

**For Immediate Release  
News Release**

**Haskayne School of Business, University of Calgary, takes First Place in FEI Canada 7<sup>th</sup> Annual Best in Class MBA Invitational Case Competition**  
*First all-female team takes the win*

**Toronto, Nov. 19, 2012** – Financial Executives International Canada (FEI Canada), the professional membership association for senior financial executives, congratulates the Haskayne School of Business, University of Calgary for its first-place ranking in the 7<sup>th</sup> Annual Best in Class Invitational MBA Case Competition held at the Ted Rogers School of Management, Ryerson University. FEI Canada further congratulates the MBA teams from Desautels Faculty of Management, McGill University and the Schulich School of Business, York University, for their second and third place wins.

“Congratulations to our 2012 winners who have truly distinguished themselves as “Best in Class” competing with some of the brightest MBA minds in Canada in this prestigious event.” said Judy Munro, CA, chair, Best in Class organizing committee, FEI Canada, Toronto Chapter. “We applaud all of the student participants who demonstrated the qualities and critical thinking skills needed to become top business leaders.

“We are particularly proud of our first-place all-female team winners – a first for the Best in Class competition!”

FEI Canada invited 12 of the leading MBA schools across the country to participate in this year’s Best in Class competition, where teams vied for the \$10,000 first-place prize and an invitation to attend the FEI Canada Annual Conference in Lake Louise, Alberta, in June 2013.

Unlike other competitions, Best in Class teams compete in a real-time environment where they are given hypothetical scenarios based on an actual existing Canadian public company. During the first round of competition, the teams learn the identity of the case company, and then receive a presentation from company executives, followed by a question and answer period. The teams make presentations on the scenario the next day to a panel of esteemed judges selected by FEI Canada.

Following the semi-final presentations, a fictitious crisis is outlined by executives from the case company. The teams are given less than two hours to develop a strategic approach to manage the situation. Four teams advance to the last round, where a panel of respected Canadian business leaders evaluate the final four presentations to determine the winners of the 2012 Best in Class Invitational Case Competition. Executives from this year’s case company Canadian Tire Corporation presented the hypothetical crisis.

“Our team is thrilled to have won the FEI Canada Best in Class Case Competition”, said Lyndsay Thorlacius, captain of the Haskayne School of Business winning team. “It was an amazing opportunity full of strategic issues, intense presentations and insightful judge panel questions.

“The FEI Canada competition epitomizes putting business theory into practice.”

Team members Savannah Koch, Kelly Lai and Michelle Lennox rounded out the winning squad.

Dean McCann, chief financial officer, Canadian Tire Corporation, congratulated the participating students. “It was an honour to be selected as the Case Company and to participate in this unique educational partnership. The high quality and creativity of the student presentations was very impressive. To witness first hand the energy, passion and professionalism of the students was inspiring. Our sincere thanks to FEI Canada and the Best in Class sponsors for facilitating such a worthwhile initiative.”

The competition concluded with a reception and awards dinner at Hart House, University of Toronto, on Saturday, November 17, 2012. The reception was attended by all student participants, the judging panel, corporate sponsors, FEI Canada members and representatives from participating schools.

**Financial Executives International Canada (FEI Canada)** is the all industry professional membership association for senior financial executives. With eleven chapters across Canada and more than 1,800 members, FEI Canada provides professional development, thought leadership and advocacy services to its members. The association membership, which consists of Chief Financial Officers, Audit



Committee Directors and senior executives in the Finance, Controller, Treasury and Taxation functions, represents a significant number of Canada's leading and most influential corporations. [www.feicanada.org](http://www.feicanada.org)

**Editors Note: Team photo available on request.**

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