STRONGEST
STUDENTS
I HAVE
EVER HAD."



RECENT EDWARDS GRAD DAVID STYLES received a long list of awards during his time at Edwards: the Edwards Undergraduate Scholarship, the Joseph H. Thompson Scholarship, the Chancellor's Scholarship and the Goodspeed Award. Still, he was not expecting to win the prestigious Governor General's Silver Medal at spring convocation.

"It was one of the biggest surprises I've experienced in my life," he says. "To be recognized as one of two top graduates across all bachelor programs at the U of S speaks to both the quality of the instructors at Edwards as well as the quality of the graduating students."

Edwards faculty were less surprised. "David is one of the strongest students I have ever had," says Professor Brian Lane. "David has excellent academic, team work and leadership skills. Not only that, but he is a problem solver and possesses a high level of personal integrity. I have taught over 2,600 students and David is in the pinnacle group for overall balance as a student, as a leader, and in life."

David says winning the Governor General's Silver Medal reaffirmed his belief in living life by four pillars: revise your goals, find your motivation, work hard and stay humble.

"I HAVE TAUGHT OVER 2,600 STUDENTS AND DAVID IS IN THE PINNACLE GROUP FOR OVERALL BALANCE."

Revise Your Goals

When David entered the Edwards School, his goal was to maintain an 85% average to be competitive for the B.Comm./ Juris Doctor (JD) program at the U of S. While his goal of achieving high grades didn't change, he revised his longer-term goals. "My larger goals were revised several times throughout university thanks to the grades I achieved. These goals included an investment banking career, law school at the University of Toronto, the JD/MBA program at U of T and, finally, graduating at the top of my class."

Find your Motivation


"If you don't have at least one strong reason for why you are chasing a goal, then the pursuit of that goal can quickly become tiresome and meaningless," David says. "The what you do in life is visible to those around you, but the less visible why you do something is the fuel for those accomplishments and for your own satisfaction in life."

Work Hard

David clearly works hard in all aspects of his academic career. In addition to his strong grades, he scored in the 93rd percentile on his Law School Admissions Test (LSAT). During his last academic year, David was Vice President of the Finance Students' Society, the Finance Team Captain for JDC West, and a regular volunteer at the Saskatoon Food Bank. He's also a published author in Folklore a publication by the Saskatchewan History and Folklore Society. "To quote Dr. Dallas Howe from the 2014 Spring Convocation, 'The harder you work, the luckier you get,'" says David.

Stay Humble

"Having a high level of self-confidence is a positive trait, but it's equally as important to carry yourself with humility because you never know how long a streak of success will last or if you will achieve a similar level of success in the future," David says. Part of his humility can be seen in his gratitude. "The Edwards School deserves credit for the resources they allocate to their students. Dedicated program planning advisors, computer labs and wonderful technology support staff, Edwards Career Services staff, generous donors and excellent classroom facilities all enhanced my experience at Edwards," he says. "The faculty and staff and the institution as a whole have built up my skills and confidence to the point where I am very comfortable about my opportunities for further education and my future career. For this, I can't stress my gratitude enough."

David will be continuing his education in the fall when he will start a combined JD/MBA program with the Faculty of Law and the Rotman School of Management at the University of Toronto. 

Faculty Awards

JAMES SMITH
UNIVERSITY OF
SASKATCHEWAN STUDENTS'
UNION TEACHING AWARD
(2013-14)



MONICA POPA
UNIVERSITY OF
SASKATCHEWAN STUDENTS'
UNION TEACHING AWARD
(2013-14)






MARK KLASSEN
INSTITUTE OF CHARTERED
ACCOUNTANTS OF ALBERTA
(ICAA) MPACC TEACHING
EXCELLENCE AWARD (2013)




DEVAN MESCALL
INSTITUTE OF CHARTERED
ACCOUNTANTS OF ALBERTA
(ICAA) MPACC TEACHING
EXCELLENCE AWARD (2013)





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CREATING YOUR PERSONAL BRAND: Resumé tips from Edwards Career Services

Maryann Ross

Career Development Manager
Saskatchewan, Canada | Career Services

[Complete these steps](#)
[Edit steps](#)

www.edwards.usask.ca/careers
[Contact Info](#)

Background



According to Maryann Ross, Career Development Manager with Edwards Career Services, your resumé is your personal marketing tool. “It’s part of your personal brand, and the chance to market yourself to prospective employers,” she says.

Maryann is an expert in the field, and has compiled the following six steps to help you create a resumé for the job you want.

1. Take an inventory of your skills.

Think in terms of the skills you want to communicate to a potential employer. “What have you done in your past positions that demonstrates those attributes?” says Maryann. “For instance, you could provide examples of projects in which you have successfully demonstrated your exceptional communication or organizational skills.”

2. Check job postings for the skills employers in your field commonly look for.

Do a Google search on the career you’re interested in and find out which skills and abilities employers typically look for in that type of position. “You can also conduct research using LinkedIn to learn about the attributes of people currently in the position you want,” Maryann says.

3. Organize information into sections.

In addition to work experience, volunteer experience and education, Maryann says your resumé should include a highlights section that demonstrates your top five to seven relevant attributes for the position you’re applying for. “This is your marketing statement,” she explains. “Your elevator pitch to potential employers.” When it comes to contact information, Maryann says leaving out your street address and postal code has become standard. “We recommend limiting your contact information to email address, phone number and the city you reside in.”

Optional sections can include extra curricular activities or additional training if relevant to the position.

4. Fill out sections using bullet points. Start each one with an action word.

Using this format helps potential employers scan your resumé for key points and skills. And if you’re applying to more than one type of job, tailor each section to the specific position. “Keep in mind the relevance of the information you’re providing,” says Maryann. “You’ll probably have three or four different resúmes depending on your career goals and objectives.”

5. Proofread and edit.

Your resumé is a first impression of you. “Spelling mistakes and grammatical errors communicate that perhaps you don’t pay attention to details,” Maryann says. “Your resumé may be the first impression a future employer has of you – make sure it’s a strong one.”

6. Create a profile on LinkedIn using information on your resumé.

Many employers now use LinkedIn as a source for potential applicants. Your profile should be accurate and up-to-date and include a summary statement. Maryann also advises job searchers to be active on LinkedIn. “Join groups and take part in discussions,” she says. “It’s all part of developing your brand. It’s like networking.”

And once you’ve created your profile, you can set your vanity URL and include it with your contact information on your resumé.

Remember, the amount of effort you put into your resumé indicates how much you think you’re worth. If you try to put one together in 20 minutes, you’re not valuing yourself and what you have to offer.

For more information on Edwards Career Services, visit www.edwards.usask.ca/careers.




Making a **difference**
in our community

 @camecocommunity


Cameco

NICE GUYS FINISHFIRST

EDWARDS FINANCE STUDENT WINS CANADA'S
OUTSTANDING CEO OF THE YEAR FUTURES FUND
SCHOLARSHIP

A photograph of two men in formal attire at an awards ceremony. On the left, Howard Green, an older man with grey hair and glasses, is speaking at a clear acrylic podium. On the right, James Sawatzky, a younger man with short brown hair and a light beard, is smiling and looking towards Howard. Both are wearing black tuxedos with white shirts and black bow ties. The background is a blue curtain.

Howard Green
(left), the host
of Business
News Network
in Toronto
interviews James
Sawatzky (right)
at the CEO of the
Year Awards Gala.



TOP LEFT: John Wallace, CEO of Caldwell Partners speaks to the recipients of the scholarships.

TOP RIGHT: Sawatzky has a conversation with Jim Balsillie (left), Jennifer Philpott and a Bennett Jones executive.

BOTTOM: Sawatzky speaks with a Bennett Jones executive.

“I’VE GOT FOUR YEARS. HOW DO I MAKE THE MOST OF IT?”

JAMES SAWATZKY never thought his diverse interests would lead him to win Canada’s Outstanding CEO of the Year Futures Fund Scholarship or attend a gala with Canada’s top business leaders. But in November 2013, James found himself on stage, shaking hands with Business News Network anchor Howard Green and accepting his \$5,500 award.

