

# Thrive

ISSUE 1  
2009

THE EDWARDS SCHOOL OF BUSINESS MAGAZINE

## ANTICIPATING THE CENTENNIAL

DISCUSSION ON  
THE SCHOOL'S  
UPCOMING  
**100**-YEAR  
ANNIVERSARY

## 5 PEOPLE, 5 JOBS

5 WAYS  
TO USE  
YOUR  
BUSINESS  
DEGREE

## JUST THE RIGHT SIZE

THE CONCEPT BEHIND  
THE APPLE

pg. 5

## RIDER PRIDE

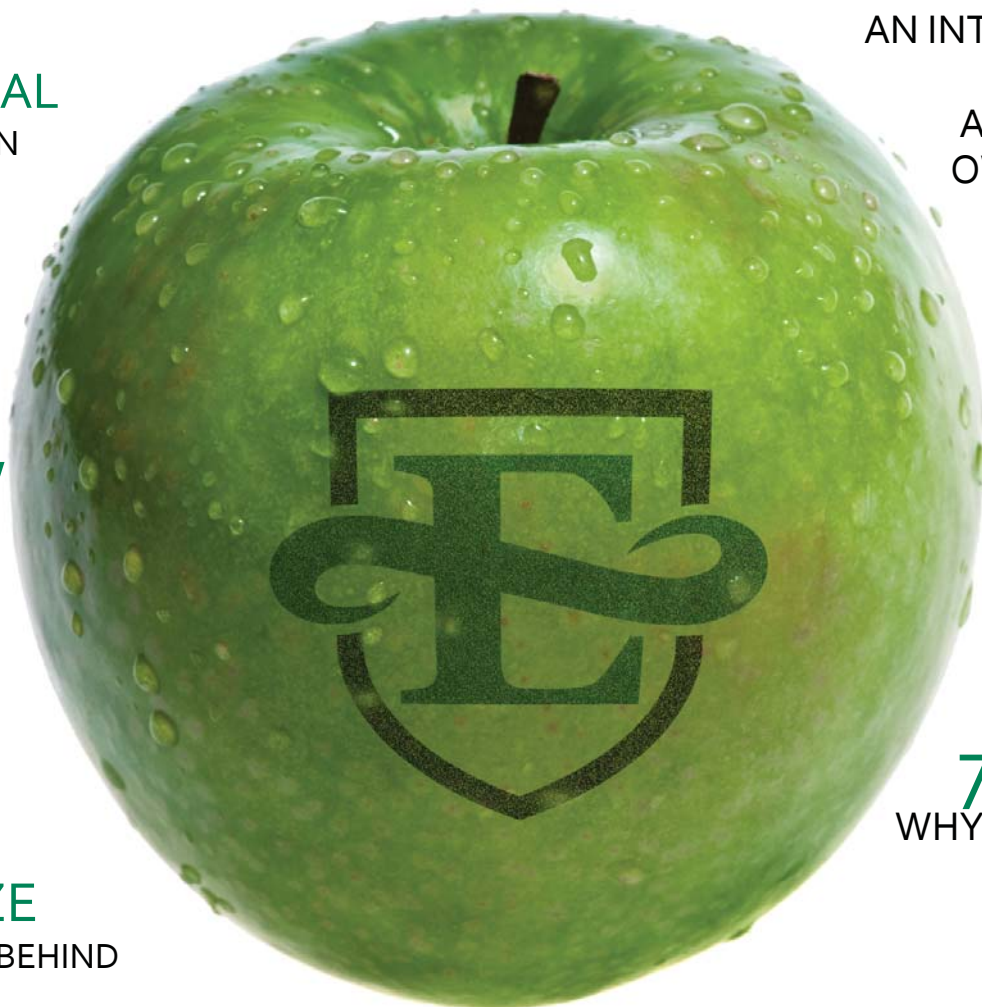
AN INTERVIEW WITH  
AN ESB ALUM  
ABOUT TAKING  
OWNERSHIP OF  
THE RIDERS  
FANSITE

## THE BUSINESS SCHOOL

THAT  
OPERATES  
LIKE A  
BUSINESS

## 7 REASONS

WHY YOU SHOULD  
CHOOSE ESB



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PLUS: A DOWNTOWN CAMPUS: FACT OR FICTION? AND MEET THE NEW FACES AT THE ESB

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there is one **leading business school**.

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218,000	Saskatoon

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# Thrive

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## thrive

(thrīv) verb

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

## 04

### SEVEN REASONS TO CHOOSE ESB

Undergrad programs advisor  
Brooke Klassen explains why  
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business education at the  
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# SEVEN REASONS WHY YOU

by Brooke Klassen

I love being a part of the Edwards School of Business and I'm not afraid to say it. I have been associated with the school for ten years (four as a student and six as a member of the staff) and it just keeps getting better. I am an academic advisor in the undergraduate program and I also take the lead on student recruitment. The fact that I have spent my post-secondary and work life at the school makes me a natural advocate, and I revel in the opportunity to tell people (anyone who will listen, really) why the ESB is so fantastic. At every career fair I attend, the same question is inevitably raised. "Why should I (or my daughter, nephew, neighbour's kid, grandchild, paper boy, friend) attend ESB? What makes this b-school (b as in business, not the alphabet grading system) better than the rest?"

There are many reasons to choose the Edwards School of Business at the University of Saskatchewan in Saskatoon. Here are the top seven reasons I think students should choose ESB. I encourage you to consider these reasons and to share them with someone who might be contemplating a business education.

**7** *The curriculum is current, relevant and interesting.*

We use the feedback from current students, alumni and the business community in our curriculum revisions. We aim to provide a degree that increases students' employability and provides them with the skills they need to start their business careers. For example, we have modified our focus on wealth management to include wealth creation, and now offer two undergraduate courses in entrepreneurship.

Our students will even attest to the fact that some of the courses can be considered fun – a description not often uttered in the halls of academia.

**6** *Students receive tremendous support from faculty and staff.*

We are committed to maintaining a desirable faculty to student ratio. At a time when other b-schools are increasing class sizes, we are decreasing them – with our greatest reductions in first-year classes. We have reduced classes of 200 to 60, which allows faculty members to give their students the personal attention they deserve. We have also tripled the number of academic advisors available to assist students – from one to three – and this has reduced the appointment wait time for current and prospective students to a week or less (during most times of the year).

**5** *Saskatoon is a vibrant community with a thriving economy.*

I have been told by many out-of-town visitors that the U of S has one of the most beautiful campuses in Canada. Saskatoon is a diverse city full of culture, restaurants and community events. Saskatchewan's economic growth and sustainability have received international attention, making Saskatoon one of the 'it' places to live, work and play.

**4** *We are committed to helping first-year students with a successful transition from high school to university.*

or your daughter,  
nephew, neighbour's  
kid, grandchild,  
paperboy, friend...

# SHOULD CHOOSE ESB

We believe that an outstanding student experience starts with success in the first year of university. We have implemented a new program that addresses many of the areas first-year students have trouble with, such as university mathematics, note taking, study skills and time management. The Passport to Success program will also include sessions on career planning and volunteerism. And one lucky student will win the grand prize of term two tuition paid in full!

**3** *There is over three quarters of a million dollars in scholarships and awards available to our students.*

The community is very supportive of the ESB. Individuals and organizations provide scholarships and awards totaling over \$750,000 annually – and we expect to reach the \$1 million mark in the next couple of years. These scholarships and awards help us recruit and retain the very best students, making your peers some of the brightest, well-rounded students in the country. Whether you find success academically, through your work experience or as a volunteer in the community, there are scholarships and awards suitable for students from a variety of backgrounds.

**2** *Our students are heavily recruited by a multitude of organizations.*

We know students want a quality education and the vast majority also want a great career post-degree. We report strong undergraduate employment statistics year after year. Many large and small organizations recruit our recent graduates because of their proven work ethic and solid foundational skills. Our students are prepared for the



business world and employers recognize the value that a new recruit from the Edwards School of Business can bring to their organization.



ESB provides everything a business student needs to succeed. We are small enough to preserve a welcoming atmosphere and personalized academic support, yet we are large enough to offer the quality and variety of programs and specializations to compare with larger, more densely populated business schools. Try us on for size – we're sure it will be a perfect fit. 🍏



**Extra... Extra...  
Learn all about it.**

Time Spec Hi Gde	tonne	3665.0-3666.0	3438.0-3443.0
2795.0-2795.5		2820.0-2821.5	2768.0-2773.0
Tin	tonne	16750.0-16755.0	16465.0-16515.0
16650.0-16675.0		2536.0-2537.0	2633.0-2638.0
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## N. Murray Edwards: Alumnus , friend, namesake

**Name** N. Murray Edwards

**Birthplace** Regina, Saskatchewan

**Education** Bachelor of Commerce - U of S; Bachelor of Laws - U of T

**Occupation** President/Owner, Edco Financial Holdings Ltd.

**Credentials** Leading Investor, Managing Director, and Executive Chairman

- Canadian National Resources Limited
- Ensign Energy Services Inc.
- Magellan Aerospace Corporation

**Chairman and Co-owner**

- Calgary Flames Hockey Club

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

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

Throughout his university years in Saskatoon, Mr. Edwards had a keen interest in the stock market and investing. On Oct. 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,

provides continuous stock and commodity information, bringing the business world to the halls of academia. 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 position the ESB as one of the top five business schools in Canada. Not only has Mr. Edwards invested in our financial future, but he has also invested his time and knowledge by serving on the Edwards School of Business Dean's Advisory Council. He is truly engaged in the activities of the business school, and is focused on ensuring students today have a valuable educational experience that will help set the course for their future.

