

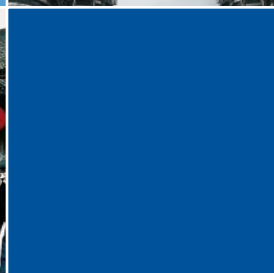
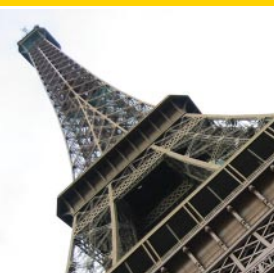
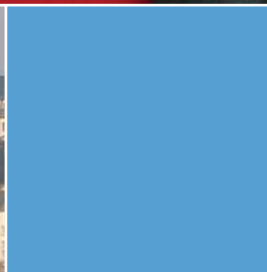
MANAGEMENT

matters



POSTCARDS FROM ABROAD:

special feature on international alumni



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University of
Lethbridge



Faculty of Management

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Anik Tremblay (BMgt '04) is no stranger to life outside of Canada. She is the marketing director of Corporación Boulevard South America in Ecuador – her third international address in as many years.

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Daniel Lynn (BMgt '85) could write the book on publishing. He is currently the CEO of South Asia Publications Holding Limited (SAP) and has more than 16 years of experience in the newspaper and magazine industry.

21 From Lethbridge to Luxembourg

As a student in the close-knit Faculty of Management, **Karen Wauters (BMgt '83)** never imagined that she would live abroad. Years later, she is a partner in the tax service of Ernst & Young in Luxembourg.

22 Cambridge Creation

In Cambridge, England – the heartland of technology in the United Kingdom – **Boyd Mulvey (BMgt '88)** is making big business out of small businesses. He is the CEO and co-founder of a venture capital company called CREATE.

23 Reflections

Scott Gillespie (BMgt '94) reflects on his student exchange to Japan and how the experience shaped his life and career.



BY DR. TONI NELSON

The Faculty continues to grow.

Consistent with the Faculty of Management's focus on integrating internationalization into our curriculum, this issue of Management matters features our alumni who have built international careers. Some are international management majors, and some are not. Regardless of their program of study in the Faculty, each is engaged in exciting opportunities abroad. Since we adopted our strategic principles – the four “I’s” (innovative, integrative, interactive and international) – in The Road Map 2005, the number of inter-

national management majors has risen from 82 to 209 – an increase of 255 per cent – and the number of our students studying abroad rose from 18 to 55 between 2000 and 2005. Our current students take at least one class that focuses on the global environment.

In May, I had the opportunity to visit Malaysia with our work-study program and meet our employers and exchange partners. Please send an e-mail to Marilyn Hawryluk, the coordinator of alumni/external relations (hawryluk@uleth.ca),

and share your experiences for future issues.

The Faculty continues to grow. The number of registrants studying management grew by 16 per cent between Fall 2003 and Fall 2004. Most of the growth is on the Lethbridge campus and comes from students joining us from Calgary. At this writing, the number of registrants in the Faculty for Fall 2005 is up a further 15 per cent compared to the same time last year.

ADVISORY COUNCILS

HOMETOWN % OF STUDENTS

Calgary	28%
Other Alberta	18%
Southern Alberta	17%
Edmonton	17%
Canada	13%
Offshore	7%

We have welcomed the good news of additional funding for post-secondary education. The Advisory Councils in both Lethbridge and Calgary have actively supported our efforts to remind Alberta decision makers about the contributions that the Faculty of Management and University have made to provide access to university education and of our need for additional resources to continue to meet the demand. The Lethbridge Advisory Council has been instrumental in engaging the Chamber of Commerce in support of the University's position that new post-secondary seats should be made available across the existing institutions in Alberta. I must acknowledge the strong support of the Chamber Board, Mayor Bob Tarleck and our local MLAs.

Karen MacKenzie, our Edmonton campus director, is working toward establishing an Edmonton Advisory Council, and we are working with the U of L's Office of Alumni Relations to lay the groundwork for an Edmonton Alumni Chapter. Please let Karen (karen.mackenzie@uleth.ca) or Marilyn Hawryluk (hawryluk@uleth.ca) know if you are interested in connecting with Edmonton business leaders and alumni.

The U of L's Office of University Advancement continues to seek donations for a new academic building that will house the Faculty of Management and the School of Health Sciences, and many friends have added their commitment of financial support to help realize this dream. We anticipate additional good news in the future. In fact, this issue is full of good news on student and alumni accomplishments, faculty research and research funding. Enjoy!

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Special thanks to Dr. Peter Burnett, Ross Caffyn (BMgt '98), Lorne Niven and Ken Segboer (BMgt '90) for their contributions to the Lethbridge Advisory Council.

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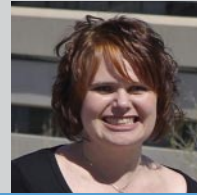
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Sue Wadland
Royal Host Hotel & Resort Management

Krista Weir (BMgt '97)
The Enterprise Development Group Inc.

Special thanks to Scott Althen (BMgt '93), Reg Hill (BSc '88), Maury Marks (BMgt '88), Kim Moody (BMgt '92), Scott Orban (BA '90) and Kirk Weich (BMgt '89) for their contributions to the Calgary Advisory Council.

NEW APPOINTMENTS



Mary Runté

HRM and Organizational Studies



(l-r) The Faculty of Management's newest appointments are Mary Runté, Dr. Tanya Drollinger, Craig Milner and Karen MacKenzie.

After teaching in the Faculty of Management for five years, Mary Runté is a newly minted professor who is on the home stretch of completing her doctorate at St. Mary's University.

Runté, originally from the Edmonton area, has a background in psychology and worked as a counsellor in the non-profit realm for 15 years. As she moved up the ladder, she recognized the need for managerial skills. She went on to complete a master of business administration at York University and then began working as a consultant.

As a consultant, Runté taught group skills and counselling and discovered her passion for teaching.

"Teaching was always a joy, and to turn that into a full-time vocation was ideal," says Runté.

Now as she completes her dissertation, Runté is drawing on her previous experiences and is analysing work-family conflict.

"I'm now trying to give voice in my research to the marginalized voices I heard when I was a counsellor," says Runté.

In 2003, the Faculty of Management revised its curriculum and introduced a new course, Managing Responsibly in a Global Environment. Runté was part of the team that developed and piloted this new core course.



