

# INFO BULLETIN

FALL 2015 VOLUME 17



CONNECTS YOU TO WHAT MATTERS



Gala of Excellence award recipients Greg Matthews, Anne-Marie Hubert, Greg Fougère, Geneviève Bonin and Jean Laurin



## CONNECTS YOU TO WHAT MATTERS

**What matters to you, matters to all of us at the Telfer School.**

Read the Dean's Message on page 2.

You are receiving this *Info Bulletin* by mail because we don't have an updated email address for you on file. We provide alumni news and event invitations in our eBulletin, published twice by month.

**DON'T MISS OUT:** update your contact information today on [myTelfer.ca](http://myTelfer.ca).

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Dean François Julien

## WHAT MATTERS TO YOU, MATTERS TO US

The Telfer School of Management connects you to what matters. What matters to you, matters to us. What matters to you also matters to me. Whoever you are—a current or prospective student, a member of our faculty or administrative staff, an alumnus, a business leader, or any person or organization in what I call the “Telfer community”—my prime duty as Dean is to see that our school connects you to whatever people, resources and opportunities you need to realize your ambitions. What matters to you, matters to all of us at the Telfer School.

### What matters to you, our students, matters to us

What matters to you is to learn from great professors and work with other excellent students, but also to have learning experiences that are more experiential in nature, more international in scope, more entrepreneurial in focus and that addresses issues of sustainability.

I agree. That’s why our programs are more than a collection of courses. Our school offers you a wide assortment of learning environments, cutting-edge research and experiences that enable you to explore and understand today’s business world and discover your place in it.

Our relationship with you is also dynamic. Your actions—the clubs you join, the competitions you enter, the projects you initiate—influence the learning experiences and opportunities we develop and provide you. In response to your activities and demands, we go beyond program and curriculum reviews to make sure what we offer you corresponds with what you want and need. Whether it’s more opportunities to access mentors, or more ways to hone your entrepreneurial skills and express your social conscience, or more possibilities to experience other business cultures, we’re doing all we can to help you realize your goals. More than that, we want you to keep pushing us to live up to our promise of putting you at the centre of everything we do.

### What matters to you, our professors, matters to me

Students aren’t the only ones we want to see fulfil their academic and career goals. We also want to connect you, our professors, to what matters to you: classrooms of intelligent, engaged and eager students; passionate, brilliant and curious researchers; research opportunities that produce relevant business knowledge that is influential and impactful; and access to professional networks you can use to advance your work and propel your careers.

We’re doing just that by linking you to other scholars on our campus and at our many partner schools; by developing a PhD program that will attract top students and reveal exciting research opportunities; and by appointing a vice dean whose sole focus is your career development from the moment you’re hired until the day you retire.

### What matters to you, our staff, matters to me

What matters to you, members of the administrative staff of our school, is providing excellent service to our students and supporting the work of our professors in an environment that is stimulating and pleasant, while developing your own professional skills. You and your work matter to our school and to me, as nothing we do and could hope to achieve is possible without your positive commitment to our school and the connections you help us make. That’s why I’m focused on making your experience professionally satisfying and personally meaningful, and why we value excellence in service and recognize annually your exceptional work through the Telfer Awards of Excellence.

### What matters to you, our alumni, matters to us

What matters to you, members of the Telfer community, is to have access to competent and well-prepared future employees, to have solutions to the challenges you face, and to have a positive impact on your community. We also connect with members of the Telfer community in many ways at multiple levels. The reason is simple: The alumni, top organizations and leading businesses that make up this community contribute to our success by participating in and helping us create a variety of learning experiences and opportunities for our students and faculty members.

Yet our relationship with our community isn’t a one-way street: Members of the Telfer community benefit from the connections they make with us. They form relationships with students, professors and researchers who can help them resolve business problems. They recruit graduates to fuel their growth. And they send their top people to take advantage of our executive education programs.

This symbiotic partnership exemplifies the whole idea of being connected to what matters: Our Telfer community matters to us and we matter to our community, and we both will continue looking for ways to strengthen our existing ties and make new ones for the benefit of all.

### What matters to you?

We dedicate our efforts to put you at the centre of everything we do so that you have all the means to make an impact in your own special ways.