**T**he faculty, staff and students of the Edwards School of Business would like to thank **Dr. Grant Isaac** for his service, dedication and vision. Dr. Isaac was with the Edwards School of Business for nine years, and served as Dean for the past three years. During his tenure as Dean, he was a catalyst for the development and implementation of a strategic plan that has positioned the Edwards School of Business as one of the leading business schools in Canada.

We congratulate Dr. Isaac on his appointment as Senior Vice-President, Corporate Services at Cameco Corporation.

Thank you and we wish you all the best in the future.



08

# 5 people jobs

FIVE WAYS TO MAKE A LIVING. WHAT CAN YOU DO AFTER COMPLETING A BUSINESS EDUCATION? FIVE OUTSTANDING ESB GRADUATES DESCRIBE WHAT THEY LOVE ABOUT THEIR JOBS.



**myrnabentley**  
*President & CEO, Concentra Financial*  
**BUSADM 1984**

"It's exciting to represent and celebrate corporate and people achievements locally and nationally. When I began this career, I never would have conceived being the CEO of one of Canada's 50 Best Managed Companies for six consecutive years. The learning and education programs are real and can be successfully applied in the day-to-day business world. That made learning real, awesome and fun!"



**waynebrownlee**  
*Executive VP & CFO, PotashCorp*  
**MBA 1977, BSC 1975**

"Business interactions in Canada, the United States, South America, Europe, Russia, China, Africa or the Middle East can be both highly rewarding and extremely frustrating, but appreciating the cultural characteristics of our global partners and competitors and thriving through it, has been a once-in-a-lifetime opportunity! Couldn't have asked for a better business-life experience and through it all growing shareholder value!"



**phillipwyant**  
*Controller, Jubilee Ford*  
 MPAcc 2006, B.Comm. 2004

"I've been a car enthusiast my entire life and have grown up in an environment where that passion could thrive. As an MPAcc graduate, I add value to a top-tier automotive group with a portfolio of 12 exciting brands represented across western Canada. It gives me great confidence to be able to draw on my experiences at the U of S in order to capitalize in such a dynamic business environment. On a side note, driving new products gets my adrenaline pumping every day!"



**kyliedietrick**  
*Account Services, Creative Fire*  
 B.Comm. 2005

"What's the best part of my day? I couldn't pick something if asked to! I work with great clients, suppliers and media, coordinate events and attend luncheons and workshops. I've had opportunities to work with the community and advertise for the 2010 World Junior Hockey Championships. I love the fact I see my work everywhere — billboard placements, radio advertisements, Facebook campaigns, student handbook ads and much more! Each and every day is different, fun and full of opportunity."



**zanehansen**  
*President & CEO, Saskatchewan Indian Gaming Authority*  
 B.Comm. 1993

"As a graduate I have found it very rewarding to make a contribution to the growth and development of SIGA. Our efforts have positioned SIGA as one of the largest First Nations-owned and operated companies in Canada, resulting in hundreds of career opportunities for First Nations people."



# HOW YOUR CONTRIBUTIONS HELP

BY JAN KALINOWSKI  
ESB DEVELOPMENT OFFICER



*Where is your money going? The Edwards School of Business extends a special thank you to all contributors and also features four outstanding students who have benefited from your contributions to the ESB.*



**G**reetings from the Edwards School of Business Alumni and Development Office. To begin, I would like to thank all of our alumni and friends who support the Edwards School of Business, and who make my job a pleasure to come to each and every day. I am fortunate to have the opportunity to work with folks who give of their time, ideas, resources. These are people who want to ensure that the initiatives at the Edwards School of Business that support our students and programs are successful. The importance of your generosity to our business school cannot be emphasized enough. You have a huge impact on the lives of our students. Your desire to partner with us to enhance their student experience through your support for scholarships and awards, the Goodspeed Career Services (through your donations to the annual fund), student competitions, Centres of Excellence and numerous other initiatives is truly immeasurable. We could not do the things we do without your commitment and ongoing generosity. As a business school with a nearly 100-year history, we "Thrive" on the support of our alumni and friend..but we are not done yet! The value of your support is in the lives you touch. 🌱

*"The support and encouragement we receive from corporate and community sponsors for student competitions, such as JDC West, allow us to further explore the depths of our education. Participating in these competitions prepares us in ways the classroom cannot. Each experience is unique and invaluable. Without this support our educational experience would greatly differ. On behalf of the entire student body, I would like to thank all of our donors for such great support!"*

**- Meagan Rebryna**

*"As a recipient of various scholarships including the prestigious Edwards Scholarship, it has made it substantially easier to maintain the delicate school-life balance. These awards reduced the financial pressures as a student – high tuition fees, books and eating out, relieving a lot of stress for us and gave me more time to participate in extracurricular activities and enjoy university life. I truly look forward to the day when I can make a significant contribution as an alumnus."*

**- Andrew Chau**

*"The Hanlon Centre for International Business Studies has provided me with opportunities and lessons learned that have shaped and inspired my future ambitions. The centre is preparing young enterprising youth to take our province and country into the global marketplace."*

**- Bryan McCrae**

*"With the help of the Goodspeed Career Services I have improved my networking skills, resume writing and have attended various conferences that have benefited me greatly. Participating in the Cameco Business Co-operative Education Program has allowed me to gain knowledge in a work environment that will be the foundation of my career."*

**- Elise Truscott**



# **An Annual Report and a confused look is never a good thing.**

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# ABORIGINAL INITIATIVES

BY LEANNE BELLEGARDE

The Rawlco Resource Room has become a gathering place for students, faculty, staff and visitors. This small, dedicated space becomes crowded at the weekly Bannock Chat – a chance for everyone to catch up and refresh themselves with fellowship and food. Bannock Chat has become a key meeting ground for prospective employers to meet our students.



You will also find Rawlco Aboriginal Business Student Assistants in the office off the Rawlco Resource Room. First Nations and Métis students are employed to assist in the administration of the extensive supports and services available to Aboriginal students at the Edwards School of Business. They are also a great source of support and encouragement to fellow students on their academic journey.

The Rawlco Resource Room houses a suite of texts, journals, employment information and resources in the shelves reserved for a library. Add a book, borrow a text, browse a journal or enjoy today's paper.



## ABORIGINAL BUSINESS STUDENT SOCIETY

The Aboriginal Business Student Society continues to play a vital role in creating a sense of place and purpose for students at the Edwards School of Business. This year, the ABSS added a high school outreach component to their efforts. They engaged Aboriginal high school students from the Saskatoon area in a business etiquette night at the Faculty Club in preparation for the first annual Gala. The Gala was a celebration of Aboriginal achievement at the ESB and enjoyed the support of many corporate donors and participants. Title sponsorship was provided by Procter & Gamble

and Rawlco. This event highlighted the Rawlco Role Model campaign participants in This Is Your Future, a campaign that promotes business education to Aboriginal youth. The guest speaker was Roberta Jamieson, a First



*Aboriginal Youth Idea Challenge participants*



*The first annual ABSS Aboriginal Achievement Gala*

Nations woman with many inspiring accomplishments. The Aboriginal Youth Idea Challenge awards were granted to the first recipients of the business plan competition. These awards, totaling \$15,000, were sponsored by Encana.

The Edwards School of Business launched its multi-media campaign to promote a business education to Aboriginal youth with a media launch of its website in January at Oskayak High School. Twenty four First Nations and Métis students and alumni have been chosen as Rawlco Role Models. You can meet them through their video profiles at [www.thisisyourfuture.ca](http://www.thisisyourfuture.ca). These role models represent Aboriginal success at the Edwards School of Business and serve to inspire Aboriginal youth to begin their powerful journey to a business education NOW! This campaign also includes radio advertising and a transit advertising campaign. Check out [www.thisisyourfuture.ca](http://www.thisisyourfuture.ca).