“Never in a million years would I have thought I’d be in that situation, in that room with all those people, hearing their stories and advice,” says James. “You’re meeting leaders of the Fortune 500 companies, the top financial institutions, the leading companies of Canada and the top performing CEOs. And you get to spend close one-on-one time with them.”

Canada’s Outstanding CEO of the Year Futures Fund Scholarship annually recognizes 10 business students who have demonstrated exemplary leadership in their academic and ex-

tra-curricular initiatives.

An advisory committee at Edwards, chaired by Associate Dean, Students & Degree Programs Noreen Mahoney, put James forward as the nominee from the Edwards School of Business.

“James gives complete attention to everything he does and is grateful for every opportunity that comes his way,” says Assistant Professor Vince Bruni-Bossio. “When he took part in my Management Consulting Projects class, he was proactive in building and maintaining respectful relationships with everyone involved and, with his partner, won the Management Students’ Association Scholarship Award for the best project. He is a consummate professional.”

James says listening to so many top CEOs speak about their experience gave him insight into what makes a good leader. “It’s a blend between being intellectual and emotionally intelligent,” he says. “You have to care

about the people that you’re working with.”

This aligns well with James’ personality, as he strives to make the most out of each opportunity, whether it relates to friendship, business or education. “I’m always very willing to put in the time,” he says. “I approached university thinking, I’ve got four years. How do I make the most of it?”

He advises other students to do the same. “I would encourage them to be keeners; to be eager to make the most out of it. Try your best and pursue your interests vigorously.”

Although James doesn’t have a set career path, he does imagine himself in a leadership role one day. “I would love to run a business or start my own business someday. If I’m in a position where I’m responsible for making big decisions and I have a great executive team around me that I can rely on, I would love that.”

Give Securities and Maximize your Return

BY BARRY MUNRO



Barry Munro is a corporate finance partner with EY (formerly Ernst & Young) and an Edwards School of Business alum. He serves as EY's Canadian Oil & Gas leader; is a member of the Major Donor cabinet of the United Way and sits on the board of the Calgary Stampede Foundation. He is based in Calgary.

S

INCE ITS LOWS OF MARCH 2009 during the depth of the global recession, if you have been invested in the stock market, you have been rewarded handsomely. Compound returns over the past five years have approximated 11% on the TSX and almost 17% on the S&P 500 Index (on a CDN\$ basis). To date in 2014, Canadian equity returns have been almost 13%, and one year returns on both indexes are greater than 25%. Reflecting thoughtfully on your portfolio and net worth, you may well be “richer than you think.”

As you read this edition of Thrive Magazine, you likely also find yourself reflecting on all that you learned during your time at the U of S. Strategy, risk management, people, entrepreneurship, innovation, globalization, Saskatchewan's opportunities, the role of finance in decision-making – all of these issues will jump to mind. The phone rings. Someone at the other end makes a compelling case for you to support the terrific work underway at the Edwards School of Business. You decide it's time to make a difference in building the skills of tomorrow's leaders by making a financial

contribution to support the Edwards School.

Now that you've made your decision, it's time to consider how to donate in a way that benefits both the Edwards School and you.

Start by reviewing your investment portfolio and decide to give a gift of securities. Properly structured, a donation of securities (including mutual fund units) can create a significant tax advantage over donating cash – allowing you to donate more while reducing the cost of your gift to you. This is because the Canadian tax rules relating to the gift of securities to qualifying charitable and not-for-profit organizations effectively result in no tax being paid on any capital gain embedded in the securities donated.

Let's look at an example of how this works.

Assume you wish to donate \$10,000 to the Edwards School. In one instance, you simply write a cheque. The alternative (and perhaps a better way) is to donate shares that have appreciated in value since you acquired them. While everyone's circumstances are different, the results often come as a positive surprise and certainly should motivate you

(Continued on Page 61...)

		Sell shares and donate cash \$	Donate shares directly to the Edwards School of Business \$
Amount of donation	(a)	10,000	10,000
Adjusted cost base of shares		4,000	4,000
Capital gain		6,000	6,000
Taxable portion of capital gain at 50% inclusion		3,000	0
Tax on capital gain at 44%	(b)	1,320	0
Tax benefit of gift at 44%	(c)	(4,400)	(4,400)
Net cost of donation (a+b+c)		6,920	5,600
Advantage of donating securities			1,320

Womentorship Enters Second Phase

EDWARDS RENEWS THE BETTY-ANN HEGGIE WOMENTORSHIP PROGRAM



The Betty-Ann Heggie Womentorship Program began five years ago, helping University of Saskatchewan alumni find personal and professional fulfillment through mentorship.

During those five years, the program became a part of the fabric of the Edwards School of Business. Betty-Ann's guidance and enthusiasm inspired our staff to become passionate about creating a strong network of professional women.

We are very pleased to announce that Betty-Ann has pledged an additional five years of support for the Womentorship program. As we look forward to what lies ahead for the program, it seems fitting to celebrate some of its past successes.

HIGHLIGHTS FROM THE PAST FIVE YEARS:

LUNAFEST screening. LUNAFEST is an international traveling film festival of award-winning short films by, for and about women.

AREVA sponsorship. AREVA Resources Canada has generously sponsored the year-end professional development session, along with supporting participants from their organization.

Miss Representation. The Womentorship Program sponsored a screening of the documentary and followed up with a panel discussion.

INSPIRING SPEAKERS. GUEST SPEAKERS OVER THE PAST FIVE YEARS HAVE INCLUDED:

Diane Jones-Konihowski, winner of two gold medals at two Pan-American Games and competed in two Summer Olympics

Heather Kuttai, Paralympic athlete and author of *Maternity Rolls: Pregnancy, Childbirth, and Disability*

Patricia Lovett Reid, Senior Vice President at TD Waterhouse Canada Inc.

Lauryn Oates, founder of Vancouver and Montreal chapters of the non-profit solidarity network, Canadian Women for Women in Afghanistan

Vera Pezer, Chancellor Emerita at the University of Saskatchewan

Marvin Romanow, Past President & CEO of Nexen Inc. and Executive in Residence at the Edwards School of Business

Barb Stegemann, CEO, of The 7 Virtues Beauty Inc. and author of *The 7 Virtues of a Philosopher Queen*

Bruce Walls, Vice President of Human Resources & Industrial Relations at AREVA Resources Canada Inc.

Greg Yuel, President & CEO of PIC Investment Group Inc.

The next five years promise to build on the foundation of the program's success. The Womentorship program is now being administered and co-ordinated through Edwards Executive Education, which plans to expand programming to include specialized business training.

The Edwards School gives sincere thanks to Betty-Ann for her support, as well as to the Edwards staff, speakers, Womentors and Protégés for making the first five years of the program a success.

For more information on the Betty-Ann Heggie Womentorship Program, contact Program Co-ordinator Élise Truscott at womentorship@edwards.usask.ca or (306) 966-1749.

Iman El Meniawy is a Lecturer in the Department of Management and Marketing. With a background that includes a chemical engineering bachelor degree and an MBA, Iman's teaching philosophy is influenced by her hands-on business experience, and most recently by her experience as an entrepreneur. Having occupied senior positions in the multinational company, Unilever, and run e-commerce and consulting and trading businesses, she involves students in real life business situations, shares business cases, and entices them to produce knowledge through linking course material to their own experiences.

