

HASKAYNE
School of Business



C a l g a r y
**Chamber of
Commerce**
in business together

2010 Distinguished Business Leader Award

**INVESTING IN
LEADERSHIP**

THE IMPORTANCE OF RECOGNIZING LEADERSHIP

One does not have to look hard to see the extent of the current success that Calgary is experiencing. This type of success is the stuff of dreams.

In the year 2000, Calgary's population surpassed 1 million. Our economic success is internationally known as the fastest growing economic region in North America. Calgary-based companies are driving more than \$75 billion of the \$108 billion of major energy-related projects in the province. It is the North American hub for the Pacific Northwest, moving people and goods by road, rail and air unequaled in other regions. We have the fastest growing manufacturing labour force than any other Canadian region. Finally, per capita, Calgary hosts the largest number of Information and Communication Technology start ups in the country¹.

This success did not happen overnight nor did it happen by accident. Success of this scale can only be the result of the drive, determination and commitment of certain kinds of people. Those people are LEADERS.

Leaders find potential in a city, an industry, or groups of people and shape them, influence them and coach them into greatness. They are unique, they are inspired and they have a desire to create a future of prosperity. Above all, they recognize the importance of sustaining our city's success and sense of community for generations to come by sharing their wisdom, experience and time with others.

A large part of recognizing the success of our industries and our city is recognizing the individuals who brought us to this point in our economic development and prosperity and who continue to provide vision and strength for a community they love.

An individual who plays such a huge role in our city's success should be acclaimed by the community that thrives on their hard work and vision and should be credited for their efforts. They should serve as an example to future leaders, giving them the inspiration to live, work and play with the kind of distinguished leadership that resonates to others.

¹ City of Calgary, "Calgary and Region Socio-Economic Outlook 2007-2012"; Statistics Canada, Canadian Business Patterns

LEADERS FROM THE PAST, THE PRESENT AND THE FUTURE

The Distinguished Business Leader Award is a partnership between the Haskayne School of Business and the Calgary Chamber of Commerce.

Since the early nineties this award has served to recognize remarkable individuals who exemplify the qualities of outstanding leadership, exceptional business acumen and selfless service to the community, values by which both the Business School, and the Chamber, brand themselves.

It is an award with an impressive list of recipients:

- **Patrick Daniel (2009)** President & CEO, Enbridge Inc.
- **George Brookman (2008)** CEO & Owner, West Canadian
- **Mike Tims (2007)** Chairman, Peters & Co.
- **Harley Hotchkiss (2006)** Chairman, NHL Board of Governors
- **Linda Hohol (2005)** President, TSX Venture Exchange
- **Charlie Fischer (2004)** President & CEO, Nexen Inc.
- **Clive Beddoe (2003)** Chairman, President & CEO, Westjet Airlines Ltd.
- **John Forzani (2002)** Founder, Chairman & CEO, The Forzani Group Ltd.
- **David O'Brien (2001)** Chairman, President & CEO, Canadian Pacific Ltd.
- **Brian MacNeill (2000)** Chairman, Petro-Canada
- **James Gray (1999)** Chairman, Canadian Hunter Exploration Ltd.
- **J.R. (Bud) McCaig (deceased) (1998)** Chairman, Trimac Corporation
- **Richard Haskayne OC, AOE, FCA (1997)** Chairman of the Board, NOVA Corporation
- **Robert Brawn (1996)** President & CEO, Danoil Energy Ltd.
- **Alfred Balm (1995)** Chairman of the Board, Emergo Canada Ltd.
- **David Mitchell, OC (1994)** President & CEO, Alberta Energy Company Ltd.
- **John Currie (1993)** President, Alberta Arts Stabilization Fund

As a business school, Haskayne has a unique perspective in the award and its process. Not only do we house the faculty who research current and future trends and policies, consult for the business community and teach our students, but we also are home to a multitude of advisors, alumni, mentors and volunteers from the business community. Our most important asset, however, is our students. Haskayne School of Business students have access to a wealth of education, wisdom, knowledge and experience that guides them and shapes them from raw, inexperienced students into the leaders of the future. They look to the business leaders of today for guidance as examples of dedication and commitment not only to business but to their community. From them we find out who the real-life role models are.