# ANTICIPATING THE ESB CENTENNIAL

IT'S CLOSER  
THAN  
YOU  
THINK

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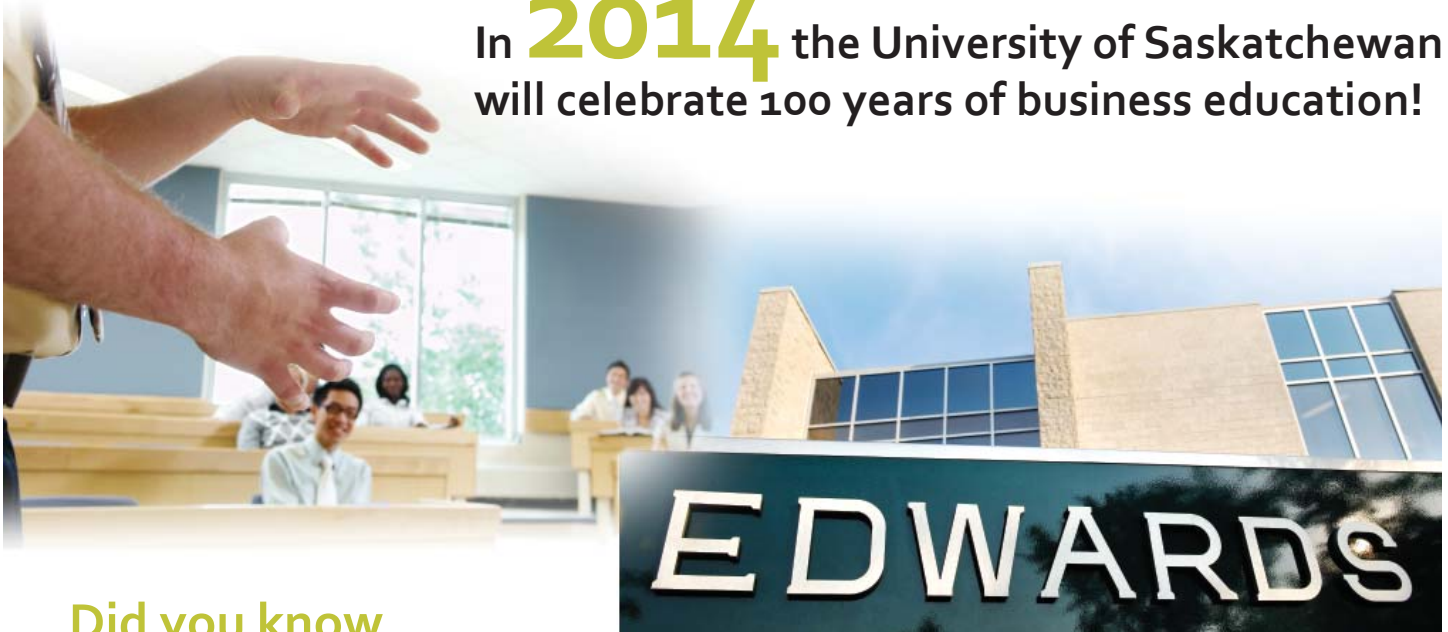
100 YEARS



# Nearly 100 years of Outstanding Business Education

**W**hile the name of business programming at the U of S has changed over the years, what has not changed is a commitment to an excellent educational experience for students. Over the past nearly 100 years, as we grew from a small program linked to the professional accounting community to a comprehensive business school, we listened to you. You told us that a business education must have deep functional roots in core disciplines of accounting and finance, marketing and management, human resources and strategy. But you also told us that these deep functional roots must be enhanced with integrated decision making skills. Finally, you told us to remember that effective decision-making requires key professional skills of communication and leadership within a framework of ethics and social responsibility. You will find these characteristics embedded in all of our programs.

In **2014** the University of Saskatchewan  
will celebrate 100 years of business education!



## Did you know ...

... the University of Saskatchewan's School of Accounting – established in 1914 – was the first such school in the Commonwealth?

## Did you know ...

... business education at the University of Saskatchewan has had **four** different names in its nearly 100-year history?

<b>1914</b>	School of Accounting
<b>1936</b>	College of Accounting
<b>1943</b>	College of Commerce
<b>2007</b>	Edwards School of Business

## Your ESB today ...

**Over \$12 Million annual operating budget**

**Over 100 faculty and staff**

**Over 2,100 students**

- **Five degree programs** (Bachelor of Commerce, Master of Business Administration, Master of Professional Accounting, Master of Science in Finance and Doctorate in Accounting)
- **Four certificate programs** (Business Administration Certificate, Executive Business Administration Certificate, Aboriginal Business Administration Certificate and International Business Administration Certificate)

**Over 17,000 Alumni**

We will celebrate our **100th** anniversary during the University Homecoming weekend in September 2014. Please mark your calendars now and plan to join us.

# A BUSINESS SCHOOL THAT OPERATES LIKE A BUSINESS

HOW THE ESB RUNS ON  
A TUITION-REVENUE MODEL

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# The Business Model of the Edwards School of Business

The ESB operates on a **tuition-revenue model.**

## Must be Competitive

**T**his means that the operating budget of the ESB is simply the tuition revenue that we generate from all of our programming. Of course, this compels us to be competitive and there is simply no sense in sheltering the ESB from market forces (indeed it is hard to teach about market forces while suspending the laws of supply and demand at the borders of campus).



## Must Pursue Strategic Partnerships

**I**t also compels us to pursue strategic partnerships. If we wish to expand or enhance our programming there will certainly be additional costs. With our tuition-revenue model the obvious way to enhance revenue is through tuition increases. However, with constant attention on student access and affordability we choose instead to pursue strategic partnerships to facilitate the expansions and enhancements. Our list of strategic partnerships – with true business and community leaders – is impressive. For example:

- **N. Murray and Heather Edwards** (Edwards Endowment and Trust)
- **PotashCorp** (PotashCorp Centre and PotashCorp Chair for Saskatchewan Enterprise)
- **K.W. Nasser and Family** (K.W. Nasser Centre, ESB Downtown Campus)
- **Ted Hanlon** (Hanlon Centre for International Business Studies)
- **W. Brett Wilson** (Wilson Centre for Entrepreneurial Excellence)
- **Gordon Rawlinson** (Rawlco Resource Centre and Rawlco Scholar in Advertising)
- **David Sutherland** (Sutherland Scholar in International Business)
- **Cameco** (Cameco Business Co-operative Education Program)
- **Scotiabank** (Scotiabank Aboriginal Business Education Award and Scotiabank MBA Bridging Initiative)
- **CMA Saskatchewan** (CMA Saskatchewan Accounting Scholar)
- **CGA Saskatchewan** (CGA Saskatchewan Scholar in Accounting)
- **Betty-Ann Heggie** (Womentorship Program)
- **Procter and Gamble** (Circle of Founders)



These strategic partnerships represent investments in your ESB. They allow us to make a commitment to an excellent educational experience for students, to rigorous and relevant research and to outstanding outreach among our stakeholder communities. We do all this while keeping our educational programs as accessible and affordable as possible.

**A very sincere thanks to our strategic partners.**

**Over the past several years, we have doubled our annual award of scholarships and bursaries to **\$750,000**. With some emerging partnerships, this amount will exceed **\$1 million** per year!**





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**Networking Event/opportunities**

**Cameco Business Co-operative Education Program**

**Employer panel discussions**

**Executive Dialogue Series**

**Interview skills workshops**

**Mentorship programs**

**Hallway visits**



**Linking Students  
with Industry**

**306.966.1283**

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# DEAN'S MESSAGE

BY BROOKE DOBNI

## 19

Everyone in the developed world now knows about Saskatchewan. This was not the case just a few years ago. People around the globe are looking at Saskatchewan as an example of how to do things. We have the people, capital, resources and business focus that allows us to continue to lead the world out of economic turmoil. We are now viewed as leaders, and it is no secret that we are leading the recovery on a number of fronts and will continue to do so into the foreseeable future.

The Edwards School of Business prepares business graduates for the challenges that lie ahead. The relationship is very simple: the better we can deliver on the business of a business education, the better we can prepare students. As this is realized, organizations and industries that employ Edwards graduates will outperform others around the world.

*(continued on next page)*

N. Murray Edwards School of Business

Donors to the PotashCorp Centre

\$5,000,000

PotashCorp

\$500,000

Georgia Goodspeed Estate

\$250,000

N. Murray Edwards



# The Edwards School of Business is a Leading Business School

Behind every strong economy is a leading business school. The Edwards School of Business prepares tomorrow's business leaders today by providing management education that offers leading-edge thinking. It's the crucial advantage needed for navigating complex and dynamic business environments in an ever increasing entrepreneurial world.

At the Edwards School of Business, we define and teach the future of management thinking. We help students develop their skills, thought processes and resourcefulness. We prepare them with the skills necessary to make an immediate impact in the business world. This is possible through business programming that is:

- current, relevant, integrated and focused on decision-making;
- faculty who are at the forefront of management thinking; and
- we provide a unique student experience – as we like to say, "we're just the right size."



To achieve our goals, we follow a strategic plan that has seen the re-positioning of our curriculum, reduced class sizes in the undergrad program and a more integrated and business-focused MBA program.

*"... over the last five years, we have attracted some of the best and brightest faculty possible."*

We have also enhanced the student experience at all levels with things like comprehensive undergraduate level counseling and a full-service career services office. Our successful Cameco Business Co-operative Education Program facilitates about 80 student placements per year for an eight-month work term in businesses around western Canada.

During the last five years we have attracted some of the best and brightest faculty possible. Our faculty is recognized internationally as leaders in business research. They have demonstrated their ability to share that knowledge with students, business and government through research centres, consultancy and targeted projects. This, combined with the potential for the hiring of a new class of professionally qualified faculty, has allowed us to build one of the best business school faculty in Canada. It has also positioned us to pursue AACSB accreditation – which is considered the premiere business school accrediting body in the world.