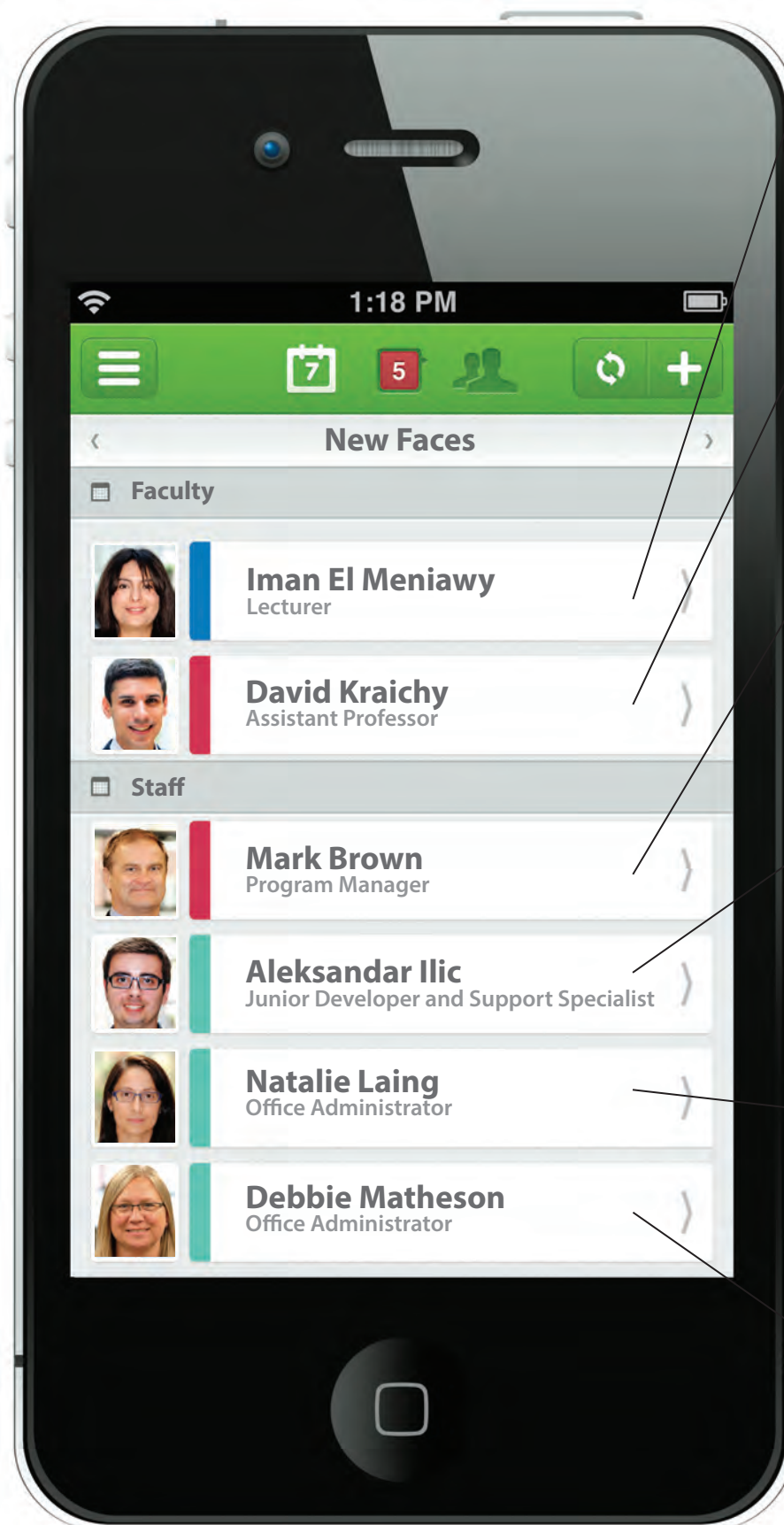
David Kraichy is an Assistant Professor in the Department of Human Resources and Organizational Behaviour. Prior to joining Edwards, David completed his MSc. in Industrial and Organizational Psychology at the University of Calgary and undertook his doctoral studies in business administration at the University of Manitoba. His primary research focuses on understanding factors that contribute to high potential identification and talent emergence of people in business and in sport.

Mark Brown has joined Edwards as a Program Manager in Executive Education. He is an alumnus of our MBA program and has a background in community and economic development and has worked with various organizations across Saskatchewan and Nunavut. Prior to managing the University of Saskatchewan's Centre for Continuing and Distance Education Business & Leadership Programs, Mark worked with the Canadian Executive Service Organization and the Community-University Institute for Social Research. He sits on several boards and committees in Saskatoon.

Aleksandar Ilic joined the Edwards School of Business as a Junior Developer and Support Specialist in May. He works with the technology support team and one of his roles includes the creation of software for a variety of applications, which involve event planning, meeting and collaboration, scholarship applications, and simplification of student tasks. Aleksandar also provides support to Edwards faculty, staff, and students in regards to the various technologies used in the school. He is excited to have the opportunity to work within the Edwards School of Business.

Natalie Laing joined the Edwards School of Business as an Office Administrator in March. She provides accounting and administrative support to the Director of Resources, the Dean's Office, as well as processes payroll for all sessional lecturers and student assistants within the school. Natalie came to us from the College of Medicine, Dean's Office where she processed community faculty teaching payments. Prior to that, she spent five years in the financial industry as an assistant to a financial planner.

Debbie Matheson brings a valuable background and expertise in course registration and program administration to her Office Administrator role. She was previously with the University of Saskatchewan's Centre for Continuing and Distance Education for five years, taking on increasing levels of responsibilities. Prior to working with the university, Debbie worked as a design consultant, and held secretary, receptionist, and finance positions with local retailers and manufacturers. Debbie is family-focused, loves travel and is an avid Riders fan.



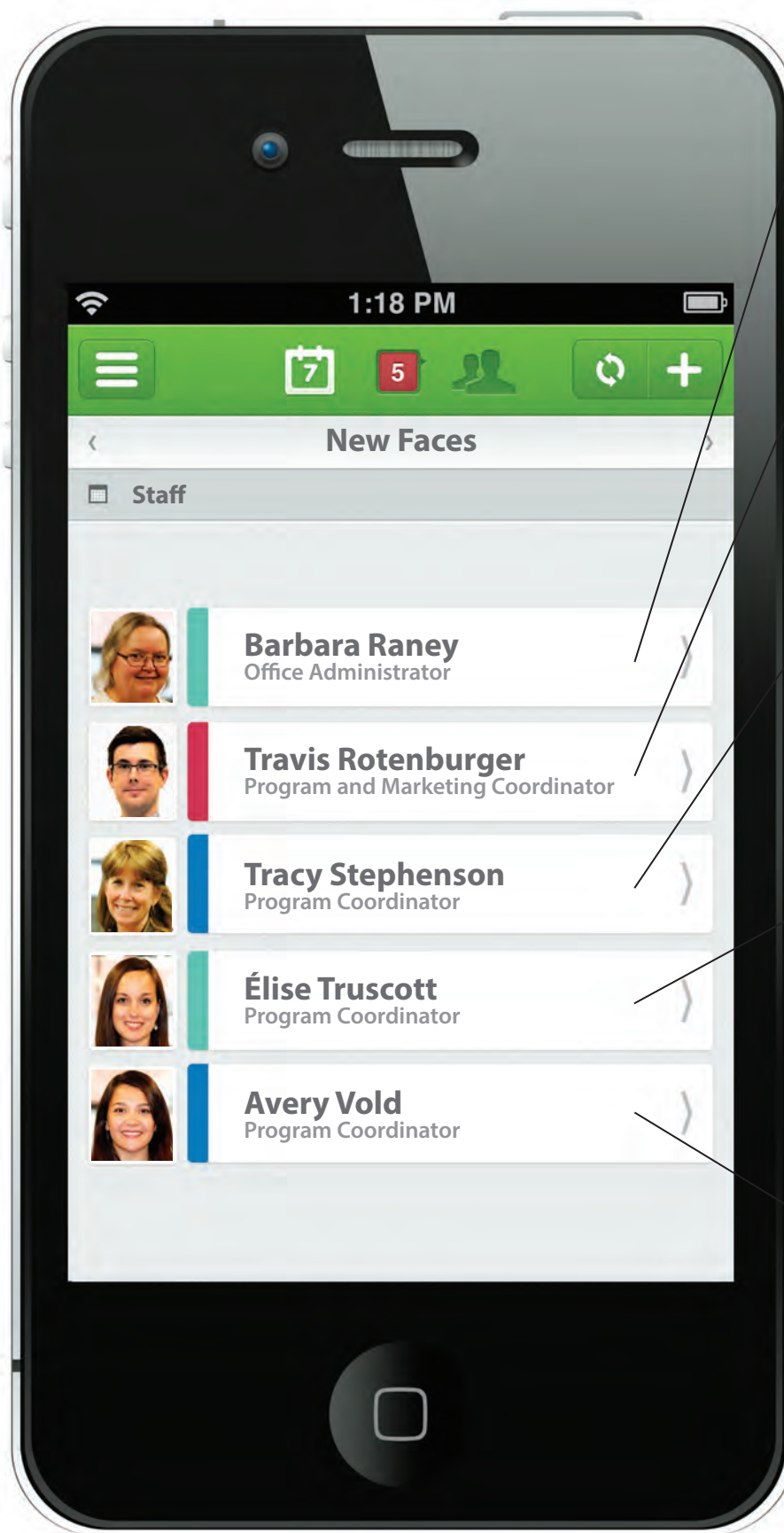
Barbara Raney has a BA in biology and worked on campus for over 20 years as a research lab technician in the departments of physiology and biochemistry, before joining the Centre for Continuing and Distance Education in 2010. She began at Edwards Executive Education in July, following the merger with Business & Leadership Programs. Barbara has travelled extensively, including living for a year in Pakistan and travelling twice to Kenya, volunteering in two orphanages there.