Dr. Tanya Drollinger
Marketing

Dr. Tanya Drollinger joined the Faculty last summer and has since found collegial faculty, eager students and a city to call home.

“I like Lethbridge’s setting, and it’s very family-friendly,” says Drollinger.

Prior to coming to the U of L, Drollinger taught at Purdue University in Indiana while she completed her doctorate in consumer behaviour – a field that encompasses marketing, communications and social psychology.

Now as a professor in the Faculty’s Centre for Socially Responsible Marketing, she finds the Centre’s focus meshes well with consumer behaviour. She teaches marketing and sales management and continues to expand her research interests.

“I’m a person with varied interests when it comes to research,” says Drollinger. She studied charitable giving and donor motivations in her dissertation work, and she has examined the interaction of advertising and social comparison. She also has an interest in interpersonal communication and sales.

“I’m going to continue to examine charitable behaviour and, more specifically, the donation-decision process,” says Drollinger. “One other stream I have become interested in recently is cross-cultural research.”



Craig Milner
HRM and Organizational
Studies, Mentors Program

Craig Milner is a lecturer in managerial skill development, coordinator of the Mentors program, an independent consultant and owner of Lethbridge’s East Side Mario’s. He brings zeal to all his workplaces.

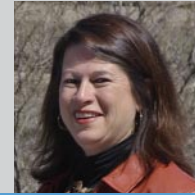
“I absolutely love what I do,” says Milner. “I feel really lucky; this is what I was meant to do.”

He has the best of both worlds – teaching the concepts to students in the academic world and putting them into practice in the business world.

Milner has accepted a continuing position with the Faculty of Management and has a special interest in creating high-performance teams.

As coordinator of the Mentors program, he helps students connect with mentors in the business community.

Milner was raised in Ontario. He earned a bachelor of science in industrial administration from Kettering University in Michigan and a master of business administration at the Richard Ivey School of Business at the University of Western Ontario.



Karen MacKenzie
Edmonton Campus

Karen MacKenzie sees a wealth of opportunities ahead for the U of L’s Edmonton campus.

“I’m looking forward to each and every day because there’s so much potential and there are so many possibilities,” says MacKenzie, who became the campus’s new director last August.

MacKenzie has an undergraduate degree in chemistry from Saint Mary’s University and a master of business administration from Dalhousie University. She also brings years of experience in education and consulting to the job. She spent 10 years as the Management Studies program Chair at Grant MacEwan College. Her consulting work has taken her to Europe, the United States and Africa.

MacKenzie still does consulting work, most of which is for Aboriginal development projects. Being of Cree-Metis heritage, she has a special interest in Aboriginal leadership and development work.

Given the interest in post-secondary education, enrolment at the Edmonton campus is expected to double in the next two to five years. MacKenzie’s key priorities are establishing a Faculty of Management Advisory Council, Mentors program and First Nations governance major in Edmonton.

AN OUNCE OF PREVENTION

The adage that an ounce of prevention is worth a pound of cure is more than a piece of folk wisdom.

Dr. Angela Downey (BMgt '89), accounting professor and co-director of the Centre for Health Management Research, has proof in hand with the results of a research study done for the Registered Nurses Association of Ontario (RNAO).

Downey was a principal investigator in the project that examined the costs of implementing medical care best practice guidelines in Ontario. The RNAO and the Ontario Ministry of Health and Long-Term Care funded the study.

“I played the role of health economist and tried to determine, from an economic point of view, what impact the implementation of the new practice guidelines would have on the institution and the health-care system.”

Researchers chose three of 22 best practice guidelines implemented in Ontario. Cost models were built for three of the guidelines. The most complete analysis was undertaken for pressure ulcers because the guideline had been in place long enough to ensure adequate data for analysis.

“We found out, because the guideline is preventative in nature, that it is cheaper to prevent pressure ulcers from occurring in the first place than to treat the condition after ulcers have occurred,” says Downey.

In high-risk patients like the elderly, stage one pressure ulcers, marked by discoloured and broken skin, can easily and quickly progress to stage three and four pressure ulcers – open to the bone.

Currently, the Ontario government subsidizes the use of a dynamic bed and seating surface only when ulcers have reached the latter stages. The specialized beds are



Dr. Angela Downey

expensive but reduce pressure so bedsores don't develop.

Costs of treating stage three and four pressure ulcers include drugs like antibiotics, surgery and six to 18 months of extensive care.

Despite the expense, Downey's results show that using a dynamic bed early in the care of at-risk patients saves enormous resources for the health-care system.

“We found the government of Ontario would save \$6 million every 18 months just for this treatment. Prevention is well worth its pound of cure in that case,” says Downey. “It's important we combine best

practices with an understanding of the economic impact because our health-care systems are in a cost crisis. Preventing conditions and diseases wherever possible will likely make more economical sense than treating conditions and diseases after they occur.”

AUSTRALIA: A HISTORY OF THE FUTURE

“Human beings carry their futures within themselves,” says Dr. Hiroshi (Tanaka) Shimazaki.

He points out that “taken as a whole, human history can be considered in terms of the evolutionary nature of humankind’s advancement. Whether the future is understood as a vision of better things to come, or whether it is seen as an extrapolation of past and present tendencies, there would seem to be no doubt that to strive for a better tomorrow has been a catalyst of human progress. Although our future-oriented behaviour has brought apparent advancement, progress has historically extracted a price.”