## The Dean's Advisory Council- *Getting Advice from Canada's Business Leaders*

Most business schools have a Dean's Advisory Council (DAC), however, the Edwards School of Business DAC is the envy of all. The DAC is comprised of business and community leaders from across Canada, and we are extremely fortunate to be able to engage their wisdom and experience. The council has endorsed our strategic direction, and it is with much gratitude that we accept this endorsement. On a yearly basis, the DAC provides advice and guidance on our strategic direction and helps us increase our connectivity with alumni and friends.

The members of the DAC include:

- **Mr. N. Murray Edwards** (President, Edco Financial Holdings Ltd.)
- **Ms. Shelley Brown** (Managing Partner, Deloitte & Touche LLP)
- **Mr. Wayne Brownlee** (Executive Vice-President and CFO, Potash Corporation of Saskatchewan Inc.)
- **Mr. David Dubé** (President and CEO, Concorde Group Corp)
- **Mr. James Estey** (Past-President, UBS Canada)
- **Mr. Gerald W. Grandey** (President and CEO, Cameco Corporation)
- **Mr. Ted Hanlon** (President, The Sage Group Inc.)
- **Dr. Grant Isaac** (Senior Vice-President Corporate Services, Cameco Corporation)
- **Mr. Neil McMillan** (President and CEO, Claude Resources Inc.)
- **Mr. Russel Marcoux** (CEO, Yanke Group of Companies)
- **Mr. George Marlatte** (Senior Vice-President Prairie Region, Scotiabank)
- **Mr. Keith Martell** (Chairman of the Board, First Nations Bank of Canada)
- **Mr. Larry Moeller** (Vice-President, Edco Financial Holdings Ltd.)
- **Mr. Gordon Rawlinson** (CEO, Rawlco Capital Ltd.)
- **Mr. Marvin Romanow** (President and CFO, Nexen Inc.)
- **Mr. W. Brett Wilson** (Chairman, FirstEnergy Capital Corp)
- **Mr. Greg Yuel** (President and CEO, PIC Investment Group)



# Managing a Business School in a New Decade

Business schools are facing a new competitive reality. Like businesses, we also have to compete for market share. This means that we have to be market-oriented, provide an education that is relevant and constantly being improved, and engage our stakeholders. This environment of competition is only going to intensify as domestic enrolment continues to decline and business schools fight for the best and brightest. So the question becomes how do we attract the top students?

In a strategy world, you get a competitive advantage or you don't compete. Our competitive advantage is obvious in our programs, and the quality of faculty and staff to support these programs. As we move forward, we plan to intensify our business focus in the B. Comm. program. We have already made, and continue to make, changes to our MBA in this regard. Our objective is simple, to make business education at the Edwards School of Business the best a student can get. There will be no gray area.

are in the liberal arts, humanities and other electives. I believe this ratio needs to be 80 per cent/20 per cent. This means each student will have at least two courses outside of their major in each of the functional areas of business – accounting, finance, marketing/management, entrepreneurship and human resources. By the time they obtain an Edwards B. Comm. degree, they will speak and understand the language of business, and be better prepared to enter the workforce.

## The Faculty and Staff Complement:

In real estate, they say location, location, location. In the business school, it is faculty, faculty, faculty. To put on programs at the highest level, you need to have faculty and staff who are at the top of their game. We have made great strides in attracting new and exciting faculty and staff, and we have retained some of the best that we have. This quest continues, and our objective is to reach our full complement of Ph.D.-trained faculty over the next few years.

We have also attracted high-performing staff to support our faculty and program activities. We have recently

*"This environment of competition is only going to intensify as domestic enrolment continues to decline and business schools fight for the best and brightest."*

To sustain this advantage, it will be necessary to concentrate on four major areas:

- the student experience;
- the curriculum;
- the faculty complement; and
- the business school culture.

## The Student Experience:

The learning success of students is highly correlated to the experience they have in our program. We have invested a great deal of time, effort and resources in student program counseling, career and employment counseling, the co-op program, mentorship programs and an integrated curriculum. Students are more engaged than ever in school activities as well as with the business community.

## The Curriculum:

As we move forward, it is incumbent that we place an even a greater focus on business courses in the curriculum. Currently, about 60 per cent of the courses in the B.Comm. curriculum are directly related to business. The remainder

restructured our administrative support group into a faculty support team. This has been done in an effort to provide seamless support across a variety of business processes.

## Business School Culture:

The culture at the Edwards School of Business has changed dramatically in the past three years. We continue to attract the best students

in the province. Students are more

engaged than ever and businesses across the province and Canada are becoming increasingly aware of the Edwards brand.

Edwards' students live and breathe business. By the end of their fourth year they have been exposed to a business school culture that has resulted in the development of life-long relationships and connections. These connections will be significant years down the road as they become business leaders in Canada and beyond. These three pillars – faculty/staff, curriculum and the student experience are necessary conditions to pursue AACSB accreditation.



# Moving Forward

We don't have a rear view mirror in our strategy vehicle at the Edwards School of Business. We look forward, not behind. We are constantly evolving our core programs – the B. Comm., MBA and the Master of Professional Accounting – by making value-added improvements in curriculum, application/integration of concepts and delivery. The pursuit of providing the best degrees possible will continue. There are five new, exciting initiatives I would like to highlight here. These include the Aboriginal Business Administration Certificate (ABAC), the International Business Administration Certificate (IBAC), a revised Business Administration Certificate (BAC), the Executive Business Administration Certificate (EBAC) and the K.W. Nasser Centre in downtown Saskatoon.



**ABAC:** The Edwards School of Business is recognized across Canada as a leader in Aboriginal business education. We need to continue to build on our success in this area by addressing the challenges faced by Aboriginal students in post-secondary education. For example, we have initiated a role model campaign called This is Your Future aimed at recruiting Aboriginal students in high schools. Once they choose Edwards, we have developed the ABAC, a pathway program that will help Aboriginal students transition into the B. Comm. Program.

**IBAC:** Saskatchewan is reliant on the international market, and as a result, we have an obligation to make our curriculum international. This involves having international students in the program and international content in the curriculum. The IBAC program is designed to better prepare international students for the challenges of business school curriculum in Canada. Like the ABAC program, IBAC is a pathway program into the B. Comm. degree that prepares students with the language and cultural skills required to be successful in the global world of business.

**Revised BAC Program:** The BAC program was first delivered in the 1970s by the College of Commerce. Today it has over 2,000 alumni. This past year, the Edwards School of Business developed a revised curriculum that makes the BAC a cohort offering. We feel this is the best way to provide basic business knowledge to this market. It is focused, consistent, and integrated. Students who complete the BAC will now have the same base level of knowledge and skills.

**EBAC Program:** This program is an advanced management program for business certificate graduates. The EBAC program consists of four courses in the areas of marketing, business decision making tools, strategy and special topics.

## The K.W. Nasser Centre


At the Edwards School of Business, we have always valued strong strategic partnerships. We are pleased to announce that we will be adding a downtown campus, called the K.W. Nasser Centre, in the fall of 2009. The Nasser Centre has been made possible through a generous gift from Professor Emertius Karim W. Nasser and his family. The campus is a 17,000-square-foot facility located in downtown Saskatoon. It will house our innovative and growing MBA program, our Business Advisory Services and executive programming, the ABAC program and our Executive Business Administration Program. We are excited about the opportunity to move closer to the business community, one of our important stakeholders. Please look forward to further announcements on the Nasser Centre as its opening in the fall draws closer.

## Our Strategic Plan to 2012

We have an aggressive strategic plan that will guide our future growth and development. In fact, all we have achieved in the past few years is premised on this plan. As we move forward, it will be business as usual. Our priorities are steadfast and unchanged.

- Increasing our connectivity with our stakeholders, namely the business community, alumni and friends of the school.
- Addition of a downtown campus.
- Faculty recruitment and retainment to our full complement.
- Adding more business content to the B. Comm. program.
- Innovative business curriculum development and implementation.
- Growing our MBA and MPAcc professional programs.
- Pursuit of Professionally Qualified Faculty (PQF) status.
- Pursuit of AACSB accreditation and the accounting curriculum accreditation through the AACSB.
- Maintenance of a strong business school culture.



Very simply, we want to emerge from this period as one of Canada's top five business schools. We can all take pride in the reputation that the Edwards School of Business has in Canada and beyond our borders. We thank you for your support, which is extremely vital to our efforts to continue to build the school's reputation as one of Canada's leading business schools. 



The background of the entire page is a close-up, slightly blurred photograph of a person's face wearing glasses. The person has dark hair and is looking directly at the camera. In the foreground, the top of a brown football with white laces is visible, positioned at the bottom center of the frame.

# RIDERPRIDE

ALTHOUGH EDWARDS SCHOOL OF BUSINESS GRADUATE GOVIND ACHYUTHAN NOW RESIDES AND WORKS IN CALGARY, HE IS AND ALWAYS WILL BE A LOYAL SASKATCHEWAN ROUGHRIDERS FAN.

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IN THIS IN-DEPTH INTERVIEW, ACHYUTHAN DISCUSSES HIS CAREER PATH, ASPIRATIONS AND HOW HE ACQUIRED OWNERSHIP OF THE RIDER FANS WEBSITE, CONSIDERED THE BEST CFL DISCUSSION BOARD IN THE COUNTRY.