Travis Rotenburger began his career at Edwards in January as the Program and Marketing Coordinator for the MPAcc and MSc. in Finance programs. He is responsible for ensuring the healthy and sustainable growth of both programs, which includes creating marketing plans, promotional materials, overseeing day-to-day operations and ensuring the programs are promoted in a positive manner in line with the Edwards brand. Travis holds a BBA from Okanagan College and enjoys cats.

Tracy Stephenson holds a Bachelor of Education from the University of British Columbia and a master's degree in community planning from Laval University. She has over 20 years of experience as an educator and planner. As a training co-ordinator, Tracy has co-ordinated and delivered a variety of training initiatives. She currently works as a Program Co-ordinator with the Edwards School of Business. Tracy is passionate about yoga and has been practicing since 2006 and teaching since 2009.

Élise Truscott joined the Edwards Executive Education team in November 2013, as a Program Co-ordinator. Élise is responsible for co-ordinating the Betty-Ann Heggie Womentorship Program and numerous training programs through joint partnerships with the Institute of Corporate Directors, York University and Memorial University. Élise received her B.Comm. degree in human resources in 2011 and worked in a corporate training and development role before spending time abroad volunteering at a NGO in Cambodia and India. She's excited to be back in Saskatoon and at the Edwards School of Business.

Avery Vold, a recent B.Comm. graduate majoring in finance, began her position as Program Co-ordinator with Edwards Executive Education in June. She has worked part-time within Edwards in various departments for the last several years. In her new role, Avery is responsible for organizing and promoting Open Enrollment Programs as well as Grandey Leadership Initiatives. Avery's involvement with her hometown's Grilledcheesapolooza Music and Arts Festival has provided many skills that she will utilize within Edwards. She is excited to now join the Edwards Executive Education team full time.



Success at JDC West

ON JANUARY 17-19, 2014 over 620 students from 12 of Western Canada's top business schools took part in Jeux du Commerce West (JDC West), hosted this year by the University of Regina. The Edwards School of Business placed first in five categories – and second in the School of the Year category – at Western Canada's largest business school competition.

Edwards placed first in accounting, international business, not-for-profit, athletics and debate. In addition to finishing second as overall School of the Year, and Academic School of the Year, Edwards placed in the top three in business strategy and participation.

"I am very proud of our students for their accomplishment. Each year they represent the Edwards School of Business and the University of Saskatchewan



exceptionally well," said Edwards School of Business Dean Daphne Taras. "I was there at the competition, and was overwhelmed by the spirit, morale and sense of community of our students, and all the competitors. Our teams were well trained by dedicated faculty, and the results were outstanding."



Edwards Students Host Second National Mining Competition

THE SECOND ANNUAL NATIONAL MINING COMPETITION was held at the Edwards School of Business from Thursday, October 31 to Sunday, November 3, 2013.

Fourteen teams participated, representing 11 universities from across Canada and the United States. Participation in the competition increased to 56 delegates – compared to 36 at last year's inaugural event.

In addition to hosting the student-run initiative, the Edwards School of Business team achieved success, taking third place. The team included Regan McGrath, Kirstie Redlick, Nathan Jones, and Colin Patterson. Michigan Tech, who was competing for the second time, placed first

and University of British Columbia placed second.

After three days of sessions, challenges and cases, the top three teams presented to a distinguished panel of judges, including our namesake, Dr. Murray Edwards. "The teams said it was an absolute honour and privilege to present in front of some of the most successful and bright minds in Canada," says co-chair of the competition Cole Thorpe.

The competition came to a close with a final gala on Sunday night, which featured a keynote address from Dr. Edwards and the awards presentation by Mr. Wayne Brownlee.

DONORROLL

THANKS TO OUR DONORS AND FRIENDS

The Edwards School of Business acknowledges, with gratitude, our many donors who generously support the school and the programs and services offered. Through gifts of time, knowledge, and resources, you inspire students, faculty and staff to be creative, meet new challenges and continue to be leaders in business education. Be assured that your contributions are being used effectively to enhance the school's ability to provide quality education opportunities, undertake research activities and share the results with local, national and international communities.

The annual donor roll lists supporters who gave \$500 or more from May 1, 2013 to April 30, 2014. For a complete list of annual donors, including gifts of \$1 - \$499, please visit the Edwards School of Business website at www.edwards.usask.ca. Although every effort has been made to ensure the accuracy of this report, we acknowledge that errors may have occurred. If you have questions about the list, please contact Jan Kalinowski, Edwards School of Business Donor Relations Officer, at 306-966-5437 or kalinowski@edwards.usask.ca. Thank you for your continued support of the Edwards School of Business.

- All donor recognition categories are exclusive of corporate matching gifts.
- Those who have passed away are gratefully acknowledged and marked with an *.

INDIVIDUALS

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Daphne Taras
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Shelley Brown
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Anonymous; Kirby & Rhonda Bashnick; Bob & Kathy Burnyeat; Bruce Burnyeat; Douglas & Margaret Cuddington; Milton Erickson; Rand Flynn; Steven R. Flynn; Mark Folstad; Jack Fraser; Cliff Friesen; Michael L. Greenberg; Gord & Maureen Haddock; Todd Hargarten; Mike J. Hegedus; Jay Kalra; Donna I. Kitsch; Todd & Jan Lahti; Bill Lamberton; Paul Maczek & Tracey Kowalchuk; Brian Mark & Roxanne Frey; Trevis McConaghy; Tom McLellan; Laurie Moen; Alastair Murdoch; Penney Murphy; Bob Ogilvie; Barry Quon; David W. Richardson; Mary-Jo Romaniuk; James & Jill Salamon; Nels W. Seleshanko; Arnie & Linda Shaw; Narinder & Suritam Sidhu; Barry & Pat Slusarchuk; W. Keith Smith; Greg Smith; Gord Thompson; Kelly Tomyn; Duane E. Wikant; Brian & Donna Young

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Gifts of \$50,000 - \$99,999

The Brownlee Family Foundation Inc.
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Shaw Communications Inc.
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Saskatchewan Inc.
Tax Executives Institute Inc. (TEI) Calgary Chapter
Vector Marketing Canada Ltd.
Western Direct Insurance

Gifts of \$500 - \$999

Google
Institute of Chartered Accountants of Alberta
Procter & Gamble Inc.
Saskatchewan Association of Broadcasters
U of S, Graduate Student Association

Companies Who Matched Gifts

Google
Nexen Energy, a CNOOC Limited Company
PotashCorp
Shaw Communications Inc.

(... continued from Page 55)

to carefully evaluate your giving strategy. Plus, the tax win on a gift of securities should allow you to share that win with the Edwards School by reducing the cost of your donation or increasing your donation amount.


**"NOW THAT YOU'VE MADE YOUR
DECISION, IT'S TIME TO CONSIDER HOW
TO DONATE IN A WAY THAT BENEFITS
BOTH THE EDWARDS SCHOOL AND YOU."**

For purposes of this example, assuming taxable income of \$150,000, the maximum marginal tax rate in Saskatchewan of 44% was used. The maximum rate in Alberta is 39%; BC is 43.7% and in Ontario is 46.4%.