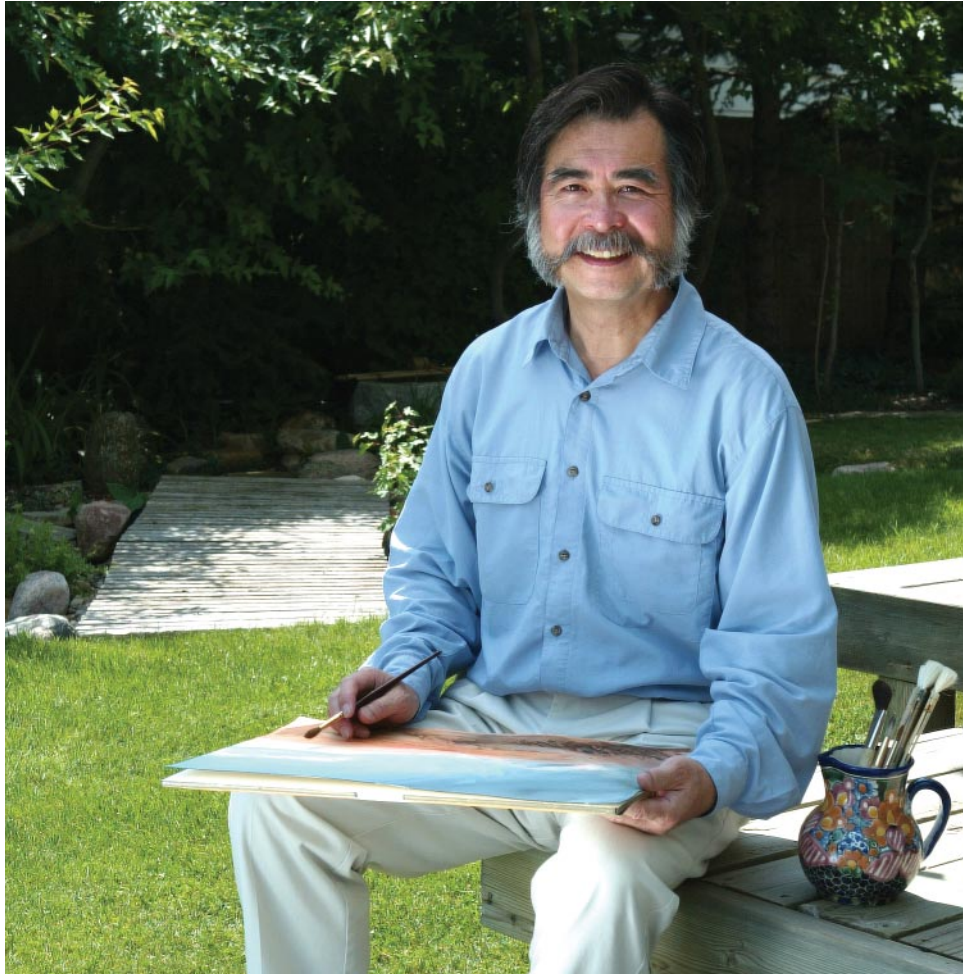
“Human beings carry their futures within themselves.”

It is this theme that Shimazaki explores in his latest book, *Australia: Mirai eno Rekishi* (Australia: A History of the Future) published in December 2004.

Shimazaki, a long-time professor in the Faculty of Management, visited Australia three times between 1998 and 2001 and spent a total of 12 months there. He visited universities, museums and libraries; conducted interviews and trekked across the country observing the interactions of people and land.

Shimazaki considers humanity’s future-oriented nature to be a source of the vitality of “culture,” which he defines as the totality of societal creativity. The book’s subtitle, *A History of the Future*, reflects the perspective he employed not only for this book, but also for books he wrote earlier on Canada and Central America.

In his Australian book, he explores the way of life of the Aborigines as it reflected



Dr. Hiroshi Shimazaki

their creativity and their ability to utilize natural resources.

“The European discovery of Australia followed by the British establishment of a penal colony heralded the beginning of dramatic change,” explains Shimazaki. “The transition to a modern state with urban centres has permanently altered life for the Aboriginal people.”

Shimazaki’s book talks about how various stakeholders managed to coordinate the way in which the conflicting views and visions were compromised, synthesized and integrated to build a nation for tomorrow. Shimazaki reveals the Australians’ efforts to build a better tomorrow. At the

same time, he exposes cultural and regional conflicts and the emergence of environmental problems on the Australian continent.

“Perhaps the world is smaller than humankind’s imagination. Earth is finite, her resources are limited and her ecosystems can only handle so much. We are living in an environment where it is impossible to satisfy everyone’s wants, desires, dreams and intentions,” says Shimazaki. “Just as man’s vision has shaped his world over time, so will it continue to hold the key to global prosperity.”

USING SOCIAL MARKETING TO PREVENT Fetal Alcohol Spectrum Disorder

If an advertising campaign was all it took, no one would smoke, drink and drive, or consume alcohol during pregnancy.

“Just say no communication campaigns have their place,” says Dr. Sameer Deshpande. “But they’re only one component of what it takes to change behaviour in a society.”

Deshpande, a faculty member and the current director of the Centre for Socially Responsible Marketing, brought that perspective to the table as part of a multidisciplinary team that recently reviewed the literature on fetal alcohol spectrum disorder (FASD) for the Alberta Centre for Child, Family and Community Research. Researchers from the U of L’s Faculties of Management and Education, School of Health Sciences and University Library, along with representatives from the First Steps for Healthy Babies program and the Chinook Health Region, took the results of more than 1,000 academic and practitioner studies and reports and compiled them into a state of the evidence document on FASD prevention.

FASD is entirely preventable and irreversible. It manifests with a wide range of physical, emotional and intellectual consequences. Due to the lack of consensus and knowledge regarding alcohol consumption and resultant prenatal and postnatal alcohol effects, the best course of prevention is abstinence.

So far, promoting abstinence in mainstream media ads has been the focus of communication campaigns. Unfortunately, that method won’t be effective with everyone, and that’s where social marketing can play a role. “According to my review, social marketing has not been used for FASD prevention,” says Deshpande.



Dr. Sameer Deshpande

Social marketing is the use of commercial marketing techniques in an attempt to solve a social problem, or as Deshpande puts it, selling brotherhood like soap. As a social marketer, he delves into social problems by going to the level of the individual.

“We try to understand, like any good marketer, why they’re doing what they’re doing,” says Deshpande. “Behaviour is the primary focus.”

A social-marketing approach divides the target population into homogeneous subgroups so effective marketing solutions can be designed for each segment. Particularly, social marketing attempts to provide attractive alternatives to problem behaviour at a desirable price and convenience. It promotes the alternatives by using

persuasive methods instead of focusing only on stopping an undesirable behaviour.

Deshpande says in some jurisdictions the abstinence message targeting pregnant women has been backed up with legal measures such as requiring warning labels on bottles of alcohol. However, those initiatives alone likely won’t dissuade heavy drinkers. Community-based programs that offer intervention and counselling have shown better results.

“My conclusion is there is this huge population of light and social drinkers who could be targeted through social marketing campaigns,” says Deshpande.

RBC

Financial Group Invests in IME

“We think it’s important to partner with the most progressive and leading institutions in the country to create lasting change locally and nationally.”

Robin Hood, Alberta South Market Leader – RBC Financial Group.



(l-r): Shaun Haney (BMgt '02), IME alumnus; Robin Hood, Alberta South Market Leader – RBC Financial Group; Dr. Bill Cade, U of L President; Shannon Johnson, 2004-2005 IME student

This year, RBC Financial Group invested \$230,000 in the Faculty of Management’s Integrated Management Experience (IME) program through its charitable foundation.

