

The Faculty of Business at Brock University  
2009 Year in Review

**TAKIN'**  
**CARE OF**  
**BUSINESS**  
**AT**  
**BROCK**

**Brock**



Barbara Sainty, Interim Dean, Faculty of Business

The Faculty of Business at Brock University breaks out from traditional models and supports innovative researchers and cutting-edge research. We are one of the country's newest and fastest-growing business schools.

We work with our international partners to develop opportunities for students and faculty. We build broad and comprehensive networks of employers for our co-op students and graduates. And we maintain accreditations from the world's most prestigious business and professional accreditation organizations, ensuring we are recognized for the contributions we make to business education and research.

We are supportive, professional and competitive, all the while committed to our mission and vision that ensure that our faculty and students are inspired to develop both sides of their brain.

We invite you to join us as we take a look back at some of the highlights from 2009.



Distinguished Leader Michael McCain speaking at the Distinguished Leader Lecture

### Michael McCain named 2009 Faculty of Business Distinguished Leader

Michael McCain, president and CEO of Maple Leaf Foods, was named the Faculty of Business's 2009 Distinguished Leader in September 2009. The Distinguished Leader Lecture Series was established by the Faculty of Business to honour leaders from the business community and offer its students an opportunity to hear them speak in both an intimate classroom setting and at a formal lecture.

McCain met with Faculty of Business student leaders and addressed an audience of business students on the topic of lifelong learning about leadership.

"We are honoured to have someone of Mr. McCain's stature speak at Brock University," said Barbara Sainty, Interim Dean, Faculty of Business.

"Mr. McCain is an excellent leader from whom our students can learn a great deal."

"Brock University offers students a world-class business education and it's a privilege to be able to speak to the leaders of tomorrow," said McCain.



Members of the John Molson competition team, Russ Evans, Bryceson Dodge, Glenn Skrubbeltrang, faculty advisor Michelle Lysak, Paula Johnson

### MBA team takes top spot in Canada

In 2009, Brock sent its inaugural team to the John Molson MBA International Case Competition. The team, made up of MBA candidates Bryceson Dodge, Russ Evans, Glenn Skrubbeltrang and Paula Johnson, finished the competition as the top-ranked Canadian team.

The competition took place in Montreal in January. The Brock team finished fourth in a field of 36 teams from eight countries in the round-robin portion of the competition.

Launched in 1981, Concordia University's John Molson MBA International Case Competition is the largest and most prestigious of its kind. Throughout the week of competition, the teams recommend the best possible solutions to real-world business problems and are judged by more than 250 prominent members of the business community.

## Marketing team continues its winning ways

The marketing team made up of undergraduate students Nick Hultink and Joel Ayotte placed second at the 2009 Inter-Collegiate Business Competition (ICBC).

This was the second consecutive year that the team placed second in marketing from a field of about 30 competing teams. In the last five years, Brock teams have consistently placed first, second or third in various categories.

ICBC is Canada's oldest and largest undergraduate business case competition. Hosted annually by Queen's University students since its inception in 1979, the competition attracts business students from across Canada and around the world.

## James MacLellan named Distinguished Graduate

James MacLellan graduated from Brock University in 1987 with a Bachelor of Business Administration. He entered Brock as an early admission Grade 12 student and soon found his place in the encouraging, enabling environment of Brock. In addition to his courses, he played intercollegiate volleyball. Long-lasting friendships and respect for business faculty developed during his time at Brock.

Following graduation, MacLellan worked for The Guarantee Company of North America in the contract surety department as a financial analyst and then as a surety claims adjuster. He graduated from law school at the University of Windsor in 1993 and was called to the bar in January 1995.

MacLellan has spent his legal career at Borden Ladner Gervais LLP (formerly known as Borden & Elliott), Canada's largest national law firm with offices in Vancouver, Calgary, Toronto, Waterloo, Ottawa and Montreal. He became a partner at BLG in 2001.

MacLellan specializes in construction and surety law. This work includes litigation and corporate/commercial matters. He has represented clients at all levels of court in Ontario and in the Supreme Court of Nova Scotia. In addition to his surety practice, MacLellan advises institutional clients on their infrastructure and capital redevelopment programs, providing project delivery, procurement, contract drafting and day-to-day contract administration advice. In 2009, MacLellan was listed in the construction law section of Best Lawyers in Canada.

MacLellan is a visiting lecturer for the surety and construction law course at the School of Continuing Studies, University of Toronto, sponsored by the Surety Association of Canada. He is a long-standing member of the executive of the construction law section of the Ontario Bar Association and is currently serving as chair. He's a frequent speaker at construction and surety industry conferences, including the Canadian Construction Association, Surety Association of Canada and Building Innovation Leading Development (Residential Home Builders Association).