**T**he familiar sound of a ringing tone clearly resonates from the speaker phone. A man's voice, with a buoyant and cheerful demeanour, answers "Hello?" The voice belongs to the man who owns [www.riderfans.com](http://www.riderfans.com), a man who is also employed full-time at an investment firm in Calgary, and a man who is of course, an esteemed alum from our school. We introduce ourselves and the interview begins as we ask Govind Achyuthan about his experience at the Edwards School of Business.

**ESB: What year did you graduate from the B.Comm. program?**

**GA:** 1993.

**ESB: What are your favourite memories from university?**

**GA:** Obviously the people, the social aspect of it was great. I really enjoyed my time in Commerce. As a new student, I was away from home for the first time and I met so many

from university, so definitely not the same from when I was a kid. I graduated with a major in finance and I started out in the discount brokerage industry. I've since ended up on the compliance side of the industry, at an investment firm in Calgary.

It is amazing once you get out of school the different avenues you can take to lead you down certain career paths. To be honest, coming out of high school I wasn't sure what I wanted to do. I actually started out in the sciences, and I guess I should have listened to my dad when he told me I was good with numbers and would enjoy finance. I know there are people who look back and wish they would have done something else with their life, but I never looked back. I'm happy with the way things turned out.

**ESB: What is the best part about your job today?**

**GA:** I work with a great group of people – that's a big one. And location is key. Calgary is close so

**ESB: When did you take ownership of the RiderFans.com website?**

**GA:** It was pretty fortuitous timing – it just happened in the spring. The site was created in 2001 by Shane Chapman who lives in Regina. When you're a big Rider fan living outside of Saskatchewan you are always looking for different avenues to find information, and that's how I originally stumbled upon the site. You find a lot of like-minded people who love talking about the team, and my participation evolved into a role of helping the owner and the other volunteers moderate and manage the site.

After about seven years, Shane decided it was time to move on. It wasn't something I was actively pursuing, but we started talking last November and it actually came to fruition this past March.

**ESB: What is the purpose of the website?**

**GA:** I'll go back to the original mission statement – "a site run by fans for fans."

*"It is amazing once you get out of school the different avenues you can take to lead you down certain career paths."*

supportive people. Growing up in Holdfast, SK – a town of 200 people – it was a transition to come to the U of S. My first class was in one of the big lecture theatres and I remember looking around thinking my entire town could fit in this classroom. I am happy to have maintained long-lasting friendships and professional relationships with many of the people I met in first year. I currently work in the financial industry in Calgary, and there are many opportunities to network and keep in touch. It is certainly the U of S that ties some of those relationships together.

**ESB: Has your career path differed from what you dreamed of as a child or it is the same?**

**GA:** I am not even doing what I would have anticipated when I graduated

I can come back to Saskatchewan often. I guess when you pick a career path you naturally gravitate towards something that interests you, and for me that was the finance industry. I am working in a dynamic industry where I continually have to update my skills and education to stay current. There is always something going on, always a new challenge.

**ESB: What do you do for fun on your days off?**

**GA:** I guess you could say that I am definitely a sports nut, but unfortunately not so athletically inclined. The only athletic thing I do would be working out at the gym. Other than that, I enjoy hanging out with friends. We all really enjoy watching football and hockey, that sort of thing.

It is not an official or professional site, it is basically for Rider fans anywhere in the world to come together to talk about football.

**ESB: How long have you been a Rider fan?**

**GA:** I would probably say since the late 1970s. Unfortunately I think I really started becoming an avid fan of the team right when we started that stretch of missing the playoffs for 11 years. My first few years of being a Rider fan were definitely a dry time as far as success plans.

I did watch games before when we had some success. I remember them being in the playoffs when my dad watched the games. And, because you want to do what dad is doing, I sat with him and watched too.



**ESB:** Are the people who contribute to the website past athletes, armchair athletes or a bit of both?

**GA:** A bit of both. We get the odd ex player or current player, who like to keep it anonymous. We help them out with that so they can contribute. Then we have people who have played at a university level or a junior football program level who also like to participate. Then you have people like me who have never played the sport at a high level, but who have been a fan since a young age.

We have quite a range of ages of fans as well, some can go back and tell us stories about the team in the 1960s and others are teens who have just found the site and have

*"We have people posting from Europe, the odd person from Asia, really from all over the place."*

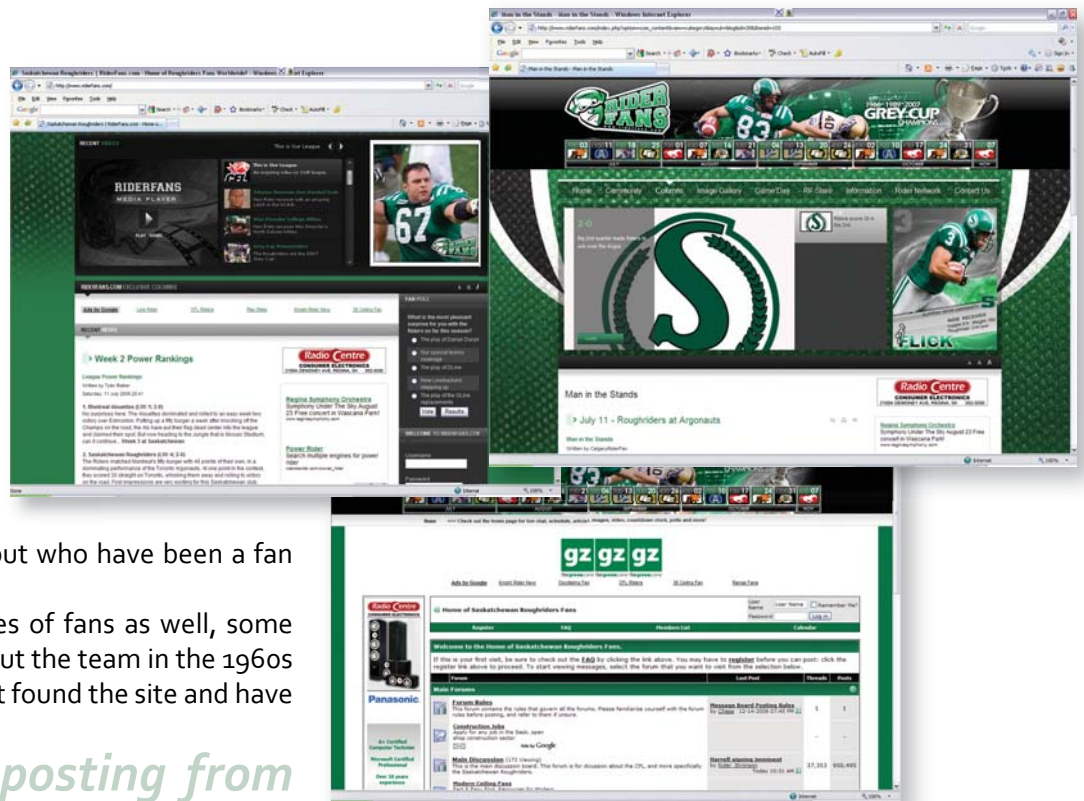
only become Riders fan in the last few years. We keep the site family-friendly, sometimes kids even post their own opinions on the site.

Saskatchewan people really get into their football. I remember being at a junior game in Regina shortly after I moved to Calgary, and I had to turn my head because I heard a six-year-old kid calling out a no yards penalty. I had to shake my head at the level of knowledge for someone of that age!

**ESB:** We have heard that your website hosts the best discussion board on CFL football in the country – true or false?

**GA:** Obviously you are going to get a biased opinion here, but I think it's true. For one thing, the level of membership is just amazing. I believe it is close to 7,000. I peruse other websites too, and they are nowhere near that level. We have people posting from Europe, the odd person from Asia, really from all over the place.

I remember one time when we were going into the Grey Cup in 2007 someone started a thread called "Where are you travelling to Toronto from?" We had people from Calgary, Vancouver, some from Minnesota, places like that, and someone also wrote in saying they were coming from Manilla. We thought, OK you've won, you're coming the furthest!



**ESB:** Are there certain things that happen throughout the football season that cause spikes on the website?

**GA:** Ironically, there is usually more activity following a loss than a win (unless it's a playoff win, when everyone just gets on board celebrating). The moderators have to keep things in order because some people get totally frustrated and complain about this that and the other thing. Someone will disagree with them, and then a little bit of a squabble will break out on the board and we have to stop people from calling each other names or for lack of a better term, give them a "time out," so they can cool off.

**ESB:** How deep does your Rider pride go – are you a face painter or a watermelon head?

**GA:** I used to paint my face the odd time in my younger days, but I like to think I've grown up and matured. I've never actually ever worn a watermelon. I kind of limit myself on game day to wearing the black things under my eyes. A few of my friends point out I may be getting a bit old for that too. I definitely wouldn't be caught on game day without my jersey and my hat.