“We think it’s important to partner with the most progressive and leading institutions in the country to create lasting change locally and nationally,” says Robin Hood, Alberta South Market Leader – RBC Financial Group. “The University of Lethbridge is one of these institutions – serving as an economic and cultural

pillar in southern Alberta for nearly 40 years. We are thrilled to partner with the U of L on the innovative IME program.”

The funds will be used to support a planned program expansion for IME. “When our students succeed, the employers who choose those students succeed. This significant contribution is evidence of RBC Financial Group’s faith in our students and programming,” says Dr. Toni Nelson, Acting Dean, Faculty of Management.

The IME program is the hallmark of the Faculty of Management’s curriculum. The leading-edge program integrates across traditional function areas and presents a strategically coordinated course of study that is enhanced with real-life situations. The program is the only one of its kind at an undergraduate level in Canada.

Art Batty

SCHOLARSHIP FUNDRAISING DINNER

“I have never had such an honour. I didn’t realize the extent of support I have – never has so much been owed by me to so many.”



Photo by De Jourdan's Photo-graphics Ltd.

Art Batty was honoured at the 18th Annual Faculty of Management Scholarship Fundraising Dinner for his contributions to the community, province and country.

During a tribute to Batty at the Scholarship Dinner, Dr. Martin Oordt said, “Life dealt Art a deck of cards, and he has played them to the best of his ability.”

Dr. David Townsend continued with, “Art has flown a course in life that has had its share of dogfights, scrambles, gambles and pure exhilaration. He has soared with the eagles and lived a life that many can only dream about.”

Batty’s energy, imagination and love for family and life have distinguished him as a community leader. Batty served in the Royal Canadian Air Force from 1941 to 1945. He then went on to establish a suc-

cessful career in the construction business and as a pilot. Batty Construction built more than 1,100 homes in southern Alberta and Lethbridge’s first shopping mall. Later in his career, Batty played a key role in building museums in cities throughout North America.

Batty has also built a sense of community through his numerous volunteer involvements.

His friendships and commitments are strong, and many people have benefited from his mentorship and support.

When Batty took to the podium, he remembered his years abroad during the

Second World War, those who didn’t return home and starting life as a young businessman. He thanked friends for their support and encouraged students to finish their courses and work hard. “The school of hard knocks is a tough ladder to climb,” he said.

Batty praised his wife, Sonja, for her love and support. He said to more than 300 guests, “I have never had such an honour. I didn’t realize the extent of support I have – never has so much been owed by me to so many.”

ART BATTY SCHOLARSHIP FUNDRAISING DINNER



(l-r) Sonja Batty; Marilyn Hawryluk, coordinator of alumni/external relations; Art Batty; Shanin Quashie, Batty's granddaughter; and Marcia Sizemore, Batty's daughter



(l-r) U of L alumni Leanne Bectold (BMgt '98), Dan Laplante (BMgt '88) and Cindy LaValley (BMgt '95)



(l-r) U of L Chancellor Shirley DeBow, Art Batty and Gerald DeBow



(l-r) Elsa Cade and Lethbridge Mayor Bob Tarleck

Through the support of the community, the Faculty of Management has established the Art Batty Scholarship Fund to be awarded to a third-year Management student.

For complete biographical information on Batty, visit
<http://www.uleth.ca/man/community/dinners/past/2005.shtml>.



Community Service Award

"Dr. Lori Kopp is certainly worthy of this award."

Gillian Nish, Advisory Council vice-chair

(l-r) Gillian Nish, Advisory Council vice-chair, and Dr. Lori Kopp, the recipient of the 2005 Advisory Council's Distinguished Community Service Award

In addition to full-time professorial duties, Dr. Lori Kopp gives her time freely to the University and numerous community organizations.

For her dedication, Kopp received the Advisory Council's Distinguished Community Service Award at the Faculty of Management Scholarship Fundraising Dinner this spring.

"It's quite an honour to be recognized by the Advisory Council for my service to the Lethbridge community and the University," says Kopp.

She volunteers her time at various walks for charities, annual runs and at the Lethbridge Children's Festival – just to name a few. In the Faculty, Kopp serves on various committees and supports functions for students. She has also fundraised for youth groups such as Sea Cadets, Big Brothers and Big Sisters, and Scouts Canada.

"I try to be there where they need help, and I try to do that using a variety of activities," says Kopp.



MSS Teacher of the Year Award

"Dr. Boudreau is one of those leaders who pushes students to new heights. Leaders grow from those who lead."

Leigh Ann Somers, management student

(l-r) Leigh Ann Somers, incoming MSS president, and Dr. Bob Boudreau, the recipient of the 2005 Management Students' Society (MSS) Teacher of the Year Award

Dr. Bob Boudreau is this year's recipient of the Management Students' Society (MSS) Teacher of the Year Award, which was awarded at the Faculty of Management Scholarship Fundraising Dinner.

"I am especially honoured to receive an award from our management students," says Boudreau.

Leigh Ann Somers, incoming MSS president, says management students voted for their professor of choice from among more than 40 nominations – an amount that doesn't surprise Boudreau.

"We have a very good teaching cadre in our Faculty," says Boudreau. "There are a lot of other folks who are just as deserving."

Students describe Boudreau as a motivational, insightful and devoted teacher who "makes you want to learn."

"I like to create an atmosphere that's fun in terms of learning," says Boudreau. "I encourage students to take risks, think critically and defend their positions in a supportive classroom culture."

Bowd Receives Prize for Doctoral Thesis

Dr. Les Bowd won third prize in the European Doctoral Programmes Association in Management and Business Administration's Annual Competition for Doctoral Thesis. The competition was open to graduates from doctoral programs that were completed in 2003 who were registered at any of the 60-plus business schools that are EDAMBA members. Bowd teaches trade policy and strategic management at the U of L's Calgary campus. His thesis – *The Strategic Roles of Middle Managers, Collaborative Relationships Between Top Management and the Middle, and the Impact of These Roles and Relationships on Organization Performance* – was completed at Henley Management College at Brunel University in the U.K.

Research Project on Corporate Volunteerism Programs Receives Grant

Dr. Debra Basil and Mary Runté are the recipients of a \$50,222 grant from Imagine Canada for their research project, *Corporate Volunteerism Programs: An Impact Assessment*. The project, which will run from May 2005 through April 2006, will involve a nationwide telephone survey of Canadian companies to assess the existence and nature of employee volunteerism programs. The research will also include a survey of employees and in-depth interviews to assess the impact volunteerism programs have had on their total volunteer hours and the organizations they serve.