The Calgary Chamber of Commerce provides the Distinguished Business Leader Award with the insight and knowledge from current players in the industry who know what it takes to be successful and to go the extra mile. They know how to recognize talent, acumen, and brilliance in the business world and how the current global pressures are affecting people in the industry.

Each of the DBLA recipients has helped to form a new benchmark for future leaders and recipients. It is their work, their accomplishments and their capabilities which have shaped the Calgary of today. Their success gives the business community a new aspiration for what it means to be a great business person and a great leader.

All of these aspects of the Distinguished Business Leader Award make it an honour of prestige and great regard. To be associated with this award is to be a part of the past, present and future success of this city.

THE INVESTMENT OPPORTUNITY

There exists a great economic and **social opportunity** here in Calgary to have an important influence on the communities we live in and the world that we are custodians of. Through its reach, resources and ingenuity, a business school can play a powerful role in reshaping the business industry, for the good of all, as well as for the long-term sustainability of commerce.

In looking to provide the best value-added opportunities for all parties, the Haskayne School of Business and the Calgary Chamber of Commerce wishes to engage your company in a significant sponsorship and education investment opportunity.

By taking advantage of this opportunity, you can further position your organization as a supporter of leadership and an investor in education, to broaden name and brand recognition to stakeholders, prospective employees, the business community and the community at large.

We ask that you consider becoming an event sponsor for the 2010 Distinguished Business Leader Award Gala and as a sponsor, consider supporting a scholarship in honour of the 2010 Distinguished Business Leader Award Recipient.

Two levels of support have been outlined here, each with their own recognition benefits. As a sponsor you will receive all of the recognition benefits associated with your sponsorship level, while up to fifty percent of the cost of each sponsorship can be designated as a gift to Distinguished Business Leader Scholarship in honour of the 2010 recipient. This gift is eligible for a tax receipt.

We look forward to exploring this opportunity and know that we can offer your company a mutually beneficial partnership – a relationship in which both parties seek to fulfill their own needs while supporting the needs of the other.

1. DBLA GALA EVENT SPONSOR: \$10,000

This sponsorship offers the following benefits:

- Multiple acknowledgements as the Event Sponsor from the podium in the MC's opening and closing remarks
- Pre-event or post-event recognition in the Chamber's Newsletter "Leading Business" – estimated 35,000 readership; pending print deadlines
- Pre-event or post-event recognition in the Haskayne School of Business newsletter "Alumni Connections" – estimated 17,000 readership; pending print deadlines
- Identification by name or corporate logo in all printed flyers, announcements, event listings and advertisement – circulation over 4,000 members; pending print deadlines
- Recognition on event listing on Chambers website: www.calgarychamber.com, and The Haskayne School of Business website: www.haskayne.ucalgary.ca
- Corporate name/logo on 'at event' signage
- An opportunity for the Event Sponsor to display their company's products/brochures/display booth at the event
- Eight (8) complimentary tickets to the event
- The opportunity for a company representative to sit at a V.I.P. table
- The opportunity for a company representative to attend an exclusive pre-reception with past DBLA winners and the 2009 DBLA recipient
- Four (4) tickets to one MBA Luncheon Session
- Four (4) tickets to one Chamber Keynote Lunch

2. DBLA GALA EVENT SPONSOR: \$5,000

This sponsorship offers the following benefits:

- Multiple acknowledgements as the Event Sponsor from the podium in the MC's opening and closing remarks
- Pre-event or post-event recognition in the Chamber's Newsletter "Leading Business" – estimated 35,000 readership; pending print deadlines
- Pre-event or post-event recognition in the Haskayne School of Business newsletter "Alumni Connections" – estimated 17,000 readership; pending print deadlines
- Identification by name or corporate logo in all printed flyers, announcements, event listings and advertisement – circulation over 4,000 members; pending print deadlines
- Recognition on event listing on Chambers website: www.calgarychamber.com, and The Haskayne School of Business website: www.haskayne.ucalgary.ca
- Corporate name/logo on 'at event' signage
- An opportunity for the Event Sponsor to display their company's products/brochures/display booth at the event
- Four (4) complimentary tickets to the event

USE OF SPONSORSHIP DOLLARS

All funds designated to support the Distinguished Business Leader Award Gala Event will be used to defray the costs of the Gala Event. Any revenues generated by the event due to ticket sales and sponsorship dollars will provide supplementary funding for Distinguished Business Leader Scholarship.

PURPOSE OF SPONSORSHIP

As a result of this sponsorship your company will:

- Engage in a unique initiative that sets the bar for business leadership.
- Further build your brand by providing sponsorship for the recognition of an individual who is the recipient of a prestigious and highly regarded award.
- Achieve an increased profile for your companies role in community and business leadership.
- Have the opportunity to engage a company representative in strategic discussion with past and present business leaders .
- Have the opportunity to support bright and talented students at the Haskayne School of Business, through a scholarship in honour of the 2010 DBLA recipient.
- Have your employees attend Speaker luncheon events by both the Haskayne School of Business and the Calgary Chamber of Commerce .

The profile and financial support offered to the Haskayne School of Business and the Calgary Chamber of Commerce by receiving event sponsorship would help us achieve many important objectives:

- To appropriately and substantially recognize the efforts and initiatives of a phenomenal business leader in our city
- Allow the Haskayne School of Business and the Calgary Chamber of Commerce to increase the prestige and renown of the event, creating a greater awareness of the award within the Calgary business community and the community at large.
- Assist Haskayne with the creation of a scholarship in honour of the 2010 DBLA recipient to financially support some of the School's brightest students.

THE DISTINGUISHED BUSINESS LEADER SCHOLARSHIP

In 2008 the Haskayne School of Business announced a desire to create a scholarship for future Business Leaders out of the revenues generated by the Distinguished Business Leader Award Gala Event. Investors Group has currently pledged \$1,000 annually for three years to help initiate this project. By working with the University of Calgary Student Awards Office, the Haskayne School of Business will ensure that each year the award will reflect the talent and the vision of each new DBLA recipient. The 2009/2010 University Calendar year will see the first presentation of the **Investors Group/Distinguished Business Leader Scholarship in Honour of George H. Brookman**.

After the successful development of the award, the Haskayne School of Business decided that it could broaden the impact of the award and support even more students by creating an endowed scholarship in honour of the 2009 DBLA recipient, Pat Daniel.

The Patrick D. Daniel Distinguished Business Leader Scholarship will be a legacy that honors Pat Daniel's leadership and vision. It will reflect his passion and commitment to CSR and sustainable development by supporting the highest calibre students studying in those fields.

Additionally, this award will be created to have the maximum impact on our students and our community. The Patrick D. Daniel Distinguished Business Leader Scholarship will be an endowed award, meaning it will reduce the financial barriers of our brightest students *in perpetuity*. Furthermore, **all contributions to the endowment will be eligible for a government match by the Alberta Government's Access to the Future Fund**. This could virtually double financial support available through this scholarship. Our most talented young minds will be able focus on their goals of making positive and long-lasting contributions to their field.

It is the goal of the Haskayne School of Business to create a similar award for the 2010 DBLA Recipient. We hope to not only create a much deserved legacy for the DBLA recipient, but also a tradition of supporting academic excellence alongside a celebration of leadership.

Investing in education is investing in the future of our industries, our community and our economy. It is investing in the Business Leaders of tomorrow.

Thank you for your consideration of this sponsorship proposal.