The tax savings achieved will depend on the gain or loss in the security being donated, but in general, if an individual with a 44% income tax rate decides to donate stocks or securities directly to a qualifying institution (like the Edwards School) rather than selling them and making a cash donation, the amount saved will be 22% of the difference between the securities' value and their cost base — in other words, 22% of the gain (the equivalent in Alberta is 19.5%).

As is always the case, there are lots of definitions to be aware of in the specific tax rules governing the gifts of securities (for example, the donation of flow-through shares results in a capital gains exemption that is limited to the original amount paid for the share). But all the rules are generally easy to understand and work with. And there is a multitude of other guidance available from many sources, including the Edwards School.

Capital gains savings aren't the only benefit. Donating stocks and securities also comes with the advantage of easy handling. Stocks, shares and securities can all be transferred electronically. The Edwards School can easily accommodate your gift of securities. And your broker will usually do all of this without charge. Donors can also carry forward excess credit for up to five years if the donation exceeds the amount eligible for a tax credit that year. That's not all. Donating stocks and securities as part of your will also has direct tax benefits for your estate. Credits from these donations can reduce the amount of tax payable for the year of death and the year before death. Individuals should also consider combining donations with a spouse for greater tax savings.

The choice is clear: the tax savings of donating stocks and securities speak for themselves. But what's most important is that you take time to think about how you can give back in a way that works for you. With the strong stock market performance and the capital gains savings on charitable donations of stocks and securities described above, please carefully consider giving a little more this year. 

For more information on how you can donate to the Edwards School of Business, please visit <http://give.usask.ca/how/other.php>.

Alumni Updates

Once again, our Edwards alumni have been getting noticed. Graduates of our programs win awards and are appointed to leadership positions around the country. Here are just a few of this past year's alumni successes:

CLASSES OF THE 1950s



Mr. Art Wakabayashi C.M.,
S.O.M. (B.Comm. 1953)

received the Saskatchewan Order of Merit.

CLASSES OF THE 1970s



Mr. Allen Kuhlmann
(B.Comm. 1971)

was appointed Director of the Saskatchewan Barley Development Commission.



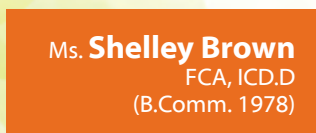
Mr. Kenneth Prosser
(B.Comm. 1976)

was appointed Regional Director of the Investors Group.



Ms. Nancy Hopkins
Q.C. (B.Comm. 1977)

was named one of Canada's Most Powerful Women in 2013 by the Women's Executive Network.



Ms. Shelley Brown
FCA, ICD.D
(B.Comm. 1978)

was named one of Canada's Most Powerful Women in 2013 by the Women's Executive Network.



CLASSES OF THE 1980s



Mr. Garnet Garven
(MBA 1980)

was named Dean Emeritus of the Paul J Hill School of Business and the Kenneth Levene Graduate School of Business at the University of Regina.



Mr. Robert Silzer
(B.Comm. 1980)

was inducted into the Saskatchewan Baseball Hall of Fame.



Mr. Arnie Arnott
F.C.A. (B.Comm. 1981)

was named one of the Men of Influence for 2014 by SaskBusiness magazine.



Mr. Mark Lang C.A.
(B.Comm. 1981)

was appointed Director of the Regina Regional Opportunities Commission.



Dr. N. Murray Edwards
C.M. (B.Comm. 1982)

received the International Horatio Alger Award.

Alumni Updates

CLASSES OF THE 1980s



Mr. Kent Smith-Windsor
(B.Comm. 1982)

was named one of the Men of Influence for 2014 by SaskBusiness magazine.

Her Worship **Debra Button**
(B.Comm. 1982)

was named one of SaskBusiness magazine's 2014 Women of Influence.



Mr. Grant Kook
S.O.M., C.Dir.
(B.Comm. 1985)

was inducted into the 2014 Junior Achievement of SK Business Hall of Fame, received the SK Order of Merit and received a 2014 Saskatoon Shines! Tourism Award.

Ms. Linda Turta
(MBA 1988,
B.Comm. 1987)

was named one of SaskBusiness magazine's 2014 Women of Influence.



Mr. David Ostertag
(B.Comm. 1987)

was inducted into the Saskatoon Sports Hall of Fame.

CLASSES OF THE 1990s



Mr. Murad Al-Katib
(B.Comm. 1994)

was appointed Chair of the Regina Regional Opportunities Commission.

Mr. Quintin Zook
(B.Comm. 1994)

was appointed Director of Consumer Services at the University of Saskatchewan.



CLASSES OF THE 2000s



Dr. Jason Perepelkin
(B.Comm. 2002)

received a Centennial Alumni of Influence award from the College of Pharmacy and Nutrition at the University of Saskatchewan.

Mr. Ageel Wahab
(B.Comm. 2003)

was named one of CBC Saskatchewan's Future 40 for 2014.



Ms. Lisa Dunville (MPAcc 2005,
B.Comm. 2004)

received the 2014 SYPE Silver Spades Young Professional of the Year award.

Alumni Updates

CLASSES OF THE 2000s



The Hon. **Jennifer Campeau**
M.L.A. (MBA 2009)

was appointed Minister of Central Services, Minister Responsible for the SK Transportation Company and Minister Responsible for the SK Archives Board.

Dr. **James Smith**
(MPAcc 2005)

received the 2013-2014 USSU Teaching Excellence Award.



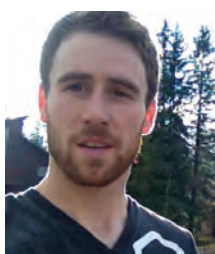
Mr. **Chad Fischl**
(B.Comm. 2007)

was named one of CBC Saskatchewan's Future 40 for 2014.



Mr. **Daniel Robinson**
(B.Comm. 2007)

was named one of CBC Saskatchewan's Future 40 for 2014.



CLASSES OF THE 2010s



Mr. **Joshua Simair**
(B.Comm. 2010)

won the W. Brett Wilson Centre for Entrepreneurial Excellence i³ Idea Challenge for his company SkipTheDishes Food Delivery Network.

Mr. **Anas El-Aneed**
(MBA 2012)

received the 2014 Provost's College Awards for Outstanding Teaching - Pharmacy & Nutrition.



Ms. **Jacqueline Cook**
(B.Comm. 2013)

was named one of CBC Saskatchewan's Future 40 for 2014.



Ms. **Serese Selanders**
(MBA 2013)

received the SkBC-SYPE Silver Spades Entrepreneurship Award Grand Prize for the company she founded, Kasiel Solutions Inc.



For more alumni achievements, visit www.edwards.usask.ca/alumni. Got a success to share? Contact Jan at kalinowski@edwards.usask.ca or (306) 966-5437.



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For the Marketing Minded

EDWARDS LAUNCHES MASTER'S PROGRAM IN MARKETING



What is the MSc. in Marketing?

It's a research-based Master's of Marketing degree program. Students participate in seminars about consumer behavior, marketing theory, and research design. They learn how to develop an independent research project that serves as a stepping stone to a PhD program in marketing. The degree also prepares students for a career in marketing research.

Who is the MSc. in Marketing for?

The program is for intelligent, motivated individuals who want to explore an academic career path in marketing. Candidates will already have an undergraduate degree in marketing, psychology, economics, or another related field.

What's special about this program?

We offer personalized attention and support. The program will only accept a select group of students so that we can provide individualized preparation and mentorship. Our professors have the ability to place students at excellent PhD programs.

What is the program like?

Students complete the program over two years. The first year is devoted to seminars. The second year is focused on designing and completing an independent research project. Through these activities, students will develop

their research and teaching skills. In addition, students will have the opportunity to present their research at international conferences.

When does it start?

The first class will start the program in the fall semester of 2015. Applications are due in January, 2015.

How can I get more information?

For more information visit edwards.usask.ca/programs/mscmarketing

PROFESSORS TEACHING IN THE MSC. MARKETING PROGRAM:

Dr. Barbara Phillips,

Professor of Marketing
Area of expertise: visual images in advertising, consumer behaviour

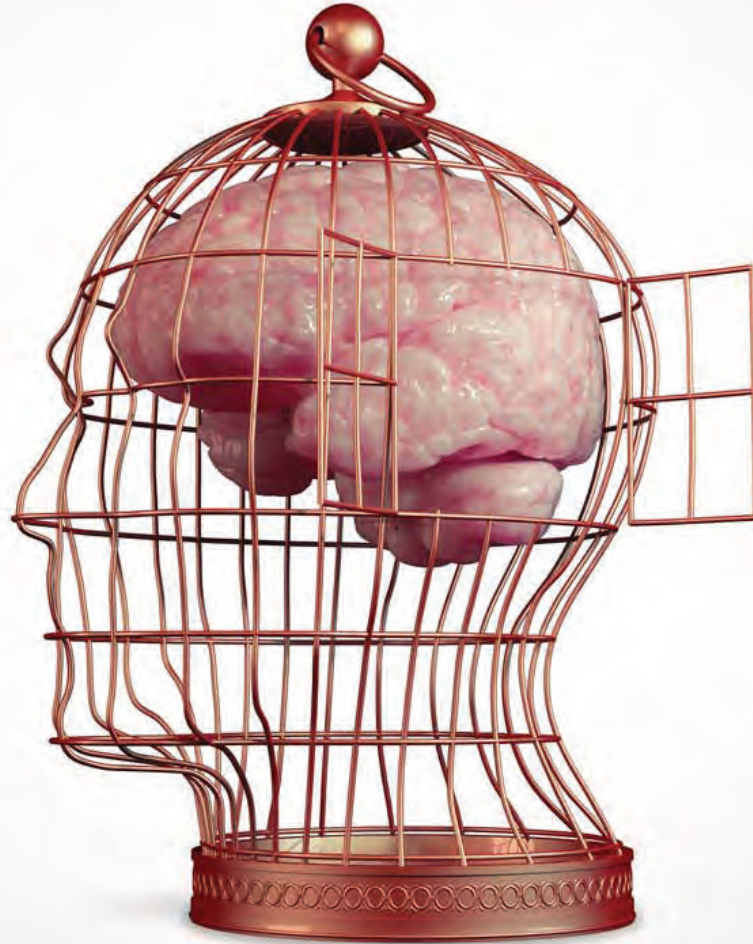
Dr. Monica Popa,

Assistant Professor of Marketing
Area of expertise: situational influences on consumer behaviour, social marketing

Dr. Marjorie Delbaere,

Associate Professor of Marketing
Area of expertise: persuasion in consumer behaviour, healthcare marketing

Get Ready



Have you been searching for a new career path?
Edwards is launching a Masters of Marketing degree program.

Our knowledgeable faculty will provide mentorship and guidance in topics such as consumer behavior, marketing theory, and research design. The MSc Marketing Degree prepares you for a PhD program or a career in marketing research.



Entrepreneurship for a Better World

SUCCESSFUL YEAR FOR ENACTUS UNIVERSITY OF SASKATCHEWAN



NACTUS UNIVERSITY OF SASKATCHEWAN has had another successful year through both the Aboriginal Youth Idea Challenge (AYIC) and the Enactus Regional Competition. The community of student, academic and business leaders uses the power of entrepreneurship to transform lives and shape a better, more sustainable world.

Aboriginal Youth Idea Challenge

AYIC is a business plan competition that provides Aboriginal youth aged 16-35 access to entrepreneurial learning opportunities and mentorship in the development of a self-sustaining business model. The fifth annual Idea Challenge came to a close at the University Club on March 20th, where the two Idea Challenge winners for 2014 were announced.

- 1st place: Mr. Nathan Kaye, Pro Set Tours
- 2nd place: Mrs. Brandy-lee Maxie, Ab Original Fitness.

The winners received \$6,000 and \$4,000 respectively to invest in their businesses.

Enactus Regional Competition

Enactus U of S was named Regional Champion in the TD Entrepreneurship Challenge category at the Enactus Regional Competition held in Calgary last February. This achievement marks the first time that Enactus U of S has ever placed


in the regional competition.

Eighteen teams competed in each of three challenges: the Capital One Financial Education Challenge, the Scotiabank EcoLiving Green Challenge and the TD Entrepreneurship Challenge. As champions, Enactus Saskatchewan was awarded \$1,500 and invited to the 2014 Enactus National Exposition in Calgary.

John Dobson Enactus Fellow

Edwards School professor Tyler Case was named a John Dobson Enactus Fellowship Inductee at the National Exposition in April. The fellowship recognizes Tyler for his outstanding contributions as a mentor and coach to Enactus students.

Most Supportive Business Advisory Board Member Award

Ainsley Robertson, Edwards School of Business alumna, received the Most Supportive Business Advisory Board Member Award. This national award is presented to individuals in an advisory role who provide the greatest contribution to their Enactus team. During her eight years with the program, Ainsley helped Enactus U of S become a registered non-profit organization as well as implemented a Board of Directors so student executives and members can seek mentorship and advice. 

For more information on Enactus University of Saskatchewan, visit enactussask.com.



Partners in Aboriginal Education

TRANSFER AGREEMENT SIGNED BETWEEN
THE EDWARDS SCHOOL AND SIIT

THANKS TO A TRANSFER AGREEMENT SIGNED last winter between the Edwards School and the Saskatchewan Indian Institute of Technologies (SIIT), there will be fewer barriers for Aboriginal students who want to attain university business degrees.

"Prior to the agreement, it would take students who started at SIIT at least five years to get a four year degree," explains SIIT Program Co-ordinator and Instructor Richard Buckley. "Not all of the credits would transfer, so there was a lot of extra cost and time."

Now, graduates of SIIT's one-year Business Certificate program or two-year Business Diploma program will qualify to transfer either one or two years towards the B.Comm. degree.

Solomon Merasty completed his one-year certificate through SIIT last year and will be attending Edwards this year. "I'm looking forward to the challenge," he says. "I've wanted to go to university for awhile now. I decided to go through SIIT first as a stepping stone."

Edwards has always actively recruited SIIT students, which Richard says is quite effective. "A couple times a year there's contact between our college and Edwards," he says. "We have students that come from deep Northern reserves and are quite intimidated by university. It really does a lot to

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I DECIDED TO GO THROUGH SIIT
FIRST AS A STEPPING STONE."

quell their nervousness about moving on in their education."

Over 50 SIIT students were invited to the Edwards School last spring for a tour, presentation and lunch following the announcement of the transfer agreement. "It gave us a feel for the school and what to expect," says Solomon.

"An emphasis of our college is having our students go through training and find employment. Being able to leverage their two-year diploma to get a B.Comm. degree ultimately means they will be qualified for a better job," says Richard. "We really do want to see our First Nations students move on and continue their education at university."

Edwards' Dean Daphne Taras shares the goal. "We are committed to creating new opportunities for educational achievement of Aboriginal students," she says. "This agreement establishes a clean and clear route from SIIT to the Edwards School that will develop the next generation of Aboriginal business leaders. We know there is appetite for this route and we look forward to welcoming SIIT graduates into our program."

SIIT grads will be eligible for various scholarships and awards at Edwards and will be welcomed into the Rawlco Resource Centre, a dedicated space for Aboriginal business students. 

To learn more about the SIIT transfer agreement, contact Shanelle at labach@edwards.usask.ca or (306) 966-1307.



Change the horizon for hundreds of future students

"A person can grow only as much as his horizon allows." – John Powell

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LABOUR-MANAGEMENT RELATIONS CERTIFICATE PROGRAM CONNECTS
UNION LEADERS AND MANAGEMENT



EDWARDS EXECUTIVE EDUCATION began offering an intensive, five-day training program for labour relations professionals in September 2013. In partnership with the Johnson-Shoyama Graduate School of Public Policy at the University of Saskatchewan, Edwards grants the Labour-Management Relations Certificate to labour leaders, human resource managers and labour relations officers across Western Canada.


"The first year's course was very well received by the practitioner community," says Faculty Program Director, Scott Walsworth. "Topics such as collective bargaining, grievance arbitration, mediation, and labour legislation were especially popular and the delivery method was really appreciated. We made an effort to avoid long lecture periods, and instead peppered the week with group exercises, panel discussions, simulations and lively debates."