Students Win Case Study Competition



In March, a group of students from the Faculty's Integrated Management Experience (IME) program won the annual KPMG Case Competition for the fourth year in a row. Ryan Nix, Amy Roy and Adam Runquist were on the winning team. Fifty-nine teams entered this year's competition.

(l-r) Dan Kazakoff, director of Theory Into Practice programs; Ryan Deacon-Rogers (BMgt '04), KPMG Case Competition advisor (Watkinson, Hanhart, Duda Dorchak LLP); IME students Adam Runquist, Amy Roy and Ryan Nix; Stephen Graham, KPMG Case Competition advisor (EFG Solutions); and Mark DeBlois (BMgt '86) (KPMG LLP)

2005 Grant Thornton LLP Western Canadian Universities Case Competition

Students from eight western universities came together at the 2005 Grant Thornton LLP Western Canadian Universities Case Competition. This year's U of L team consisted of Rupert May from Grant Thornton LLP, management students Margo Seagrave and Kristen Walper, and coach Dr. Angela Downey.

"Although they were not the winners of the competition this year, our students did a great job of representing the Faculty of Management," says Downey. "Both future accountants agreed that it was an amazing experience that allowed them to put their skills to work in a real business situation."

(l-r) Rupert May (Grant Thornton LLP); management students Margo Seagrave and Kristen Walper; and coach Dr. Angela Downey



Student Wins \$3,000 Scholarship

Natalie Robinson, an international management student at the U of L, is one of 200 Canadian post-secondary students to receive a 2004-2005 World Petroleum Congresses Millennium Scholarship valued at \$3,000.

Edmonton Campus Student is an eAwards Finalist

In January 2005, Edmonton campus student Brandi Giduk was a finalist at the eighth annual eAwards gala, which is Canada's only province-wide employee recognition program. When she's not studying, Giduk is the human resources coordinator at Edmonton's Ramada Hotel & Conference Centre.

Students "Manage" Well in Competition

In January, seven students and Dan Kazakoff, director of Theory Into Practice programs, were at Queen's University for the finals of the Inter-Collegiate Business Competition (ICBC). Thirty-one international universities competed in the preliminary round to earn the right to go to the finals. Trevor Broadhead, Ryan Nix and Adam Runquist formed the business policy team, while the ethics team included Sean McCracken and Amy Roy. The management information systems team included Chelsey Samborski and Jesse Varner. The U of L teams finished second in ethics, fourth in MIS, fourth in business policy and won the ICBC 2005 Chairperson's Award, which is given to the team that best embodies the spirit of ICBC.

A HURRICANE OF HELP FOR SENIORS



Photo courtesy of the Lethbridge Herald Photo by: Ian Martens

IME students Sheena McDonald and Dan Smith face off as Dawna Coslovi, CEO Green Acres Foundation, and Twister, Lethbridge Hurricane's mascot, get set to drop the puck during the launch of this year's IME project at the Enmax Centre.

This year's Integrated Management Experience (IME) project faced off at a Lethbridge Hurricanes game in March. IME students were there to cheer on the team and raise funds for the Green Acres Foundation through a co-operative program with the Lethbridge Hurricanes.

Through the sale of value-priced ticket packages and other efforts, the IME group raised more than \$2,000 to support a special project for the Green Acres Foundation, which is a Lethbridge-based non-profit organization that provides high-quality affordable housing and services for seniors in Lethbridge and southern Alberta.

"The Lethbridge Hurricanes organization has been tremendously supportive of

"This is a great example of how a younger generation is working to help an older generation."

our efforts to raise funds for the Green Acres Foundation," says Andrea Jackson, IME group spokesperson. "The funds we generated from this event will provide the Foundation's nearly 900 residents with 'extra' items that would not otherwise be possible to purchase."

Green Acres Foundation CEO Dawna Coslovi says the funds will be used to purchase audiovisual equipment to enable some hard-of-hearing residents to better

experience movies and television in their facilities. "This is a great example of how a younger generation is working to help an older generation. We are extremely pleased to have been involved in this project," says Coslovi.

To date, IME students have raised more than \$85,000 through the implementation of community project plans. In past years, profits have gone to Economic Development Lethbridge, the Lethbridge Chamber of Commerce Scholarship, the Lethbridge Regional Hospital, the Lethbridge Symphony Association and the Southern Alberta Art Gallery.

SIBLING SUCCESS

It must be in the genes. Siblings **Kari Speaker Smith (BMgt '89)** and **Mark Speaker (BMgt '94)** share an alma mater, management degrees and a love of the business world that has launched them into separate successful careers.

Nine hours south in Calgary, her brother Mark is making waves in the technology sector as the chief technology officer at Ideaca, which is a Canadian-based professional services firm that provides Enterprise Software Solutions to clients.

It was his first experience designing software – he assisted in a provincial election campaign – that ultimately influenced Speaker's career choice. "I really enjoyed seeing the impact that good software can have on people's day-to-day work," he says. His career, which includes the creation of a company with fellow U of L grad **Mark Thompson (BMgt '92)**, has taken him to Indianapolis and Dallas, and eventually returned him to Alberta. He and his wife, Maggie, now reside in Calgary where he has spent the past three years with Ideaca.

It must be in the genes.

Armed with a degree from the University of Lethbridge, Speaker Smith embarked on a career in accounting in 1989. After articling with a national firm in Edmonton, she passed the challenging industry exam in 1993 to become a chartered accountant. Twelve years and a move to Grande Prairie later, she is now a partner with Fletcher Mudryk and Co. – the first female partner in the firm's 65-year history.

Speaker Smith says her secret to success is "a balance of family, fun and work." As a mother of two children – she is married to fellow U of L grad **Jay Smith (BA '89)** – she strives to maintain and improve upon that balance not only for herself, but for all of her firm's employees. "By continuing to work at how I want my optimal practice to be, I look forward to the challenges ahead as well as the satisfaction and pride I get out of being in my chosen field," says Speaker Smith.



Among his credits, Speaker is the co-author of three books and has been featured on the cover of eWeek, which is a US-based technology magazine. "I felt lucky to be featured on the cover of eWeek, especially holding a pair of skates as a representative of Canada," he says.