CONTACT INFORMATION

Name of Organizations:

Haskayne School of Business, University of Calgary
Scurfield Hall, 2500 University Drive NW
Calgary, AB T2N 1N4

Calgary Chamber of Commerce
100 6th Avenue SW
Calgary, AB T2P 0P5

**Associate Director, Development
and Alumni Relations**

Rita Egizii
Tel: (403) 220-2699
Fax: (403) 282-0095
rita.egizii@haskayne.ucalgary.ca

**Event Manager,
Calgary Chamber of Commerce**

Susan Elliot
Tel: (403) 750-0430
Fax: (403) 266-3413
selliot@calgarychamber.com

APPENDIX C:

HASKAYNE SCHOOL OF BUSINESS

- HISTORY AND SUMMARY

Founded in 1967, the Haskayne School of Business was the second of only eleven Canadian business schools to gain accreditation from AACSB International (the Association to Advance Collegiate Schools of Business). The school offers a full range of degree programs including: Bachelor of Commerce; Bachelor of Hotel and Resort Management; Masters of Business Administration (MBA); Executive MBA offered jointly with the University of Alberta; PhD in Management; and, an interdisciplinary Masters degree in Energy and the Environment in Quito, Ecuador in conjunction with OLADE (Latin America Energy Organization).

Areas of concentration for the MBA Program include: finance, marketing, Global Energy Management and Sustainable Development (GEMS), and general management.

Areas of concentration for the BComm Program include: accounting, finance, finance/risk management & insurance, general, human resources & organizational dynamics, international business, management information systems, marketing, operations management, petroleum land management, risk management & insurance, tourism, tourism/marketing, transportation & logistics, and entrepreneurship & innovation.

Fall 2008 will herald the entry of a new BComm concentration at the Haskayne School of Business. The new Energy Management concentration is designed to provide students with an understanding of basic concepts, principles, and information for managing energy operations. The courses will provide a framework to explain energy management decisions in the context of the industry history, structure, basic technology, market forces and dynamics, political and environmental sensitivities, and the regulatory environment. This concentration will provide business graduates with a competitive edge for developing careers in the energy sector.

- 2008/09 ACADEMIC YEAR IN REVIEW

Student and Program Success

Undergraduate students continue to excel in case competitions on a national scale. These include: an unblemished record-breaking total of 70 national championships among 8 different categories for the InterCollegiate Business Competition teams, leaving Haskayne to dominate the national event for the past 3 decades; #1 in the Rotman International Trading Competitions; #3 in the ACE (Advancing Canadian Entrepreneurship) National Competitions. Haskayne competitive teams consistently place 1st, 2nd or 3rd in any competition in which they compete including the

MBA Marshall International Case Competition, MBA Molson Case Competition and Excalibur Human Resources Competition.

Of all Western Canadian Universities, Haskayne BComm accounting graduates consistently achieve the highest average (86.61%) on the CASB Uniform Final Exam, significantly surpassing the national pass rate (84.64%). In 2008, 100% of MBA students looking for work were employed within 3 months of graduation. Post-graduation salaries of MBAs increased by an average of 60% (pre vs. post-degree). Likewise, 88% of BComm students looking for work were employed within 6 months of graduation.

Faculty Success

Working towards establishing a sustainable plan for the recruitment and retention of outstanding faculty committed to teaching and scholarly activities, 2 new faculty members were hired in 2008-2009. This brings the total number of academic staff to 115. The average student teaching evaluation rating for professors is 6.0 on a 7 point scale. This places the Haskayne School as one of the strongest in terms of student satisfaction with teaching at the University. The Haskayne School ranked 92nd in North America and 7th in Canada on the University of Texas (Dallas) study on research publication in Top 24 journals.

Operations

Dr. Leonard Waverman is onto his second year as the Dean of the Haskayne School of Business. In that time he has developed a new vision and mission for the school that involves engaging the community and establishing Haskayne as a school of strategic importance to the local and global economy. New donations to the school allowed for increased scholarships, faculty fellowships, academic program support, and area research funds.