**ESB:** Is there anything else you want to tell us about the website?

**GA:** It was important to the original owner to turn the site over to someone who would keep it focused on fans. I have a good group of people who moderate, design and contribute to the site. We look forward to another exciting season. Go Riders! 🍀





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# EBSS YEAR IN REVIEW

## BY CARLENE DEUTSCHER

*The 2008-09 Edwards Business Students' Society president provides an in-depth report on student activities of the past year.*



Over the past year, the Edwards Business Students' Society (EBSS) has seen the start of new initiatives and the continuation of established traditions. In 2008, the EBSS brought in a new name and logo – re-branding from the Saskatoon Commerce Students' Society to the Edwards Business Students' Society to reflect changes within the school itself. The new logo was introduced with four blocks representing the four pillars of: academics, athletics, social and charity. Together, these squares show the opportunities available to the student body.

For many students (and alumni) at the U of S, LB5Q (Little Buddy Big Buddy BBQ) is THE event of the school year. On a sunny day last September, 4,000 students loaded on buses to the secret location of the Sundown Drive-In Theatre and celebrated being back at school at the largest student-run party in western Canada! LB5Q saw a profit of

was enhanced by the implementation of the first-year committee. This team hosted events such as the first-year social, charity events, exam cram squad and the first-year exam advantage – all exclusively for first-year students.

One of the highlights of the year was the second-annual Edwards Business Formal. In October, we welcomed numerous influential business people from across Canada, including N. Murray Edwards. Students had the opportunity to make connections and network with professionals from a variety of industries and sectors. The significant success of the event has surely earned it a spot as a new tradition for ESB and the community.

Another exciting event was the fourth-annual Chillin' For Charity, a national JDC West charity fundraiser. On a chilly day in November, a pool of frigid water was set up in the U of S Bowl and over 50 people took the plunge to help raise



Edwards Business  
Students' Society  

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University of Saskatchewan

***“The new logo was introduced with four blocks representing the four pillars of: academics, athletics, social and charity.”***

over \$54,000, which funds the EBSS for the duration of the school year and allows the society to avoid implementing a student levy – which is now a widespread practice across business school societies in Canada.

For the first time in over five years, the EBSS saw a large group of actively engaged new students, which

funds for the Children's Health and Hospital Foundation.

A huge wave of excitement came from the group of students who went to Edmonton at the end of January to compete in JDC West, the largest undergraduate business case competition in western Canada. The team had a strong  
*(continued on next page)*





*The 2nd Annual Edwards Business Formal*



*Five Days for the Homeless bracelets*



*Chillin' For Charity*



showing of true Saskatchewan spirit and went on to win first place in Charity (for raising over \$61,000), Finance and Debate; Second in Participation and Third in International Business and Team of the Year. JDC West was another event that confirmed our reputation of having some of the most talented and well-rounded business students in Canada.


One of the last events of the school year was Five Days for the Homeless, a national charity campaign in which five university business students live "homeless" on their

***"This reflection of the EBSS year clearly demonstrates the hard work, dedication and pride of many talented business students!"***

campus to raise money and awareness for a local charity. The ESB participants raised money and collected clothing and food for EGADZ, a community-based organization that provides resources and support services that empower youth at risk.

This reflection of the EBSS year clearly demonstrates the hard work, dedication and pride of many talented business students! Records, whether in attendance, money raised or in awareness were made with every single event. Accomplishments include raising \$75,000 for local charities (with the fantastic matching donation of \$25,000 by N. Murray Edwards), making a record profit at LB5Q and the noteworthy

achievement of sending numerous students to competitions across North America and conferences around the globe.

In my opinion, ESB students are extremely proud to attend a great university and business school and are very fortunate to have the support of amazing faculty, staff and business community. 





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# RESEARCH CORNER

BY GARY ENTWISTLE

*A report from the Associate Dean of Research and Faculty Affairs regarding the research accomplishments of the past year.*

I am pleased to present some highlights of the past year in the Edwards School of Business, both in terms of our faculty's research accomplishments and our school's success in attracting outstanding new faculty to join our existing group of active scholars.

A notable recent highlight for our school was receiving three prestigious research grants from the national research organization Social Sciences and Humanities Research Council. These were awarded to ESB faculty members Marjorie Delbaere (Marketing), Dev Mishra (Finance), and Zhenyu Wu (Finance). These three grants add to four already held by ESB faculty members in Accounting, Marketing and Management (2), totaling an enviable seven nationally recognized research grant holders in the Edwards


Our faculty continues to be actively engaged in research projects, which are published in leading academic and practitioner-oriented journals. Our faculty members also regularly attend major national and international conferences to present their research, learn about other leading research in their fields and to build networks with faculty members from around the world.

We are also delighted this year to have welcomed seven new faculty members to the ESB. They include Keith Willoughby in Management Science, Maureen Bourassa and William Murphy in Marketing, Aloysius Newanham-Kahindi and Chris Poile in Human Resources, Lee Swanson in Management, and Frank Liu in Accounting. These new faculty members join us from Canadian (Queens, Calgary,

***"This total would place ESB among the top business schools in Canada in terms of faculty holding these prestigious research awards."***

School of Business. This total places the ESB among the top business schools in Canada in terms of faculty holding these esteemed research awards.

Another exciting event this year was the creation of two new university centres in the ESB: The Centre for Strategic Financial Management and the Centre for the Advancement of Accounting Education. These two new centres complement our Wilson Centre for Entrepreneurship and the Hanlon Centre for International Business to provide the ESB with an enviable set of centres which support research and other academic endeavours in various business areas.

Waterloo), American (Wisconsin) and international (Dublin) universities. Combined with the four faculty who joined us last year, and three new faculty who will be joining us in 2009, the ESB has attracted an exciting new wave of scholars who will help our school maintain its national standing in research. Just as importantly, along with our existing faculty, the new members will ensure our students obtain an academically sound, intellectually challenging, and relevant degree in business. 

# YOU ARE INVITED TO: DRAGON'S DEN PITCH PARTY II



## "Celebration of Innovation"

October 28, 2009 Prairieland Park

Reserve your ticket: [info\\_wilsoncentre@usask.ca](mailto:info_wilsoncentre@usask.ca)

We invite ESB alumni to join us in celebrating our innovative thinkers, problem solvers and future leaders with Dragon Brett Wilson and others at the Dragon's Den Pitch Party II — "Celebration of Innovation." Last year's event sold out with over 600 people in attendance, and was one of the highlight events of 2008. Contact us today for your tickets at [info\\_wilsoncentre@usask.ca](mailto:info_wilsoncentre@usask.ca). Proceeds from the event support the centre's initiatives.

The Wilson Centre has exciting initiatives, creating opportunities for students and creating collisions with the business community. The i3 idea challenge student business plan competition, launched in September 2008, attracted hundreds of U of S undergraduate, graduate and post-doctoral students with the opportunity to demonstrate entrepreneurship skills and innovative thinking. At Leadership Conference 2009, the top three teams were announced for the first annual i3 Idea Challenge and over \$145,000 in cash and prizes was awarded. Winners can be viewed at [www.innovate.usask.ca](http://www.innovate.usask.ca)



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Sask INC (Innovate, Network, Create) 2009, a public innovation forum, will connect business leaders, researchers, students and financiers from key economic sectors to discuss innovation opportunities and needs for Saskatchewan in two important areas: natural resources and health.

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The forum, to be held on Sept. 14 and 15, 2009 at TCU Place in Saskatoon, will give delegates, presenters and students the opportunity to participate in discussions on leading-edge issues and on innovation in Saskatchewan. "Saskatchewan is full of opportunities and can lead the recovery from the current economic downfall through innovation and entrepreneurship," adds W. Brett Wilson, chairman of First Energy and co-honourary chair of Sask INC's innovation in the natural resources stream. "We need to work together and leverage the greatest asset we have – our knowledge resources." For more information on attending or getting involved visit [www.saskinc.com](http://www.saskinc.com)

Sanj Singh, Director  
W. Brett Wilson Centre for Entrepreneurial Excellence  
Tel: (306) 966-2921



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# NEW



**maureenbourassa** is an Assistant Professor in the Department of Marketing. She received her B.Comm. at the University of Saskatchewan and her Master's of Science and PhD (ABD) from Queen's University. Her research interests are in the areas of corporate social responsibility, stakeholder engagement, business-to-business relationships and respect. **madeleinegeorge** is a member of the Edwards School of Business Faculty Support Team. As a member of this team, Madeleine provides administrative support for Edwards School of Business governance/administration. **markklassen** is an Assistant Professor in the Department of Accounting. He received his B.Comm. and MBA at the University of Saskatchewan and is completing his PhD in Accounting at Lancaster University Management School in England. He is a CMA and is the CMA Saskatchewan Scholar in Accounting. His research and teaching interests are primarily in management accounting and management information systems. **nickkokkastamapoulos** is a Career Advisor/Co-op Program Co-ordinator for Goodspeed Career Services, providing a variety of career-related/professional development workshops and services (including individual student sessions) for business students. He also liaises with the Saskatchewan business community to forge professional relationships that may support student career needs. **aloyusnewenham-kahindi** is an Assistant Professor in the Department of Human Resources & Organizational Behaviour, and Associate Faculty in the Graduate School of Environment and

Sustainability. He received his PhD from the University of Dublin – Trinity College in Ireland, and his Post-Doctorate in Business Strategy and Sustainability from the University of Calgary. His research and teaching interests are primarily in organizational theory and behaviour. **chrispoile** is an Assistant Professor in the Department of Human Resources and Organizational Behaviour. He received his B.A in Economics, M.AppSci in Management Sciences and is finishing his PhD in Management Sciences from University of Waterloo. His research interests include high-performance work teams, helping behaviour between coworkers, altruism and reciprocity at work. **reganschmidt** joined the Edwards School of Business as an Assistant Professor in the Department of Accounting in July. He received his Bachelor of Administration at the University of Regina, Master of Professional Accounting at the U of S, Chartered Accountant designation in Saskatchewan and Alberta and is in the final stages of completing his PhD in Accounting from Queen's University. His research and teaching interests are primarily in audit, assurance and corporate governance. **christinadolán** is the Program Supervisor for Business Advisory Services at the Edwards School of Business. Christina's responsibilities include organizing both public and in-house programs for the business community. Christina received her B. Comm. in Human Resource Management from the U of S and is currently a CHRP Candidate. She also teams up with the ESB Technology Support Centre each fall to instruct Comm 110 (Computer Skills) to undergraduates.