He maintains his ties with the Brock Faculty of Business by helping to organize the annual Faculty of Business Golf Tournament, which has in the past five years raised (together with provincial matching funds) about \$100,000 for Brock business student programs and scholarships.

MacLellan lives in Oakville with his wife Heidi (Brock BA, '88) and their two children.

## Three brothers, one path

Life is made up of many decisions and one of the biggest is choosing an academic path. The Beckett brothers — Jason, Jeremy and Jordan — had different academic and career paths in mind, but they all led to the same place.

While growing up, Jason, the oldest of the three brothers, was the responsible leader. He tended to obey the rules and looked out for the well-being of his younger brothers. For instance, while babysitting one night,



Distinguished Graduate James MacLellan (BAdmin '87) with Interim Dean Barbara Sainty



a loud bang convinced Jason to take his brothers to their parents' bedroom, brandishing tennis rackets as they hid under a blanket.

Jeremy was the rebellious middle child, a self-proclaimed comedian. While on a family vacation in France, he placed a real snakeskin in his younger brother's bed. Their parents frantically evacuated the house thinking a viper was on the loose.

Jordan, the youngest of the three, was the adventurous type. He would disappear for weeks at a time, couch-surfing without so much as a word home.



**The Beckett Brothers – Jeremy, Jordan and Jason.**

Building off of their personalities and interests, they pursued their own academic paths.

Jason followed his interest in video games by taking a computer science and film degree. Directly after graduating, he was hired by a large video game developer.

Jeremy knew business was his passion, stemming from the interest of supply-and-demand graphs in his Grade 12 economics class. He fast-tracked through the Co-op Business Administration and Master of Business Administration programs at Brock University in only five years.

Jordan was impressed by Jeremy's experiences in the Business program, including the course material, social life, extracurricular activities and career opportunities available, and decided to follow his

brother. He satisfied his adventurous spirit by taking advantage of Brock's exchange program and spent a term in France, enjoying it so much that he hopes to do another term during his master's studies.

Business Administration at Brock University has provided personal and professional development for both Jeremy and Jordan. The course material, support from professors, exchange programs, and the co-op program have helped them to develop skills that proved to be a strong foundation in any industry. Jeremy's list of co-op experiences includes high-profile companies such as Hydro One, Brock University, and General Motors. Jordan completed his first co-op term at Research in Motion and his last two co-op terms with the Vancouver Organizing Committee for the 2010 Olympic and Paralympic Winter Games (VANOC). After graduating from the MBA program at Brock University, Jeremy was looking to start his career. He saw the opportunities and experience Jordan gained from VANOC and followed his younger brother. They both ended up working for VANOC.

Jason returned to Brock for the Co-op master's of Business Administration program after working for five years. While Jeremy and Jordan wanted to be so much like their older brother growing up, now Jason is following in his younger brothers' footsteps, bringing them full circle.

The Business Administration program at Brock University at both the undergraduate and graduate level, coupled with the co-op program, has helped the Beckett brothers achieve individual life goals and brought the family closer. Brock's program has been a great fit for each of them despite their varying career interests. If you are unsure of which path to take, the brothers would highly recommend the co-op business program at Brock University. The co-op program has placements in every industry. Practical experience is a great way to discover your strengths.

## **Levy leads to enhanced experience**

The 2008-09 academic year was one of the busiest for student activity. Because of a levy endorsed by students in 2008, the Business Students Association (BSA) was able to send 229 delegates to participate in 21 competitions across 12 universities in Canada and the United States.



The levy was designed and is implemented by the BSA to enhance the educational experience of students in the Faculty of Business. The levy charges each full-time undergraduate student enrolled in the Faculty of Business \$18 per semester. It funds:

- Business cards for every student to be used for interviews and networking.
- External student competitions and conferences.
- Funding for a part-time student employee to support the Business Career Development Office.
- Student events.

Following are some of the highlights from last year's student accomplishments:

- At the DECA U provincials held in Toronto, 33 delegates received seven awards in six areas.
- At the DECA U internationals held in Anaheim, Calif., six of 10 delegates won medals representing top-10 finishes, including one first, one second and two third-place awards.
- At the HR Symposium held in Montreal, 14 delegates represented Brock and placed third in the collective bargaining category.
- The BSA sent four delegates to the McGill Trading Simulation in Montreal and placed in the top 10 out of 46 teams.
- Four delegates travelled to the Ryerson Financial Case Competition held in Toronto and placed second.
- At JDC West held in Edmonton, Alta., 26 delegates represented Brock, with the accounting team taking second place.