"The bargaining simulation was a good representation of what we are faced with in the real world," says Lisa Olson, Director of Human Resources with the Saskatoon Police Service. "Both union and management needed to think of creative ways to compromise to come up with a solution. Even though our mandates were miles apart we were able to settle on a deal that everyone was satisfied with."

She adds that the course has

already helped her in her job. "I've been able to take a more collaborative approach to resolving conflicts in the workplace. Poorly managed conflict and poor communication can quickly lead to bigger morale problems," she says. "The course reminded me to step back and try and see the issues from another point-of-view."

Bringing union representatives and human resource professionals together adds another dimension to the course. Shawna North, who works as a Library Technician at SIAST, says she learned a lot from having both perspectives at the table. "From my counterparts who work as union representatives I gained an understanding that we achieve different levels of success based on our types of workplaces and the levels of resistance we have from our management," she says. "I learned that management representatives are operating from a real desire to help employees. On the union side it sometimes feels like they aren't, so that was truly insightful."

Scott says he was somewhat surprised by the sense of community the program fostered. "Participants reported coming into the week rooted in their respective union or management camps but by the end of the week we were a cohesive group, perhaps with different perspectives, but pulled together by a renewed sense of professionalism." 



"THE BARGAINING SIMULATION WAS A GOOD REPRESENTATION OF WHAT WE ARE FACED WITH IN THE REAL WORLD. BOTH UNION AND MANAGEMENT NEEDED TO THINK OF CREATIVE WAYS TO COMPROMISE TO COME UP WITH A SOLUTION."

In Memoriam

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

(1941) Reginald Ernest Oliver, BACC 1941 of Ottawa, ON, passed away October 2, 2013.

(1946) Kenneth Lloyd George, BACC 1946 of Saskatoon, SK, passed away June 5, 2014.

(1946) Gloria May Stobart, B.Comm. 1946, passed away July 14, 2014.

(1948) Anton Francis Deutscher, B.Comm. 1948 of St. Albert, AB, passed away May 19, 2014.

(1948) John Hilton Holtby, B.Comm. 1948 of Lively, ON, passed away February 15, 2014.

(1948) Clarence Emmanuel Maimann, B.Comm. 1948 of Edmonton, AB, passed away September 15, 2013.

(1948) Arthur Allan Wiggins, B.Comm. 1948 of Saskatoon, SK, passed away March 4, 2014.

(1949) Howard Harold Elasz, B.Comm. 1949 of Calgary, AB, passed away January 2, 2014.

(1949) Edna May Halliwell, B.Comm. 1949 of Ottawa, ON, passed away April 11, 2014.

(1951) William Henry Edwards, B.Comm. 1951 of Regina, SK, passed away June 17, 2014.

(1952) Stanley Ross Loeppky, B.Comm. 1952 of Swift Current, SK, passed away September 2, 2013.

(1953) Peter Hrynewich, B.Comm. 1953, passed away February 26, 2014.

(1955) Herbert Wayne Rongve, B.Comm. 1955 of Edmonton, AB, passed away February 5, 2014.

(1957) John Duer Law, B.Comm. 1957, passed away January 10, 2014.

(1957) John Robert Moar, BUSCER 1957 of Waterloo, ON, passed away April 18, 2014.

(1957) Richard Mark Suggitt, B.Comm. 1957 of Calgary, AB, passed away April 9, 2014.

(1959) Roald Kermit Buvik, B.Comm. 1959 of Winnipeg, MB, passed away July 21, 2014.

(1961) Gordon Dennis Giegle, LOCADM 1961 of Rocanville, SK, passed away November 26, 2013.

(1961) Harry Sylvester Mandryk, BUSCER 1961, passed away June 21, 2014.

(1962) Olga Jean Bealey, ACC 1962 of Saskatoon, SK, passed away June 10, 2014.

(1962) Norman Shrubbs, PUBADM 1962 of Victoria, BC, passed away December 14, 2013.

(1963) David Reid Scott, BUSCER 1963, passed away November 17, 2013.

(1964) Neville William Cox, HOSADM 1964, passed away May 27, 2013.

(1964) Earl Ralph Currie, ACC 1964, passed away September 7, 2013.

(1964) Roy Nazarenko, BUSCER 1964 of Saskatoon, SK, passed away December 6, 2013.

(1964) Norman Shrubbs, BUSCER 1964 of Victoria, BC, passed away December 14, 2013.

(1964) Derek Arthur Smith, B.Comm. 1964 of Calgary, AB, passed away November 21, 2013.

(1965) Gordon Dennis Giegle, LOCADM 1965 of Rocanville, SK, passed away November 26, 2013.

(1965) Stella Wasylik, HOSADM 1965 of Swan River, MB, passed away November 3, 2013.

(1966) William Robert Pilling, B.Comm. 1966 of Calgary, AB, passed away September 23, 2013.

(1967) Philip John Wright, B.Comm. 1967 of Saskatoon, SK, passed away December 29, 2013.

(1968) Robert Alexander Jamison, ACC 1968, passed away May 2, 2014.

(1968) Howard Leonard Love, ADMIN 1968 of Regina, SK, passed away October 24, 2013.

(1968) Terence Henry Waters, B.Comm. 1968, passed away October 10, 2013.

(1969) Johan Lloyd Lahti, B.Comm. 1969 of Saskatoon, SK, passed away July 20, 2014.

(1969) Norman David Millar, B.Comm. 1969 of White Rock, BC, passed away November 2013.

(1969) John Fred Muzika, B.Comm. 1969 of Saskatoon, SK, passed away May 2, 2014.

(1969) William Gordon Strukoff, HOSADM 1969 of Winnipeg, MB, passed away January 15, 2014.

(1971) John Frazier Chaney, PUBADM 1971 of Regina, SK, passed away September 27, 2013.

(1971) Patrick Joseph Mallaghan, LOCADM 1971, passed away May 22, 2014.

(1973) Constance Louise James, B.Comm. 1973, passed away November 8, 2013.

(1975) David Lawrence Trask, B.Comm. 1975 of Harris, SK, passed away January 5, 2014.

(1977) Terence Philip Hanchar, B.Comm. 1977, passed away May 27, 2014.

(1977) Barbara Ann Kopitar, B.Comm. 1977 of Calgary, AB, passed away June 21, 2013.

(1978) Mary Joan Gates, HOSADM 1978, passed away February 26, 2014.

(1980) Rosella Marie Grise, HOSADM 1980 of Saskatoon, SK, passed away December 3, 2013.

(1983) Dianne Kathleen Birch, HOSADM 1983 of Davidson, SK, passed away December 19, 2013.

(1983) Alison Mary Lawlor, BUSADM 1983, passed away March 20, 2014.

(1984) Myrna Joyce Bentley, BUSADM 1984 of Saskatoon, SK, passed away August 21, 2014.

(1984) Robert Cherneski, BUSADM 1984 of Saskatoon, SK, passed away May 2014.

(1987) Shannon Leone Peterson, B.Comm. 1987, passed away October 1, 2013.

(1988) Dianne Kathleen Birch, HECADM 1988 of Davidson, SK, passed away December 19, 2013.

(1992) Gloria Pearl Breckner, BUSADM 1992 of Saskatoon, SK, passed away August 10, 2014.

(2011) Susan Joy Fjeldstrom, BUSADM 2011, passed away December 21, 2013.

(2012) Bonnie Lynn Ditto, BUSADM 2012 of Saskatoon, SK, passed away December 16, 2013.



It is with sadness that we share the passing of our former colleague **Dr. Allen Backman**. Allen passed away on October 2, 2013 after a long battle with a combination of chronic illnesses.

Allen joined the College of Commerce in July 1987 as an Assistant Professor in the Department of Management and Marketing. He received tenure in July 1996 and was promoted to Associate Professor in July 1999. In July 2008 Allen's tenure and faculty position were transferred to the newly established School of Public Health at the University of Saskatchewan.

Allen was a great professor. His booming voice and theatrical teaching style was something no student would forget. He was always up for a great debate with colleagues and students, and was respectful of differing opinions. Allen was generous with his time and would often be seen huddled around a table in his office, coaching and mentoring students. He had many cherished colleagues over the years, and always said his relationships with his hundreds of students enriched him beyond words.