# FACES

MEET THE NEW FACULTY AND STAFF AT THE EDWARDS SCHOOL OF BUSINESS.



**larrykwok** is the Marketing and Communications Co-ordinator for the Edwards School of Business. Larry's responsibilities include the design and layout of ESB advertising, marketing and communications materials, in addition to the development and maintenance of the ESB visual and branding identity. **frankliu** is an Assistant Professor in the Department of Accounting. He received his M.A. from Kent State University, MBA from Case Western Reserve University and is currently a PhD candidate in Accounting from Queen's University. His research and teaching interests are primarily in financial accounting and capital markets. **davemuench** is an Undergraduate Programs Advisor in the Edwards School of Business. Dave's responsibilities include daily academic advising for ESB students, co-ordinating retention initiatives for first-year students and providing support for inbound and outbound Study Abroad students. **williammurphy** is an Associate Professor in Marketing. He received his PhD from the University of Wisconsin-Madison. Murphy is a Hanlon Centre for International Business Scholar, with a specialization in China. He leads sales and marketing programs at numerous executive education venues and pursues research projects in the areas of sales force management, international business and quality management, among others. **leeswanson** is an Associate Professor in the Department of Management and Marketing. He received his B.Comm. and MBA degrees at the University of Saskatchewan and

his EdD in leadership from the University of Calgary. His research interests include entrepreneurship, social entrepreneurship, institutional-stakeholder engagement and leadership. **dionnepohler** joined the Edwards School of Business as an Assistant Professor in the Department of Human Resources and Organizational Behaviour in July. Dionne received her Bachelor of Commerce Co-operative Degree from Dalhousie University in Halifax and is currently completing her PhD at the University of Alberta. Her research interests are in the areas of unions, employee voice and strategic human resource management. **keithwilloughby** is an Associate Professor in the Department of Finance and Management Science. He received a B.Comm. from the University of Saskatchewan, an M.Sc. from UBC and a PhD in Operations Management from the University of Calgary. His research and teaching interests include the application of analytical models in materials management, logistics, transportation and health care. **kailixu** is the Manager of Admissions and Recruitment for the Master of Professional Accounting (MPAcc) program. Xu is a proud graduate and employee of the University of Saskatchewan. In addition to managing recruitment and admissions, he also works closely with the MPAcc director and administrative assistant to manage delivery of the program.





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**nexen** 



# TRADING PLACES

BY NICK KOKKASTAMAPOULOS

*The Hanlon Centre introduces a new program that allows ESB students to receive first-hand work experience in dealing with international business, trade and investment activities.*

In April, 25 eager undergraduate students from the Edwards School of Business represented Saskatchewan at a national youth forum in Toronto. The forum provided university students with the opportunity to meet like-minded peers from across the country and to learn about Canada's dynamic role in the global market. The ESB students were unique, as quoted by a visiting Foreign Affairs representative, because they "presented the largest and most organized contingent at the forum. They stood out as the most professional looking and socially skilled, and displayed some remarkable knowledge of their province's various industries."

As a result of this experience, the Hanlon Centre for International Business Studies has created a unique student experience program tentatively called Junior Team Saskatchewan. In co-operation with the Government of Saskatchewan, the Saskatchewan Trade and Export Partnership (STEP) and the Saskatoon Regional Economic Development Authority (SREDA), third- and fourth-year



*Toronto's National Youth Forum*




*Junior Team Saskatchewan 2009*

***"(Students) might also have the opportunity to accompany government representatives on resulting international delegations."***

university business students will train as junior international trade and promotion officers. The goal of the program is to provide students with an understanding of the province's international business, trade and investment activities and to support their exploration of international business as a career path.

The program will include a variety of international business and professional development workshops and an internship with the provincial government and participating external partners. The junior trade officers will receive practical work experience in market research and promotion; sales and networking; and co-ordination of international government/corporate delegations with prospective markets and clientele abroad. They might also

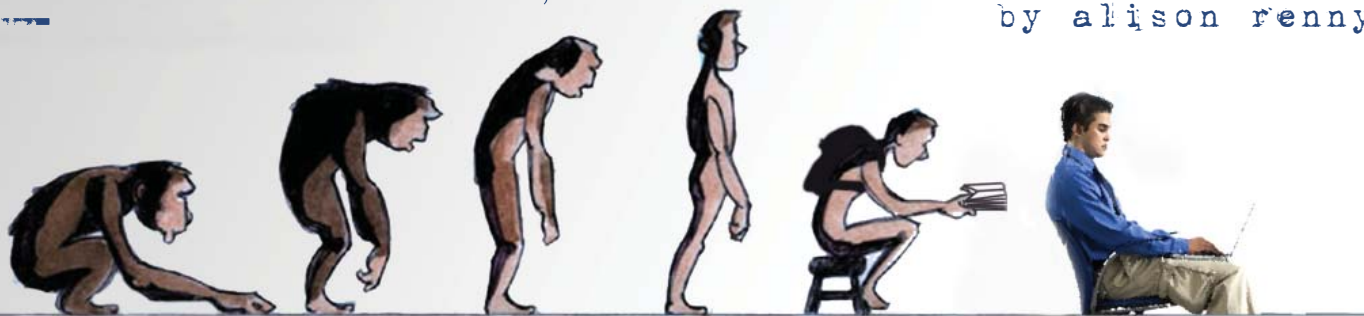
have the opportunity to accompany government representatives on resulting international delegations.

Saskatchewan is a global player with a diverse economy; exporting services and products to almost every part of the world. This program will effectively train the next generation of Saskatchewan business leaders to participate in the global market. The Hanlon Centre for International Business Studies is very excited to be a part of that. 



# The EVOLUTION of the student experience

by alison renny



The student experience has certainly evolved since the 1960s when I started my university studies.


Students are increasingly mobile and have high expectations of their post-secondary institution of choice. And yet, some things remain constant. Many students, particularly those in their late teens, are at a time in their lives when they are inclined to test boundaries, question the status quo and learn just as much from living away from home as they do in the classroom. Students are pursuing higher learning at a higher rate than ever before, and yet total numbers of students in kindergarten through Grade 12 are starting to decline. At ESB, we are aware of this trend and have dedicated a great deal of our resources to recruitment and retention of top students.

One of the comments I often hear from students when I ask why they chose to pursue business studies, among many appealing post secondary alternatives, is that they want a 'good career' when they are finished their education. They see a Bachelor of Commerce degree as a stepping stone in that direction. According to Human Resources and Skills Development Canada, nearly two out of every three new jobs require some form of post-secondary credential.<sup>1</sup>

At the Edwards School of Business, our aim is to not only provide a transforming, challenging and rewarding student experience, but also to generate employment statistics well above the norm for universities across the country. In 2007, we established Goodspeed Career Services to provide career guidance and job search support exclusively to ESB

"Nearly two out of every three jobs require some form of post-secondary credential."

When I started university, I didn't work many hours during the regular term. When I did work full-time during the summer, I was conscious of accumulating enough money to support another year of study. Enhancing my résumé was just not a consideration. I was consumed with learning, simply because I found university courses fascinating. My first degree was in Arts and Science and I took classes that broadened my world view. I didn't worry initially about my degree leading to a job. Young adults today face more pressure than ever to know what they want to do when they 'grow up' and to balance school, work and volunteer commitments while still finding time for fun.

students. And we didn't stop there. In 2008, we launched the Cameco Business Co-operative Education Program. We currently have 38 third-year B.Comm. students working in the Saskatchewan business community for an eight-month work term and 58 students registered to participate in co-op education in 2010. Goodspeed Career Services and the Cameco Business Co-operative Education Program are but two examples of the ESB commitment to the undergraduate student experience. 

<sup>1</sup> Bergeron, Louis-Phillipe, Kevin Dunn, Mario Lapointe, Wayne Roth, and Nicholas Tremblay Côté. 2004. Looking Ahead: A 10-Year Outlook for the Canadian LabourMarket, 2004-2013. Ottawa: Human Resources and Skills Development Canada.