The October 2008 *Financial Times (London)* ranked the Alberta Haskayne Executive MBA third in Canada and among the Top 40 in the world. Aspen Institute's *Beyond Grey Pinstripes* ranked the school 16th out of the global Top 100 MBA programs and among the Top 5 small schools. On July 7, 2008 *The Fifth Annual Ranking: Knight Schools* ranked Haskayne 2nd, once again, for both its BComm and MBA programs, among 46 business schools across Canada. This ranking measures how well business schools integrate social and environmental impact management into their academic curriculum.

The School's Management Advisory Council (MAC) has been rejuvenated and re-engaged. The Council is composed of 29 experienced individuals representing a diverse range of industries which have an operational impact on the practice of business locally, regionally and internationally. These business leaders play an important role in advising the Dean and his team.

The School also spent time re-visiting its marketing and public relations plan, engaging Ipsos Reid on a brand-identity study and McClaren McCann on a footprint exercise, both resulting in the creation of new advertising copy.

Several areas of focus have been identified, in an effort to differentiate the School in areas which would have global impact and be strategic importance to our economy. These include: successful participation in the University's ISEEE (Institute for Sustainable Energy, Environment and Economy) initiative, growth of the recently introduced integrated Energy Management (ENMG) concentration in both the BComm and MBA programs, creation of a MSc (Energy and Environment).

The School has also been working to leverage our alliances with major international universities, institutes, corporations, alumni and individuals. Select partnership agreements are under discussion with Boconni Italy, HEC Montreal, Vienna, Universidad de San Francisco de Quito (USFQ). A recent partnership agreement has been confirmed with the Petroleum University of Beijing. We continue to collaborate successfully with the University of Alberta on the Executive MBA. We continue our lucrative partnership with the Institute of Corporate Directors and the Rotman School of Business in the delivery of our Directors Education Program and high-level programs on Financial Literacy and Corporate Governance.

Alumni

As of March 2009, the Business School has over 18,000 alumni in 60 countries. Haskayne alumni continue to serve as recruiters, mentors, advisors, board members, senate members, in-class speakers, subjects for graduate student research projects and case competition judges. Our graduates remain the top alumni donors at the University of Calgary. The Haskayne Alumni Chapter continues to be the most active on campus and Haskayne alumni remain the most active, in terms of overall engagement, worldwide.

Mr. Russell Girling, President Pipelines, TransCanada is the recipient of the 2008 Management Alumni Excellence (MAX) Award. Mr. Patrick D. Daniel, President & CEO of Enbridge Inc., was presented with the 2009 Distinguished Business Leader Award.

There were 118 industry participants from 75 organizations, composed of alumni and business community leaders, registered in the Enbridge Mentorship Program at the Haskayne School of Business. These mentors have been an instrumental resource to both graduate and undergraduate students.

2010 Distinguished Business Leader Award Gala Event Sponsorship Opportunities

Recognition	<i>Event Sponsor</i>	<i>Event Sponsor</i>
	\$5,000	\$10,000

Advertising

• <i>Pre - or - post event recognition in the Chamber's newsletter "Leading Business"</i>	X	X
• <i>Pre - or - post event recognition in the Haskayne School of Business newsletter "Alumni Connections"</i>	X	X
• <i>Identification by name or corporate logo in all printed flyers, announcements, event listing and advertisement</i>	X	X
• <i>Recognition on event listing on Calgary Chamber of Commerce and Haskayne School of Business websites</i>	X	X

During the Gala

• <i>Corporate name/logo on 'at event signage'</i>	X	X
• <i>Opportunity to display company products/brochures/display booth</i>	X	X
• <i>Complimentary tickets</i>	4	8
• <i>Company representative in formal agenda and sit at a V.I.P. table</i>		X
• <i>Company representative to participate in exclusive pre-reception</i>		X
• <i>Event tables showcase event sponsor</i>		X

After the Gala

• <i>Complimentary tickets to one MBA Luncheon Series Session</i>		4
• <i>Complimentary tickets to one Chamber Keynote Lunch</i>		4



Distinguished Business Leader Award 2010

Since its inception in 1993, the Distinguished Business Leader Award has paid tribute to seventeen individuals of outstanding leadership in the Calgary community. The DBLA is co-sponsored by the Haskayne School of Business and the Calgary Chamber of Commerce.