Moody Receives Early Achievement Award

Faculty of Management Calgary Advisory Council member **Kim Moody (BMgt '92)** is the recipient of the Institute of Chartered Accountants of Alberta Early Achievement Award.

"Being a recipient of this award is a big honour and certainly unexpected," says Moody. "I am not in this profession to receive awards – I am in it because I enjoy the work that I do. I take pride in providing proactive solutions to my clients. It's been fun to build up a leading practice and give back to the community in many different ways."

Moody is a chartered accountant, registered trust and estate practitioner and a tax specialist practising in Calgary under the partnership of Moody Shikaze Boulet LLP Chartered Accountants. He was a member of the Calgary Advisory Council from 2002 to 2005.

Other U of L alumni to receive Institute of Chartered Accountants of Alberta - 2005 Merit Awards are:

Mark Lencucha (BASc '74)

Fellow of the Chartered Accountants

Leslie Gehrke (BMgt '80)

Distinguished Service Award

Marianne Gray (BMgt '89)

Distinguished Service Award

Hill Made Partner

Richard Hill (BMgt '90) has recently been made partner at Watkinson, Hanhart, Duda and Dorchak LLP in Lethbridge.

Williams Inducted to the Alumni Honour Society

Management alumnus and Director of the U of L's Calgary campus **Lorne Williams (BMgt '98)** is one of six individuals to be inducted to the U of L Alumni Honour Society this spring.

Rivett Named ACAC Women's Hockey Coach of the Year

Scott Rivett (BMgt '02) was named the Alberta Colleges Athletic Conference (ACAC) Women's Hockey Coach of the Year. He is currently the head coach of the SAIT Trojans Women's Hockey team in Calgary, AB.

INTERNATIONAL PROGRAMS ENRICH EDUCATION



The Faculty of Management has long been committed to enriching education with international experiences.



The Faculty's international management major is now the fastest growing major in terms of student enrolment. Since its inception in 1993, the major has grown from 36 students to 209 students in 2005.

In addition to taking four semesters of language instruction in French, Spanish, German or Japanese, students who major in international management are also required to spend one semester abroad on international exchange.

"Going on exchange is an amazing opportunity for students to learn and broaden their horizons," says Andrea Amelinckx, director of International Programs.

The Faculty currently has exchange agreements with 15 institutions in 13 countries in Asia, Europe and Latin America, and it is currently looking to expand to Namibia, Turkey, Ecuador and a second exchange partner in Japan.

"In any given academic year, we'll send about 90 students abroad and receive about the same number," says Amelinckx.

Students coming to the Faculty of Management on exchange are treated to southern Alberta hospitality. The International Programs office makes the visiting students feel at home by finding them housing and providing a buddy system and a friendship family to give them a taste of Canadian culture.

Visiting students are also required to take the Canadian Culture and Management

course where they learn about the diversity of Canadian culture and business practices, and aspects of Canadian history, politics and society. The course also includes going on trips to the mountains, attending hockey games, learning to curl and visiting a Hutterite colony, local businesses and museums.

Faculty members also have opportunities to participate in international exchanges. The faculty exchange program allows professors to spend two weeks to a month as a guest lecturer at a partner institution and for faculty from abroad to do the same here. Dr. Intan Osman of the Universiti Sains Malaysia will arrive for her third visit this summer.

"My two visits at the U of L have been pleasant and refreshing," says Osman. "I appreciate teaching undergraduates and sharing Malaysian and Asian cases with them."

In addition to international exchanges, students can also gain work experience abroad in the Malaysia Work-Study program. The six-week program includes an academic seminar and full-time unpaid work at a Malaysian company.

"It's the only program of its kind at a Canadian university," says Amelinckx.

Through its international programs, the Faculty of Management indeed enriches education on campus and abroad.





POSTCARDS FROM ABROAD:

special feature on international alumni

Management alumni Anik Tremblay (BMgt '04), Daniel Lynn (BMgt '85), Karen Wauters (BMgt '83), Boyd Mulvey (BMgt '88) and Scott Gillespie (BMgt '94) have gone far – they have established international careers.

This spring, they reconnected with the Faculty of Management and shared their experiences and postcards from abroad.

GLOBAL LEARNER

"You can study for years, but it is with the international experience that you will really learn."



Anik Tremblay (BMgt '04) in Guayaquil, Ecuador.
Photo by Ricardo Bohorquez

Tremblay's love of language – she moved from Quebec to Alberta to learn English and to Chile to learn Spanish – has fuelled her passion for travel.

Some days **Anik Tremblay (BMgt '04)** misses home. The Quebec City native, turned western Canadian snowboard bum, has spent the past year living and working in Guayaquil, Ecuador. “I love the food, the friendliness and warmth of the people, the salsa music and the sun,” says Tremblay. But on the days when there is “no place like home,” Tremblay looks for a local cure. “A friend will take me to a salsa concert, or to eat fresh crab in a small local restaurant, or to spend the weekend on the beach, and I will remember why I really like it here,” she says.

Tremblay is no stranger to life outside of Canada. Ecuador is her third international address in as many years. In the spring of 2002, while studying at the University of Lethbridge, she travelled to Asia as part of the Malaysia Work-Study program. She also took part in a student exchange program through the Universidad Catolica de Valparaiso in Chile the following summer. “After living in Chile for a year, I wasn't ready to go back to Canada. I wanted to stay in South America,” says Tremblay.

Her wish was granted through an internship opportunity in Guayaquil,

Ecuador, sponsored by International Trade Canada. For six months, Tremblay worked as the marketing assistant for Cardinal, which is a tourism consulting company in the area. Her internship ended in December and by January she had started a new position as the marketing director of Corporación Boulevard South America. “Having graduated in international management, it is totally something I was hoping for when I was a student,” she says.

Corporación Boulevard is located in Guayaquil and manages a variety of tourist destinations, including bingo and gaming rooms, adventure simulators, a beachfront hotel, travel agency and casino. Tremblay manages the promotion and marketing of each of these products. “Marketing is all about creativity and new ideas,” she says. “Coming from another country, I also come with different ideas and a new vision of things. I think that is what is helping me out here.”

Tremblay's love of language – she moved from Quebec to Alberta in 1998 to learn English and to Chile to learn Spanish – has fuelled her passion for travel. But no matter the destination, her travel highlight has always been the same. “The best part is

the people I've met and how they have helped me discover new things about their country that I would never have known as just a tourist,” says Tremblay.