I now turn to you: What are your ambitions? Tell me. I want to make sure the Telfer School gives you the experiences, opportunities, support and anything else you need to reach your goals—whatever they may be. I want you to be part of the success story we’re writing here at our school, your school. In fact, we can’t write it without you.

So tell me: *What matters to you?*

## CONGRATULATIONS TO FIVE OUTSTANDING ALUMNI!

Five outstanding alumni have been recognized for their contributions to the world of business, the community and their alma mater. The **Trudeau Medals**, the **Young Achiever's Award** and the **Dean's Philos Award** were presented at the 2015 Telfer School of Management Alumni Association Gala of Excellence, which was held at the Shaw Centre on October 17, 2015.

### TRUDEAU MEDALS

The Trudeau Medal is the highest honour given by the Telfer School of Management to its alumni. It recognizes leadership, initiative and contributions to the business world, the community and their alma mater. This year's recipients are:

- Greg Fougère**, MHA 1987
- Anne-Marie Hubert**, BAdm 1984
- Jean Laurin**, BAdm 1980, BCom 1981

### THE YOUNG ACHIEVER'S AWARD

The Young Achiever's award was created to honour the individuals (under 40) who have been able to achieve greatness in their lives within an exceptional period of time.

- Greg Matthews**, EMBA 2012

### THE DEAN'S PHILOS AWARD

The Dean's Philos Award recognizes individuals who have demonstrated outstanding philanthropic achievement and social commitment.

- Geneviève Bonin**, MBA 1996



### THE 21<sup>st</sup> ANNUAL TELFER SCHOLARSHIP GOLF TOURNAMENT: NETWORKING AND FUNDRAISING THAT MATTERS

Thank you to all the participants, sponsors and volunteers who joined us for the Telfer Golf Tournament on September 18, 2015.

With their help we raised over \$24,000 for the Laurie Strano Memorial MHA Scholarship Fund!

Congratulations to our winning team!  
**Stuart Whiston, Sean Mullen, Simon Whiston** and **Jay Strano** (left to right).

### AT OUR GALA OF EXCELLENCE WE ALSO CELEBRATED THE ANNIVERSARY OF THOSE WHO GRADUATED IN 1965, 1975, 1990 AND 2005.





## OUR PERFORMANCE MATTERS

We work continually to improve the connections we make with people and organizations in our city, across Canada and around the world. We use these connections to enhance the quality of our undergraduate program, graduate programs, research activity, executive education courses and programs, and other learning opportunities.

1. Telfer BCom student **Elizabeth Audette-Bourdeau** explains how a wealth of support has enabled her to reach heights she never thought possible.
2. Assistant Dean **Alain Doucet** shares why connecting with alumni is the best part of his job.
3. **Sylvie Seguin-Jak** describes her ongoing efforts to ensure all our students and professors become increasingly connected internationally.
4. **Olle Cedarberg** reveals how the Telfer MBA made it possible for him to learn deeply and seize his future—right here at home.
5. **Karen Nelson** tells how the Telfer Executive MBA opened up a world of professional possibilities beyond what she ever imagined.
6. **François Chiochio** details how his research stems from making connections with the right reason, approach and people.

In the pages ahead you will find out first-hand from our students, graduates, faculty members and executives what matters to them and how the Telfer School connects them to it. We also encourage you to visit [telfer.uOttawa.ca/annualreport2014-15](http://telfer.uOttawa.ca/annualreport2014-15) to read their full stories and discover exactly what we've done in the past year and what we'll do in the months ahead to connect you to what matters.



## CONNECTED TO SUPPORT

**Elizabeth Audette-Bourdeau** explains how a wealth of support has enabled her to reach heights she never thought possible.

Being a Telfer BCom student is like being in a great friendship. One of the wonderful things about friends is they're a reliable source of support whenever you need it—whether it's a helping hand, a soft shoulder or even a kick in the behind!

### Academic and personal support

From the very first minute of my first day of my first year on campus, Telfer BCom administrators and more senior students encouraged me—pushed me, really—to join clubs and teams. I'm thrilled they did. I've had loads of fun and gained even more confidence.

Two examples stand out: Jeux du commerce (JDC) and Happening Marketing. Not only have I competed on these squads, but I also support them behind the scenes.

First-year courses in the Telfer BCom reinforce this spirit of togetherness and support. Many of the assignments my peers and I were presented with were group projects, through which we got to know each other and connected to and learned from fellow students from a variety of different backgrounds. Best of all, we received support from each other, backing that was and remains especially valuable to all first-year students.

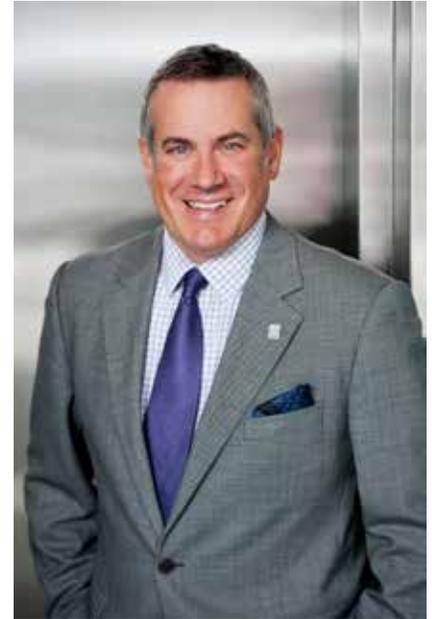
### Entrepreneurial and financial support

**Stephen Daze**, in particular, has been a pillar of strength for me. As our school's Dom Herrick Entrepreneur in Residence, he helped me prepare my presentation for the Telfer Business Traction Challenge.

### Mentorship support

The Telfer School Mentorship Program has been an additional source of support for me as an entrepreneur. I get together regularly with my mentor—**Sylvain Fontaine**. His insights are always valuable. He also connects me to other businesspeople with whom I can share ideas.

All of this academic, financial, business and personal support has enabled me to reach heights I never thought possible when I arrived at the Telfer School three years ago.



## A CONNECTED JOB

Assistant Dean **Alain Doucet** shares why connecting with alumni is the best part of his job.

Connecting to other people. It's the part of my job that matters the most to me. As the Telfer School's assistant dean of external relations, I connect to other people—our alumni especially—to find ways to build relationships that work for them and for our school, and that deepen and expand continually. It's my job. It's also a lot of fun.

I invite you to read their stories in the **Performance Matters** section of the **2014–15 Dean's Report**.

### Saluting special relationships

I want to close by thanking two distinguished alumni: **Camille Villeneuve** (BCom 1967, DU 1996) and **Ian Telfer** (MBA 1976, DU 2015). Both men believe deeply in our school's ambition and vision, and showed it by stepping up with significant pledges to the Telfer School during the University of Ottawa's major fundraising campaign in 2015. Everyone at our school is deeply grateful for their shared belief in us, for the confidence they are showing in us and for deepening and expanding their relationships with us.

## A WORLD OF CONNECTIONS

**Sylvie Seguin-Jak** describes her ongoing efforts to ensure all our students and professors become increasingly connected internationally.

Businesses operate globally. Continuing developments in information and communication technologies transform the way business is conducted and connects business to customers and stakeholders instantaneously around the world. Trade liberalization agreements increasingly reduce tariff and quota barriers, continuously opening up access to new international markets.

Leaders of successful businesses embrace this new connected world, and seek out young talent with the mindset and skills to take on many roles comfortably around the world. Today's business students appreciate the importance of being able to function in a global working environment, and demand exposure to business in its global context as a necessary condition of their education.

I invite you to read about how we are applying a global mindset at the Telfer School in the **Performance Matters** section of the **2014–15 Dean's Report**.



## CONNECTING TO HOME

**Olle Cedarberg** reveals how the Telfer MBA made it possible for him to learn deeply and seize his future—right here at home.

What's next? That's the question I asked myself when I moved to Ottawa with my wife a year ago. (I'm Swedish; she's Canadian.) After 16 years of living together in Stockholm, we decided to make Canada's capital our new home.

### Learning deeply

I wanted to do three things. First, I wanted to learn much more deeply and meaningfully about the business-management ideas and principles I had been applying on the fly for the past decade.

Securing financing, managing people, marketing products, reporting to boards of directors and being accountable to investors—all these and many other vital tasks I learned by doing. Now I wanted to gain a thorough understanding of the fundamental qualities of these business responsibilities so that I could carry them out more effectively in the future.

Second, I wanted to make connections to a variety of employers, entrepreneurs and venture capitalists, especially those based in Ottawa's start-up community. These connections would make it possible for me to discover how this exciting world of business life works in Ottawa, who are its most influential players and what forces are shaping and driving it.

And third, I wanted to be able to do these things in one place right here in my new hometown.

### Seizing my future

My answer is the Telfer MBA. The one-year full-time program, which I completed in August 2015, gave me the theoretical grounding in business-management ideas and principles I was looking for. This new awareness showed me, as a business leader, how many of the actions I took were right and how some were wrong. Better yet, I'm now armed with a wealth of reliable knowledge I can use when I resume my business career.

Equipped with that wealth of contacts and fundamental knowledge, I'm ready to explore in earnest the next phase of my career here in Ottawa and seize the best opportunity I uncover. So what's next? I can't wait to find out.



## DEEPENING MY CONNECTION

**Karen Nelson** tells how the Telfer Executive MBA opened up a world of professional possibilities beyond what she ever imagined.

The Telfer Executive MBA did more than connect me to what matters. The program deepened my connection to my chosen field and, in doing so, opened up a world of professional possibilities beyond what I ever imagined.

I've spent most of my career as a social worker, serving in schools, rehabilitation centres and hospitals across Canada and around the world, including 13 years at The Ottawa Hospital. My work—which focused mainly on making sure public healthcare systems deliver to marginalized people the services they need and deserve—enabled me to become an expert in the clinical side of healthcare.

Yet I found increasingly that I lacked the management skills necessary to lead in today's health settings. While healthcare isn't a business and should never be treated as such, local, regional and national systems now demand the management rigor of business. That means mastery of finance, data analysis and change management are just as essential to my professional life and career growth as any of the practical healthcare expertise I have.

## Deep discussions

To gain the knowledge and skills I was missing, I chose the Telfer School's Executive MBA. A wise choice. The program's courses made it possible for me to fill the gaps in my know-how completely. But my coursework was just the start. Classes were small, giving me the ability to work up-close with professors to delve deeply into subjects.

## Deep satisfaction

Upon finishing the Telfer Executive MBA, I realized it spread out a range of professional avenues for me to venture down.

I'm now part of the leadership team at Stanford Hospital in Palo Alto, California. I direct social work and case management there. Leading and managing a huge department in a vast medical setting is a challenge I embrace with enthusiasm. It's a role in a place and a sector that matters deeply to me, and one I could never have imagined fulfilling prior to my time at the Telfer School.

## THE RIGHT CONNECTIONS

**François Chiochio** details how his research stems from making connections with the right reason, approach and people.

All influential research springs from making the right connections: collaborating with a range of people and organizations; combining perspectives and approaches from multiple disciplines; and most of all, finding a subject you as a researcher are passionate about. These essential elements of connectedness are what I strive for in my own work. A Telfer School professor of organizational behaviour and human resource management, I study how teams of healthcare professionals carry out complex projects in hospitals.

I invite you to read about the research that I am undertaking in the **Performance Matters** section of the *2014–15 Dean's Report*.



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**SEPTEMBER 16, 2016**

### SCHOLARSHIP GOLF TOURNAMENT

**OCTOBER 15, 2016**

### GALA OF EXCELLENCE

*Celebrating milestone anniversary classes  
from 1966, 1976, 1991 and 2006*

## LET'S STAY CONNECTED

**We want to stay connected with you.**  
Use social media to learn about the latest steps we're taking every day to create new connections and expand existing ones.

**Even more, we want to hear from you.** Tell us what you're thinking and doing. Tell us what you want to achieve and how we could help you get there.

- Use **MyTelfer.ca** to find out how you can get involved in your school and add your profile to **Leaders@Telfer**—our interactive alumni map.
- Visit **Telfer TV** to watch our latest videos that showcase talented students, leading professors and top-flight facilities.

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