Participation in a targeted Sponsorship program enables companies with special promotional objectives to raise their corporate profile, associate themselves with a particular client, speaker or presentation topic and gain access to the most active and progressive members of the business community.

Event Sponsor

\$10,000

This sponsorship offers the following benefits:

- Pre-event or post-event recognition in the Chamber's newsletter "Leading Business" - estimated 35,000 readership; pending print deadlines
- Pre-event or post-event recognition in the Haskayne School of Business newsletter "Alumni Connections" - estimated 17,000 readership; pending print deadlines
- Identification by name or corporate logo in all printed flyers, announcements, event listings and advertisement -circulation over 4,000 members; pending print deadlines
- The opportunity for a company representative to sit at a V.I.P. table.
- The opportunity for a company representative to participate in an exclusive pre-reception with past DBLA winners and the 2010 DBLA recipient.
- Eight (8) Complimentary Tickets to the Gala Event
- Multiple acknowledgements as the Event Sponsor from the podium in the MC's opening and closing remarks
- Recognition on event listing on Chamber's website: www.calgarychamber.com and The Haskayne School of Business website: www.haskayne.ucalgary.ca
- Corporate name/logo on 'at event signage'
- An opportunity for the Event Sponsor to display their company's products/brochures
- Four tickets to one MBA Luncheon Series
- Four tickets to one Chamber Keynote Lunch



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- Pre-event or post-event recognition in the Haskayne School of Business newsletter "Alumni Connections" - estimated 17,000 readership; pending print deadlines
- Four (4) Complimentary Tickets to the Gala Event
- Multiple acknowledgements as the Event Sponsor from the podium in the MC's opening and closing remarks
- Identification by name or corporate logo in all printed flyers, announcements, event listings and advertisement -circulation over 4,000 members; pending print deadlines
- Recognition on event listing on Chamber's website: www.calgarychamber.com and The Haskayne School of Business website: www.haskayne.ucalgary.ca



A Better Place to Think About Business



To become a registered sponsor for this event, please contact:

Vienna Harrison

Development Coordinator, Haskayne School of Business

t : 403.220.5688

e: vienna.harrison@haskayne.ucalgary.ca

In order to designate a portion of your sponsorship dollars to 2010 Distinguished Business Leader Scholarship and to receive a tax receipt, your organization will be asked to provide two separate payments. One payment will be directed to the Calgary Chamber of Commerce for sponsorship, while the scholarship endowment contribution will need to be designated to the University of Calgary. All questions can be directed to the above contact.

**2010 Distinguished Business Leader Award Gala Event
Sponsorship Registration**

Company Name: _____

Mailing Address: _____

City: _____ Province: _____ Postal Code: _____

Sponsorship Contact Name: _____

Tel: _____ Email: _____

Contact for Logo Usage and Approval: _____

Tel: _____ Email: _____

Please check off your Total Sponsorship Commitment (this amount includes funds being designated to the event and to the scholarship endowment):

\$10,000

\$5,000

Please indicate the amount of your sponsorship commitment to be used for **event sponsorship only** (minimum of 50% of the total commitment):

\$ _____

Event sponsorship payment options:

Mail your completed form along with a cheque for your event sponsorship commitment made payable to: **Calgary Chamber of Commerce**

Attention: Susan Elliot
Calgary Chamber of Commerce
100-6th Ave SW
Calgary, AB T2P 0P5

Or call or email Susan Elliot about invoicing.
Tel: 403.750.0430 Email: selliot@calgarychamber.com

****Please follow the instructions on the attached **Scholarship Donation Form** to designate the remainder of your sponsorship commitment to the 2010 Distinguished Business Leader Scholarship.**



Scholarship Donation Form

Thank you for choosing to support the 2010 Distinguished Business Leader Scholarship. Your gift will bring much needed financial support to many of our future business leaders.