In Ecuador, it seems, there is much to be discovered. For Tremblay, the tiny but diverse country is an adventurer's paradise – beautiful beaches on the Pacific coast for surfing and scuba diving; the Andes Mountains for hiking or horseback riding; the Amazonian jungle teeming with wild animals and shamans; and the famous Galapagos Islands. “It's like four worlds in one country,” explains Tremblay.

Tremblay plans to stay in Ecuador long enough to explore the rest of the country as well as several other South American destinations, including Brazil. She is already taking Portuguese classes in preparation. Eventually, she hopes to enter the Canadian Foreign Service and represent Canada abroad.

“You can study for years, but it is with the international experience that you will really learn,” says Tremblay.

THE ART OF PUBLISHING



Daniel Lynn (BMgt '85) could write the book on publishing.

(l-r) **Daniel (BMgt '85)** and **Beryl Lynn (BMgt '87)** with their children Gabriel and Chloe.
Photo submitted by Daniel Lynn

Daniel Lynn (BMgt '85) could write the book on publishing. The Hong Kong native has more than 16 years of experience in the newspaper and magazine industry. He is currently the CEO of South Asia Publications Holding Limited (SAP), which is one of the largest and most reputable newspaper and magazine distributors in Southeast Asia. SAP circulates more than 100 major newspapers and magazine titles to more than 10,000 subscribers throughout the region.

"Publishing and publishing services is quite a small industry. Basically it is not difficult to check one's credibility, thus you need to have a good reputation," says

Lynn. Since graduating in 1986, he has steadily grown his reputation by working as the circulation director for Asiaweek and Time magazine and later as the assistant general manager of China Times Weekly.

"I am very glad that I had the chance to receive my university education at the U of L. This gave me self-confidence and basic know-how for my career," says Lynn. I climbed up the corporate ladder quite fast."

In addition to his work in publishing, he is now entering the field of mail logistics with his newly established company DM Logistics Limited. "Post offices are now corporatist and privatized so they

are looking for better services at better cost," says Lynn.

Instead of sending international mail using the standard Universal Postal Union preset rate, post offices can now receive improved service at a lower cost through Lynn's company.

"To a certain point, I decided to go out on my own. I am glad that I can take the challenge and be responsible for my family and myself. It is rewarding," says Lynn. His family includes two children and his wife, Chau Ching Man (Beryl), who also graduated with a bachelor of management degree from the University of Lethbridge in 1987.



“I’m a strong believer in an open-door policy, teamwork and open communication.”

From Lethbridge to **Luxembourg**

Karen Wauters (BMgt '83) in Luxembourg.
Photo submitted by Karen Wauters

Karen Wauters (BMgt '83) grew up on a mixed farm near Lethbridge. As a student in the close-knit Faculty of Management, she never expected to work in international finance in a country small enough to fit inside the County of Lethbridge.

“I never imagined I would live abroad,” says Wauters. “One of my fellow articling students at Thorne Riddell said I would never leave, and I probably would have been the first to confirm that.”

But destiny came knocking after she obtained her CA designation in 1986. “I was offered the opportunity to participate in an exchange program that gathered members of the firm from around the world for a one-year work experience in our London office,” says Wauters. “It was much more than a work experience.”

Not ready to return to Canada after a year, Wauters applied for an internally advertised position in Luxembourg. For her, it was an opportunity to work with a small team and learn French, which is one of Luxembourg’s three official languages along with Luxembourgish and German. Luxembourg worked its charm on Wauters, and years later she is still there.

Wauters is now a partner in the tax service of Ernst & Young. She is in charge of corporate advisory services and acts as a bridge between North American clients and the legal and business framework of Luxembourg. Her days are jam-packed and include managing a multidisciplinary team of 35 people, attending management meetings and dealing with issues such as anti-money laundering and human resources.

“A lot of people say they should install a ticket system outside of my door to manage all the visitors,” says Wauters. “I’m a strong believer in an open-door policy, teamwork and open communication.”

When Wauters moved to Luxembourg in 1989, she took up curling as a way to meet people. Although not many people leave Canada and learn to curl in Europe, Wauters went on to become a member of the Luxembourg National Curling Team for five years.

With the demands of her career and young family, however, Wauters no longer has time for curling. She and her partner, Thomas, are parents to four young children who look forward to their trips to Canada. “My children think they haven’t really arrived in Canada until they’re at their grandparents’ farm,” says Wauters.

Cambridge

CREATION

In Cambridge, England – the heartland of technology in the United Kingdom – **Boyd Mulvey (BMgt '88)** is making big business out of small businesses. As the CEO of CREATE, a venture capital company he co-founded, Mulvey helps to source potential investee companies, chairs the investment committees and markets CREATE and its fund internationally. CREATE invests in early-stage technology and other small companies in the Cambridge area through its \$20 million CREATE East of England fund.

“I enjoy looking at new technology and getting excited by the possibilities,” says Mulvey. One possibility, now under review, involves a new screening technology that could screen for all known types of cancer at the initial cell stage before tumours develop. “Apart from the financial implications, it may have the ability to save countless lives,” says Mulvey.

Medical devices are just one of the many technologies that have received investments and assistance from CREATE over the past five years. Everything from biotech and software to mobile and telecom technology are potential investees, not to mention a handful of low-tech companies. Over the past year, the company has made seven investments, and it is currently involved in three more. “It has been extremely hard work, but I am proud that CREATE is alive and prospering five years later,” says Mulvey.



Boyd Mulvey (BMgt '88) in London's Financial District.
Photo submitted by Boyd Mulvey

In his pre-CREATE years, Mulvey worked as an investment banker with Credit Suisse Financial Products and the Union Bank of Switzerland, where he helped to make multimillionaires out of many business clients. Tired of moving from deal to deal and eager to share in the upside of his investments, Mulvey recognized an opportunity.

“I saw that as most venture capital companies in Europe were moving to larger and larger deals, there was a gap at the early stage investment level. I set out to try and create a solution,” says Mulvey. Hence the company name – CREATE. He also wanted to stay involved with small companies beyond simply the investment level. “Once we have invested in a company, we help it to try and grow and advise it along the way,” he says. Mulvey also aspires to grow the financial potential of his own company by raising another larger investment fund.

For someone who set out on a six-month backpacking trip after graduation, Mulvey has certainly extended his itinerary. Not only did he find his niche in the UK financial industry, he also found love. Mulvey and his English wife, Jane, have two children and are currently renovating a home in the east of England.