# RETIREMENTS

**E**ilene Sabat retired from the Edwards School of Business in February 2009 after 19 years of service as a valued staff member. Eilene began her career at the Edwards School of Business in the Undergraduate Programs Office. Soon after that she took on the position of the Accounting Department Assistant, where she quickly became the go-to person for staff and faculty.

She was eventually promoted to the position of Graduate Programs Administrative Assistant and spent the latter part of her career in the school working with the Master of Professional Accounting Program (MPAcc). MPAcc is one of the most successful graduate-level programs offered at the University of Saskatchewan and Eilene was instrumental in making that happen. She worked tirelessly to make sure the students were well looked after while they were on our campus.

Over the years Eilene made a tremendous contribution to the student experience at the Edwards School of Business and will be remembered fondly by those she worked with and influenced throughout her career.

We wish Eilene all the best in her "second career" as the co-pilot travelling North America in a new home on wheels. Enjoy your retirement, Eilene!



## CALL FOR NOMINATIONS

### Call for nominations for honorary degrees

**The honorary degrees committee of the U of S Senate is asking members of the university community and alumni to consider nominating honorary degree recipients for convocation ceremonies in 2010 and beyond.**

An honorary degree is the highest honour the university can bestow. Acceptance of an honorary degree by a candidate brings honour to both the recipient and the university.

Nominees should be distinguished persons who have made an eminent contribution to scholarship, education, the arts or public service, in Canada or internationally. Nominations which are time-sensitive or are related to university or college activities such as reunions, conferences or integrated planning initiatives should be so indicated.

For more information and a copy of the nomination form and guidelines, please call (306) 966-4635, or visit [www.usask.ca/university\\_secretary/senate/hon\\_degrees.php](http://www.usask.ca/university_secretary/senate/hon_degrees.php)

**Please send your nominations to Lea Pennock, University Secretary, Room 212 College Building**



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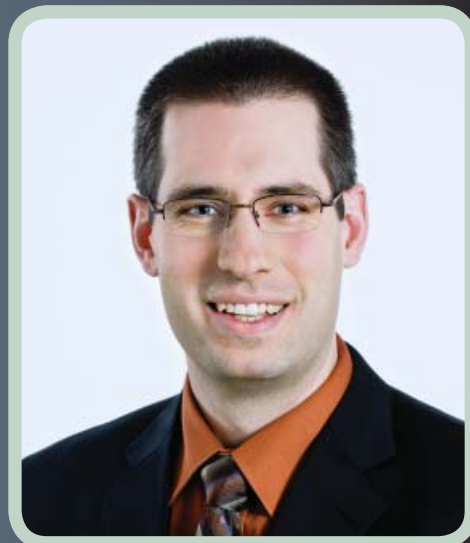
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Assistant Professor  
**Rachelle Brockman**  
received the award for  
*Most Effective Professor*  
and Assistant Professor  
**Brian Lane** received the  
Somers Award for *Most  
Approachable Professor*  
at the 2008/09 ESB  
Graduation Banquet.



Brian Lane

## UNIVERSITY OF SASKATCHEWAN BOARD OF GOVERNORS

The board is responsible for overseeing and directing all matters respecting the management, administration and control of the university's property, revenues and financial affairs.

The following B.Comm. alumni have served on the U of S Board of Governors. Those identified with an \* are currently serving on the Board. Thank you for your commitment to the U of S.

Shelley A. Brown, B.Comm. 1978

David S. Dombowsky, B.Comm. 1958

Erwin R. Hobday, B.Comm. 1966

Nancy E. Hopkins, LLB 1978, B.Comm. 1977 \*

Arleen N. Hynd, B.Comm. 1966 (Deceased)

Robert G. Klombies, B.Comm. 1957

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Susan P. Milburn, MBA 1980, B.Comm. 1978 \*

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**The Betty-Ann Heggie Womentorship Program** is an exciting new mentorship initiative created through the strategic partnership of the Edwards School of Business and Betty-Ann Heggie, a former PotashCorp Senior VP and one of Canada's Top 100 Most Powerful Women. The objective of this unique new initiative is to support the advancement of women into executive positions through mentorship.

Betty-Ann breathes life into 'Womentorship' and is a passionate, generous, and involved strategic partner. Her life and career experiences inspire both women and men to join in her mission to promote mentorship.

*Rachelle J. Brockman  
Faculty Advisory, Womentorship  
Edwards School of Business*

The Womentorship program partners Protégés—University of Saskatchewan alumni of all ages and stages—with 'Womentors' who have 5-10 years or more of senior professional experience. Mentoring, coaching, professional development, networking, and scholarship opportunities will be offered to all members.

The annual membership fee for Protégés is \$400, and Womentors who graciously contribute their time and expertise will receive automatic membership. The time and financial commitment is minimal, while the benefits are plentiful.

The Betty-Ann Heggie Womentorship Program is calling all Protégés and Womentors to be a part of this exciting new opportunity. We look forward to hearing from you!

The Betty-Ann Heggie

# Womentorship Program™



There is a large body of research that proves organizations benefit from having more women in senior positions, yet women are still having trouble penetrating the top ranks. I believe that mentorship is key to providing a hand up to aspiring women, so I am thrilled to partner with the Edwards School of Business in creating this unique program.

*Betty-Ann Heggie*

Womentorship is a one-of-a-kind opportunity that will greatly benefit students and graduates as they progress through the management ranks. Betty-Ann's vision has been motivated by her own experience as one of Canada's top female executives.

*C. Brooke Dobni  
Dean & Professor,  
Edwards School of Business*

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## PLEASE CONTACT

Rachelle J. Brockman  
Assistant Professor & Womentorship/  
Mentorship Faculty Advisor

**Email** [brockman@edwards.usask.ca](mailto:brockman@edwards.usask.ca)

**Phone** (306) 966-2585

**Fax** (306) 966-2516

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## THANKS TO OUR DONORS & 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 rolls below list supporters who gave \$500 or more between May 1, 2007 - April 30, 2008, and May 1, 2008 - April 30, 2009. For a complete list of these annual donor rolls, including gifts of \$1 - \$499, please visit the Edwards School of Business website at [www.edwards.usask.ca](http://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 Development Officer, at 306 966 5437. Thank you for your continued support of the Edwards School of Business.

Supporters who wish to remain anonymous are not listed. Those who have passed away are gratefully acknowledged and marked with an asterisk.\*

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# IN MEMORIAM

- (1946) Archie Leslie W Tuomi, BComm '46 of Ottawa, ON, passed away April 23, 2008.
- (1947) Norman Giffard Holtby, BAcc '47 of Saskatoon, SK, passed away April 23, 2009.
- (1948) Leonard Edward Sept, BComm '48 of Medicine Hat, AB, passed away April 10, 2008.
- (1949) Joseph Vernon Irvine, BComm '49 of Saskatoon, SK, passed away November 25, 2007.
- (1950) Clifford Franklin McCallum, BComm '50 of Saskatoon, SK, passed away April 7, 2009.
- (1953) Wesley Gustav Bolstad, BComm '53 of Saskatoon, SK, passed away December 1, 2008.
- (1956) Glenn Eric Flaten, BComm '56 of Ottawa, ON, passed away December 7, 2007.
- (1956) James Edwards MacKenzie, BComm '56 of Calgary, AB, passed away March 20, 2008.
- (1956) Roland Ernest Muir, BComm '56 of Saskatoon, SK, passed away March 21, 2008.
- (1964) Carman Plewes Feader, BAC '64 of Regina, SK, passed away April 20, 2008.
- (1964) Michael Daniel Woytuik, HCAC '64 of Macklin, SK, passed away October 17, 2007.
- (1966) Arleen Nora Hynd (Weeks), BComm '66 of Regina, SK, passed away April 17, 2009.
- (1968) Kureetharayil Chacko George, HCAC '68 of Windsor, ON, passed away October 2007.
- (1969) Michel Denis Blondeau, BComm '69 of Saskatoon, SK, passed away April 5, 2008.
- (1970) Arthur Frank Helbert, BAC '70, passed away June 14, 2009.
- (1971) Douglas Albert Sirrs, BComm '71 of Wetaskiwin, AB, passed away February 17, 2009.
- (1977) Terrance Dale Harbottle, MBA '77, BComm '74 of Calgary, AB, passed away April 23, 2008.
- (1979) Frederick William Beatty, BComm '79 of Yorkton, SK, passed away January 29, 2008.
- (1979) George Charles Vander-Kracht, HCAC '79 of Edson, AB, passed away February 8, 2008.
- (1982) Sharon Lee Nelson (Hanson), BComm '82 of Saskatoon, SK, passed away February 16, 2008.
- (1987) Earla Jean G (Gail) Walker, BAC '87 of Saskatoon, SK passed away May 14, 2009.
- (1991) Lawrence Alexander Tkalych, MBA '91, BComm '85 of Saskatoon, SK, passed away November 2007.
- (1993) Leo Etienne J Soulodre, BAC '93 of Saskatoon, SK, passed away December 25, 2007.
- (1995) David Howard Johnson, MBA '95 of Edmonton, AB, passed away December 7, 2008.
- (1996) Brenda May Marjerison (MacEwen), HCAC '96, passed away June 9, 2009.





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