Company Name: _____

Address: _____

City: _____ Province: _____ Postal Code: _____

Contact Name: _____

Tel: _____ Email: _____

Please indicate the amount of your total sponsorship commitment to be designated to the **2010 Distinguished Business Leader Scholarship** (up to 50% of your total sponsorship commitment):

\$ _____

Please make your cheque for this donation payable to: **University of Calgary**
Mail your cheque and Sponsorship Donation Form to:

Attention: Vienna Harrison
Haskayne School of Business
SH329, 2500 University Drive NW
Calgary, AB T2P 1N4

Questions or concerns regarding this gift?
Contact Vienna Harrison via telephone or email:
Tel: 403.220.5688 Email: vienna.harrison@haskayne.ucalgary.ca

A tax receipt will be issued to the organization indicated on this form.

“Hopefully I will be able to pass on the kindness and generosity of these donors through my present and future actions and behavior. It is certain that I will not forget these people and the scholarship gift they presented me with without ever having met me. Thank you.” – 2007 Student Award Recipient

DBLA 2009 Exposure

Samples of Exposure Pieces
from DBLA 2009

Sample: 2009 DBLA E-invitation and Web Advertisement

2009

The Haskayne School of Business and the
Calgary Chamber of Commerce present the
DISTINGUISHED BUSINESS LEADER AWARD.




Photo courtesy of Business in Calgary

Patrick D. Daniel

President & CEO, Enbridge Inc.

Please join us for the 2009 DBLA Gala:

Thursday May 21, 2009
5:00 Reception
6:00 Dinner

**Calgary Chamber of Commerce,
100-6th Avenue SW, Calgary AB**

Chamber members - \$125 single/\$900 table
Non members - \$150 single/\$1100 table

To purchase tickets online please visit
<http://www.calgarychamber.com/events.html>
Or call 403.750.0432

HASKAYNE
School of Business

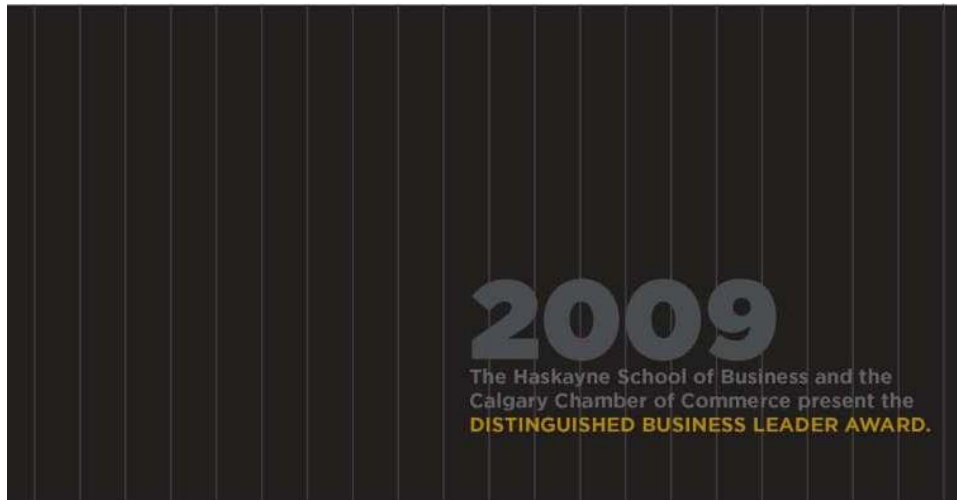




Business
MAGAZINE



CALGARY HERALD

Sample: 2009 DBLA Mailed Invitation






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Or call 403.750.0432



Patrick D. Daniel
President & CEO, Enbridge Inc.