Reflections

Scott Gillespie (BMgt '94) reflects on his exchange to Japan and how the experience shaped his life and career.

Photo and story submitted by Scott Gillespie



(l-r) Kana, Scott and Tye Gillespie at their home in Hokkaido, Japan, in 2002.

...After one year in Japan, I felt that my interest and understanding was just beginning, and I knew that I would need to stay longer...

As I reflect on my time at the U of L, I am very happy with the experience and learning that I took away. Certainly, key among that learning was the exposure to a new culture that I was afforded through the Hokkai Gakuen exchange.

I would like to say that I had always been fascinated by the mystical culture of Japan, but in reality, I joined the program on a whim and was completely unprepared for the impact that it would have on my life. Not only was I exposed to a completely different culture and lifestyle, but I also came to see my own culture in a new light by being forced to explain Canada to the people I met.

The experience of the trip – the sights and sounds of Japan – are unique for each person and not easily explained. The common bond that I shared with others on the trip stems partially from the beer and stories, and partially from knowing the unique and deeply personal impact that the exchange had on each of us.

When I returned from the Hokkai Gakuen exchange I was certain that I would no longer be happy living a life that was only filled with the experiences of one culture. I was certain that I would return to Japan. Plus, I had developed a very special bond with my host family that made my connection to Japan even stronger.

I graduated from the U of L in the spring of 1994 and found a job in Japan as

an English teacher six months later. After one year in Japan, I felt that my interest and understanding was just beginning, and I knew that I would need to stay longer.

I was in Japan for seven years, and there is no way to explain what those years have meant to me. I met my wife in Japan – she is a Japanese English teacher – and we have the world's cutest two-year-old son named Tye. My host family in Kitami was one of the first to visit after my son was born, and I still consider them to be my Japanese family.

I can't imagine that an alternative path ever existed for me, which makes it all the more astounding when I think that it began with the Hokkai Gakuen exchange.

Gillespie has just completed an MBA at the University of Victoria specializing in sustainable entrepreneurship. He has started Bell Tree Advisory Services, which is a company that works with progressive companies to develop and implement sustainable triple bottom line focused HR strategies.

CONFERENCES

From Cure to Prevention: Bringing Together the Partners for Change

The Centre for Health Management Research will present From Cure to Prevention: Bringing Together the Partners for Change from September 29 to October 1, 2005, at the Banff Centre.

This conference will be of interest to health-care professionals, individuals from several health-care sectors: managers, CEOs, policy makers, health-care providers, researchers, etc. The conference will be a relatively intimate conference and provide participants with an opportunity for quality interaction with researchers of primary health, health promotion and health-care policy. The conference will also provide a forum for presenting and discussing high-quality theoretical and empirical health-care research.

For more information, please contact the Centre for Health Management Research at (403) 329-5182 or e-mail health.management@uleth.ca.

ASAC Reaches New Heights

The Faculty of Management is pleased to host the 2006 Administrative Sciences Association of Canada (ASAC) conference in Banff, AB, from June 3 to 6.

ASAC is Canada's professional society for academics and researchers in the management field. The theme for the 2006 conference in Banff is Reaching New Heights/À la Conquête de Nouveaux Sommets. The theme is intended to suggest new directions or accomplishments in research and management, and it reflects the conference location in the beautiful Rocky Mountains.

It is anticipated that 700 business researchers from Canada and around the world will attend and share research findings, present competitive papers and arrange symposia in the 13 different management divisions sponsored by ASAC. It is an opportunity for researchers to share leading-edge ideas in the field of management.

More information about ASAC and ASAC 2006 can be found online at www.asac.ca and www.uleth.ca/asac/ or contact Dr. Diane Miller at (403) 380-1845 or e-mail d.miller@uleth.ca.



U of L fine arts (new media) student Erin Vernon designed the 2006 ASAC logo.

Social Marketing: Taking It to the Next Level

The Centre for Socially Responsible Marketing and the Alberta Centre for Injury Control and Research hosted a social marketing symposium, Social Marketing: Taking It to the Next Level, on June 6 and 7, 2005, in Calgary.

CMA Leadership and Innovation Speaker Series

The CMA Leadership and Innovation Speaker Series will feature Gerald W. Grandey, the president and chief executive officer of Cameco Corporation, on Wednesday, September 28, 2005, at 11:45 a.m. at the Lethbridge Lodge. For more information, call (403) 329-2168.

ALUMNI EVENTS

U of L alumni events will be held in Calgary, Lethbridge and Edmonton in 2005/2006.

Calgary: September 22, 2005, at 5 p.m.
Lethbridge: November 2, 2005, at 5 p.m.
Edmonton: May 4, 2006, at 5 p.m.

Watch the alumni web site <http://www.uleth.ca/alumni/> for updated information.

Alumni Golf Tournaments

June 25, Lethbridge
Alumni Golf Tournament
Location: Picture Butte Golf Course
For updated information, please visit www.uleth.ca/alumni.

August 12, Calgary
4th Annual Calgary Chapter
Alumni Golf Tournament
Location: Fox Hollow Golf Course
(999 - 32 Avenue NE, Calgary)
Early bird: \$95 (before June 15)
Regular: \$105
To register or for more information,
call (403) 317-2825 or
e-mail: uoflcalgaryalumni@uleth.ca.
Registration deadline is August 1.

IN MEMORY

The Faculty of Management lost dear friend William Long Time Squirrel in October 2004.

Long Time Squirrel (BA '00) was the assistant coordinator of the Faculty of Management's Business Enterprises and Self-Governing Systems of Indian, Inuit and Metis Peoples (BESS) program in the mid-1990s and a member of the Faculty's Advisory Council. He was proud to be a member of the Blood Tribe Chief and Council. He will be remembered as a role model, an advocate for young Aboriginal students and a supporter of post-secondary education.

University of
Lethbridge



Faculty of Management

Southern Alberta Scenes in **FOUR SEASONS**



By: Hiroshi Shimazaki

In support of the University of Lethbridge's campaign for a new academic building that will house the Faculty of Management and the School of Health Sciences, Dr. Hiroshi (Tanaka) Shimazaki has donated a collection of works entitled Southern Alberta Scenes in Four Seasons. The collection includes: Waterton Lake, Cardston and Chief Mountain, Manyberries, and Banff and Mount Rundle. All proceeds from the sale of these prints go directly toward the building fund.

The prints are available for \$300 each (not matted or framed). To purchase a print or for more information, please contact the Faculty of Management at (403) 329-2168.

University of
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