Apart from his love of teaching and research Allen was involved with the Saskatoon Southeast New Democrats, was a frequent speaker at local conferences and community groups, and was often interviewed by the media on health topics. He consulted on several government health initiatives, lectured on health ethics and the Canadian health system to medical students, and served two terms as a community representative with the Saskatchewan College of Physicians and Surgeons.

He was a voracious reader, free thinker, and politically active throughout his life.

A memorial service celebrating Allen's life was held at Convocation Hall on October 19th, 2013.

A Mutual Partnership

FEDERATED CO-OPERATIVES LIMITED ON THE EDWARDS CO-OP PROGRAM

Edwards 2014 Business Co-op Students meet with Federated Co-operatives Senior Leadership Team.



THE EDWARDS CO-OPERATIVE EDUCATION PROGRAM launched in 2007, and Federated Co-operatives Limited (FCL) got involved at the ground floor. For the past six years, FCL has been hiring Edwards students of all majors for the eight-month, full-time placements.

Vice President of Human Resources Gary Mearns says the senior leadership team was immediately on board with the program, as it fit into their overall recruitment goals and focus, and their foresight paid off. "I don't think we would have been able to get the numbers of graduates we have coming to work with us without the co-op program," he says.

Throughout these six years, Gary says the impact to FCL has been in three areas:

Connecting with local talent

"Our departments now have a much better understanding of the quality of students that post secondary institutions like the U of S are graduating in their business programs," Gary says. "It's an opportunity to gain exposure to these students."

High-quality work


"The quality of work that the students have provided for us has been outstanding. We've been very pleased. Often it's been project work, where we otherwise wouldn't have had budget or resources, so it's been invaluable."

Advancing technology

"The overall tech savvy that the students bring is something that we've been somewhat lacking in our organization," Gary says. "We've made that our focus for the past few years, and students bring that knowledge with them. It's opened a lot of eyes around what are the potential uses of technology in our business units for the future."

Each year, new co-op students list FCL as one of the top organizations they want to work for. Gary says this is likely because the organization

puts a lot of time into making sure the placement is mutually beneficial. "It's really critical that our departments give the students valuable, practical experience so they leave feeling they provided something meaningful to the organization," he says. "We don't treat them like students; we treat them like term employees."

FCL also places importance on listening to the students. The Human Resources department checks in regularly and at the end of placement, a meeting is held between senior management and the co-op students. "We've taken the time every year to listen to the students," says Gary. "We try to incorporate changes so we can do a better job." 

FROM CO-OP TO CAREER

Over the years that FCL has participated in the Co-op Program, numerous students have had successful work placements. These Edwards alumni are current full-time employees of FCL.

Leanne Berzolla
Logistics & Operations Management

Matthew Boyko
Human Resources

Raeann Engele
Crop Supplies Marketing

Devon Finlay
Retail Audit

Kelly Jackson
Food Marketing

Kristen Kozakowski
Petroleum Marketing

Vanessa Polanik
Food Marketing

Haley Ruether
Crop Supplies Marketing

Kate Simpson
Food Marketing

Janine Zarowny
Retail Accounting

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The “Go-To Girl” Retires

AFTER 40 YEARS OF SERVICE, ELLIE DYBVIG RETIRES FROM EDWARDS



EDWARDS FACULTY AND STAFF joined to celebrate Ellie Dybvig's 40 years of service at the business school and wish her the best in her retirement. Ellie started with the College of Commerce in June, 1974 as the dean's secretary. Five years later she was appointed administrative assistant and eventually became the school's finance and administration officer.

Throughout her time at Edwards, Ellie has dealt with enormous change, but always took it in stride. Her patience, dedication and willingness to help carried her through changing policies, leadership and technologies. She worked with and advised seven deans and mentored countless

staff members, soon becoming the go-to person for questions on every topic. Through it all, Ellie quietly managed the operations of the school, never tiring of the knocks at her door.

She embodied the true nature of service during her time at the Edwards School of Business and has been a wonderful ambassador for the school.

Her generous nature and good humour will be missed through the halls of Edwards. Best wishes to you Ellie!



**"The BAC program has been a building block to my career goals. I have been able to use information from each of the courses in some aspect to further my success in work and in life."
- Sherri Germann**



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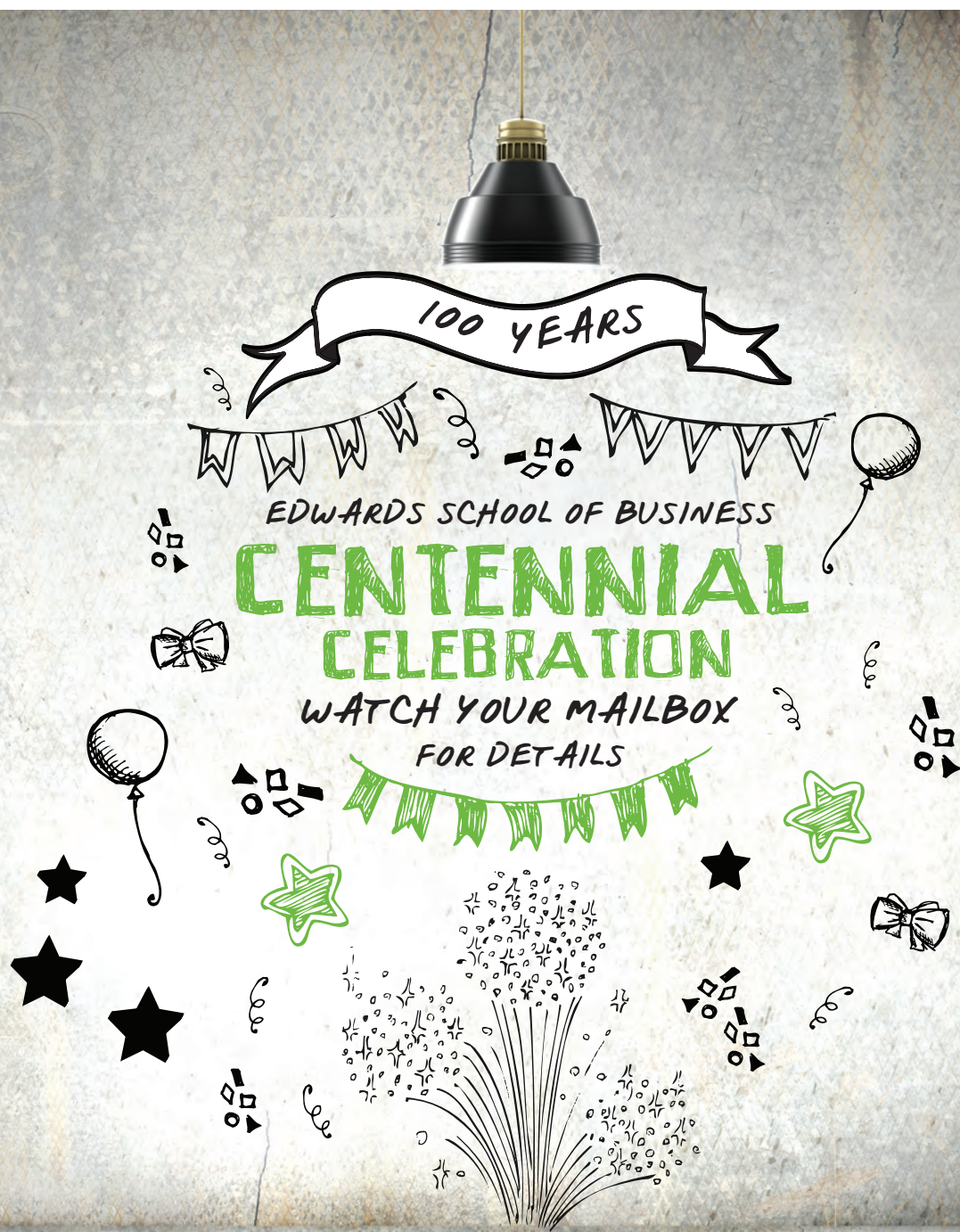
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