Photo courtesy of Business in Calgary

Sample: 2009 DBLA Gala Ad – Calgary Herald, April 23, 2009

2009

The Haskayne School of Business and the
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DISTINGUISHED BUSINESS LEADER AWARD.



Courtesy of Business in Calgary

Patrick D. Daniel
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HASKAYNE
School of Business



Business
in Calgary

McCarthy
Tétrault

CALGARY HERALD

Sample: 2009 DBLA Gala Event Program

2009

The Haskayne School of Business and the Calgary Chamber of Commerce present the **DISTINGUISHED BUSINESS LEADER AWARD.**

Award Gala, May 21, 2009

Heather Douglas

President and CEO Calgary Chamber of Commerce

The Calgary Chamber of Commerce is honoured to once again recognize one of our city's top leaders, Patrick Daniel. Through our partnership with the Haskayne School of Business, we are able to acknowledge the innovation, leadership, and dedication of individuals who go above and beyond their job descriptions and truly contribute to our community. Leaders like Mr. Daniel bring to business, and to the next generation of business leaders, the values which make our city one of the top ranked communities in the world to live, work and play.

Leonard Waverman, PhD

Dean, Haskayne School of Business

On behalf of the Haskayne School of Business and the University of Calgary, we are proud to recognize Patrick Daniel as our seventeenth Distinguished Business Leader. Mr. Daniel's commitment to CSR and sustainable development is a kind of dedication that we would like to see in all our business leaders and students.

We would like to congratulate Mr. Daniel for his hard work, outstanding accomplishments and his dedication to community.

Thank you to all our sponsors and our honoured guests for helping to make this event a meaningful and inspiring celebration.

Since its inception in 1993, the Distinguished Business Leader Award has paid tribute to individuals of outstanding business acumen in the Calgary community. We are proud to honour this year's recipient, Patrick D. Daniel, President & CEO of Enbridge Inc. for his visionary leadership and commitment to community.

Mr. Daniel is passionate about ethical and responsible business. He not only remains a vocal advocate of Corporate Social Responsibility and sustainable development practices and solutions, but consistently demonstrates his commitment through his leadership and modeling of a clearly articulated set of principle-guided values.

Congratulations to Mr. Daniel for this well-deserved award.



Patrick D. Daniel - President & CEO, Enbridge Inc.

DBLA Dinner Gala

- 5:00** Award Reception
- 5:45** Lawrence Co, MC
Lawrence is in his final year of studies at the Haskayne School of Business, and a mentee in the Enbridge Mentorship Program.

Welcoming Remarks from Haskayne School of Business, Leonard Waverman, Dean

Welcoming Remarks from The Calgary Chamber of Commerce, Heather Douglas, President & CEO
- 6:00** Leonard Waverman and Heather Douglas present Distinguished Service Award to Al G. Lennox, Chairman, DBLA Selection Committee
- 6:10** Dinner Service
- 7:50** George Brookman, Owner & CEO, West Canadian, 2008 DBLA Recipient
- 8:00** Pat Daniel, President & CEO, Enbridge Inc., 2009 DBLA Recipient
- 8:30** MC Closing Remarks

McCarthy
Tétrault

This event is
bullfrogpowered
with 100%
green electricity



Business
in Calgary



CALGARY HERALD

Sample: 2009 DBLA At-Event Signage

2009

HASKAYNE
School of Business



Calgary
Chamber of
Commerce
In business together

The Haskayne School of Business and the Calgary Chamber of Commerce present the

DISTINGUISHED BUSINESS LEADER AWARD.

**A VERY SPECIAL THANK YOU
TO ALL OUR SPONSORS:**



Business
in Calgary

KPMG

CALGARY HERALD

McCarthy
Tétrault

This event is
bullfrogpowered
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green electricity

2009

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