### Fifth-annual golf tournament another great success

More than 120 friends and graduates of Brock's Faculty of Business gathered at one of ClubLink's premier courses, the beautiful Rattlesnake Point Golf Course in Milton on Oct. 5, 2009 for a spectacular day of golf and a great dinner. Many thanks to our sponsors, especially our title sponsor RBC.

The funds raised will be added to the scholarship established last year and matched by the Ontario government. Over the five-year history of the event, the tournament has raised about \$100,000 with the government-matching funds for student assistance and scholarships.

A big thank you to the tournament committee: Anand Date (BBA, '96), James MacLellan (BAdmin, '87), Mark Sturrock (BBE, '86) and Andrew Julie (MBA, '05).

Congratulations to the winners — repeat winners from 2007 — the team from DJB Chartered Accountants. They included Rob Neill (BSc, '75), Jeff Neill (BAcc, '04), Dave Teutenberg (BAcc, '05) and Andrew Walker.

Mark your calendar as we plan to be back at Rattlesnake on Oct. 4, 2010.



Winners of the 5th Annual Faculty of Business Golf Tournament, from Durward Jones Barkwell & Company LLP Chartered Accountants – Jeff Neill, (BAcc '04) Rob Neill (BSc '75), Andrew Walker and Dave Teutenberg (BAcc '05) with Tim Rider, Regional Vice President, Commercial Financial Services, RBC

### Faculty in the media

In 2009, members of the Faculty of Business were featured in articles in newspapers and interviewed on radio stations across the country. Here are just a few highlights:



**Professor Chelsea Willness** was featured in the *National Post* and in a video segment on the *National Post Executive Website*, as well as on several radio stations, discussing the role of corporate social responsibility in the decision-making process of potential employees.

**Professor Eric Dolansky** was featured in the *Toronto Star* and interviewed on radio stations from coast to coast on his research on risk-taking using data from the Deal or No Deal show.

**Professor Antonia Mantonakis** was cited in papers across Canada and in the *New York Times* on her research into judging preferences based on order of presentation.

**Professor Pascale Lapointe-Antunes** received coverage in the *Globe and Mail* on her research into the effect of CEO hubris on the success of companies.

**Professor Michael Armstrong** was featured in a *Canadian Press* story that ran in papers across the country. Several radio stations interviewed him on the topic of food safety and recalls.

## Warming trend predicted for weather contracts

Although standardized weather derivative contracts have been trading on the Chicago Mercantile Exchange since 1999, it is only in the past few years that specialized weather contracts have become readily available on the over-the-counter market as insurance firms and other financial intermediaries recognize the potential uses and growing market for these innovative financial products.

Weather insurance has existed in the agricultural industry for many years. It's generally designed to provide protection against events stemming from significantly hazardous weather conditions such as crop damage due to hail, and requires the filing of a claim and proof of damage.

Weather contracts, on the other hand, are designed to hedge against any sort of weather condition such as low amounts of sunshine, excessive precipitation, or high or low temperatures over a set time period such as a day, month or season. All that is required is a nearby weather station (usually government operated) from which the weather variable can be objectively measured by both parties. The weather contracts themselves usually take the form of an option contract which if purchased would, for example, pay a fixed amount for every millimetre of rain over a specified level.

Recent uses of these contracts include a Canadian travel agency whose marketing program involved paying for their customers' travel arrangements if it snowed more than five inches on New Year's Day; the United Nations World Food Program which used a weather contract to hedge against low rainfall in Ethiopia that could lead to famine conditions; the City of Victoria, Canada, which uses the contracts to pay for visitors' travel costs to the city if it rains a set amount during their trip. The value of these contracts in many sectors of the economy is just beginning to be realized, and the number of suppliers and users is increasing dramatically.

Recently, professors Don Cyr and Martin Kusy of the Faculty of Business, along with Anthony Shaw of the Department of Geography, have completed a number of studies into the potential use of weather contracts by wine producers in the Niagara region. Their studies have looked at how the contracts could be used to hedge the risks of warm temperature during the icewine grape harvesting season; cool or excessively hot temperatures during the growing season; excessive rainfall during harvest time; and winter injury to the vines due to cold temperatures. Along with professors Joe Kushner and Tomson Ogwang of the Department of Economics, they have also written a paper, to be published in the *Municipal Finance Journal* on the potential use of the contracts to hedge the snow removal costs in the City of St. Catharines.

In many of the weather variables they have examined, they have found statistical evidence of the possible effects of global warming starting around the early to mid '90s. In many cases, the volatility of weather has increased



significantly since then. With ever-increasing weather risks, they predict that many sectors of the economy will begin to use weather contracts. as up to 30 per cent of the world's economy is affected by weather.

## First Accounting Co-op class celebrates 25 years

On Aug. 5, 2009 almost half of the first accounting co-op class gathered at Alphonse's Bistro on campus to celebrate the 25th anniversary of their graduation. Class members came from as far away as Gibraltar to reconnect.



Members of the 1st Accounting Co-op Class at their 25th reunion.

## Research in Motion: Brock Co-op Employer of the Year for 2009

We're all aware that Research In Motion (RIM) designs, manufactures and markets innovative and globally acknowledged wireless solutions, including the BlackBerry® wireless platform.

But, what is it about this culture and environment that has Brock Co-op students vying for a chance to work at RIM? Well, RIM offers hundreds of co-op and internship roles each term in different business areas of the business and in various offices around the world. RIM has a solid reputation as a strong co-op supporter that offers students meaningful and exciting work terms with a good possibility of full-time employment upon graduation. It has been a highly effective program, and it plays a critical part in our student's ongoing success and growth. RIM recognizes outstanding efforts and rewards high-performing individuals. Co-op students are valued for contributing fresh ideas and a wealth of knowledge to the various teams.

We are proud of the reputation that Brock students have established at RIM. Over the past eight years, RIM has recruited more than 75 of our undergrad and graduate business co-op students in many departments throughout the organization. RIM also recruits successfully from the various sciences programs at Brock.

Here are some of the benefits of being a part of the student program at RIM:

- Free use of a BlackBerry smartphone.
- Competitive wages.
- Challenging projects.
- Teamwork.
- Opportunities within all business units.
- Opportunities for future work terms.
- Opportunities to secure future employment before the end of the current work term.
- Training and development opportunities.



**"As the Global Programs Administrator at Research In Motion Limited, I was guided by remarkable leaders who gave me confidence and autonomy in the workplace. I was assigned tasks and responsibilities in reporting, analysis techniques and project planning that made the co-op learning experience extremely valuable. With these experiences, I have been able to develop my business skills and take the knowledge I learned in the classroom to a higher level."** - Michelle Cathcart, Honours BBA Co-op, Class of 2011

## Dean's Advisory Council

The Faculty of Business is privileged to receive counsel and direction from prominent and respected members of our business and professional communities. The council provides invaluable advice to the Dean and faculty, and helps the Faculty of Business achieve its mission.

We wish to recognize the current membership of our Dean's Advisory Council, and we thank them for their continued service and dedication to our Faculty.

### **Peter Barr**

Barrister

### **Paul Bosc Jr.**

Vice-President,  
Administration,  
Marketing and Export  
Development,  
Château des  
Charmes Wines

### **Linda Bramble**

Wine educator

### **Frank Harrison**

President, OMME  
Consulting Services  
Corporation Inc.,  
USA

### **Scott Hawkes**

Vice-President,  
Corporate Services  
and General Counsel,  
Fortis Ontario

### **Willy Heidbuechel**

Founder, Focus  
Management  
Consulting

### **Paul House**

Executive chairman,  
The TDL Group Corp.

### **Sean Jackson**

CEO, Meridian Credit  
Union Limited

### **Jim Kozack**

Vice-President of Credit  
Card Marketing and  
Customer Acquisition,  
Canadian Tire Financial  
Services

### **Dave Lafleur, CMA**

Chief financial officer,  
Royal Canadian Golf  
Association

### **Roelof Makken**

Principal, Tern Analytics

### **Larry Maxwell**

Investment adviser,  
TD Waterhouse

### **Mike McGrath**

Partner,  
PricewaterhouseCoopers,  
Australia

### **Ian Milne**

Consultant

### **Rob Neill, FCA**

Chair, Management  
Committee, Durward  
Jones Barkwell &  
Company LLP

### **Nick Padovano**

Senior Vice-President,  
Store Operations,  
Hudson's Bay  
Company

### **Joe Robertson**

Chairman, Associated  
Proteins Inc.

### **Debi Rosati, FCA**

Corporate director

### **Doug Wilkinson, FCA**

Partner, Deloitte

### **John Zoccoli, CA**

President, Jamzoc  
Holdings Ltd., o/a  
Tim Hortons

## New website launched

In December 2009, the Faculty of Business launched its eagerly awaited new website. The culmination of the efforts of many people, the new website will be our primary source of information for all constituents. We invite you to check us out at [brocku.ca/business](http://brocku.ca/business) to get up-to-date Faculty of Business information.



The excellence of the Faculty has been recognized internationally through accreditation by the Association to Advance Collegiate Schools of Business (AACSB) International. In fact, we are one of only six business schools in Ontario to hold this prestigious accreditation.

We are also pleased to be one of only a few Universities to be accredited by all of the following:

