





FEI Canada's Jasper Conference is a must-attend event for senior financial executives.

Register Now to take advantage of early bird rates. All participants registering by April 30, 2008 qualify for the early bird draw of a Hewlett Packard laptop.









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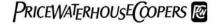




















A Warm Western Welcome,

On behalf of the 2008 Conference Committee and the Edmonton Chapter members of FEI Canada I would like to extend a warm welcome to all participants. We hope the spectacular setting of Jasper Park Lodge and the surrounding mountains, combined with what we believe is an exciting and informative program will help you "Discover the Energy".

Thank you all for attending – enjoy the experience!

Jim Drinkwater Chair, Jasper 2008

## A special thank you to the 2008... FEI canada conference committee

Patrick Bieleny, Nilsson Bros. Inc., 2008 Sponsorship Committee Chair

Stephanie Coldwell, Coldwell & Associates Consulting, Past Chair, FEI Canada Conference Committee

Joe Concini, Focus Corporation Ltd., 2008 Golf Committee Chair

Alex Cooper, 2008 Golf Committee

Jim Drinkwater, Chair, 2008 FEI Canada Conference Committee

Terry Dunnigan, 2008 Program Committee

Norm Ferguson, Ogilvie LLP, 2008 Program Committee

Mona Hale, 2008 Program Committee

Jane Halford, Institute of Chartered Accountants of Alberta, 2008 Program Committee

Ray Hawrelak, Winalta Inc.

Chris Hayman, 2008 Social Committee Co-Chair

Richard Iwaniuk, BioWare Corp., Edmonton Chapter President

Tariq Malik, Consulting Associates, 2008 Program Committee

Louis Marcotte, ING Canada, Chair, 2009 FEI Canada Conference Committee

Blaine Mytruk, Medicine Shoppe Canada Inc., 2008 Social Committee Co-Chair

Keith Salmon, Alberta Research Council Inc., 2008 Program Committee

Michael Shabada, Melcor Developments Ltd.

Brian Storey, ExecuRent Services Inc.

Danley Yip, Robert Half Management Resources, Chair, 2010 FEI Canada Conference Committee

# SCOVER THE

## CONFERENCE PROGRAM

All conference sessions and activities will take place at the Fairmont Jasper Park Lodge.

#### **SUNDAY, JUNE 8**

01:00pm • 05:00pm Chapter Leadership Council (Pyramid BC)

03:00pm • 09:00pm Registration Open (Great Hall Foyer)

04:00pm • 04:30pm Annual General Meeting (Pyramid A)

05:00pm • 07:00pm Leadership Dinner (Spike Room, Golf Clubhouse)

07:00pm • 09:00pm Early Arrival Reception (Tonquin, Spike & Terrace, Golf Clubhouse)

Sponsored by \_\_\_\_\_\_ - details on page 14

## **MONDAY, JUNE 9**

06:30am • 08:00am Golfer's Breakfast (Tonquin & Spike, Golf Clubhouse)

Sponsored by

BMO (23) Bank of Montreal

07:00am • 06:00pm Registration open (Great Hall Foyer)

08:00am • 03:00pm FEI Canada Golf Tournament (On-site course, lunch in Tonquin & Spike, Golf

Clubhouse) Sponsored by Robert Half - details on page 13

TBC - TBC Optional Activity: Oil Sands Tour

08:30am • 04:30pm Optional Activity: Columbia Icefield Tour - details on page 15

05:00pm • 06:00pm New Member Reception (Pyramid ABC) - details on page 14

06:00pm • 07:30pm Welcome to Jasper Reception (Mary Shaffer Ballroom & Great Hall)

Sponsored by CAchartered Accountants - details on page 14

# **ISCOVER** THE

#### **TUESDAY, JUNE 10**

07:00am • 04:00pm Registration open (Great Hall Foyer)

07:00am • 07:30am Conference Breakfast Sponsored by ATB Financial®

Where there's a way

07:30am • 08:45am Breakfast Seminar A (Tonquin & Spike, Golf Clubhouse)

Sponsored by STANDARD & POOR'S

Painful Lessons: Reflections on the Credit Crunch

Thomas Connell, Managing Director, Standard & Poor's

In mid-2007, credit risk re-emerged across global capital markets in a big way. Of course, credit risk had never really gone away. But since mid-2007, it has been hard to overlook the profound importance of credit conditions, whether in Canada or around the world, to overall capital markets and economic performance.

For Canada, the credit market turmoil that flared up in 2007 (and will take some time to work through) signals the arrival of a new era for Canadian capital markets participants, in a number of respects. This new era is defined in terms of the increasing interdependence of regional capital markets around the world, challenges associated with use of innovative financial instruments and technologies, and the implications of operating in a real-time, mark-to-market financial world.

Events of the last twelve months have provided many lessons for capital market participants. These lessons have been painful and costly. This session will provide a perspective on the credit market events over the last year, both in Canada and globally, and observations on some of the major lessons that have been provided – lessons for issuers, investors, intermediaries, and others – including rating agencies.

Breakfast Seminar B (Pyramid ABC) Sponsored by

## The State of Business Model Transformation: Emerging High-impact Technologies

Luba Chernakov, IBM CIO, Distinguished Engineer, IBM (Americas)

Organizations grapple with the seemingly exponential rate of technological innovation and change. Predicting which emerging technologies will have significant effects on business and society can be a fool's errand. To help identify such technological developments and get advice on how to adapt, businesses started to engage the services of futurists. In this presentation we'll cover some of the promising technologies, picked by top futurists, and discuss the social, economic, and political changes that might result from their application. What new emerging technologies are likely to shape our future? And what might this mean for financial professionals?



08:00am • 10:00am Guest Program Opening Breakfast (Edith Cavelle) - details on page 15

09:00am • 09:15am Opening Ceremonies (Beauvert Ballroom)

09:15am • 10:00am Opening Keynote (Beauvert Ballroom)

## **Canada's Energy Future**

Marvin Romanow, Executive Vice President & Chief Financial Officer, NEXEN Inc.

Canada's CF<mark>O</mark> of the Year 2007 Directeur <mark>fin</mark>ancier canadien de l'année

Marvin will discuss a wide ranging presentation on the state of Canada's and the world's energy markets. He will cover the drivers behind recent increases in energy prices and provide a perspective on what the future may hold. He will also touch on carbon emissions, as well as financing and hedging strategies. There will be an opportunity to ask questions at the conclusion of his presentation.

10:00am • 10:45am Keynote Address (Beauvert Ballroom)

## Alberta's Oil Sands: Past, Present and Future Economic Opportunities

Jim Carter, Past President and Chief Operating Officer, Syncrude Canada Ltd.

The presentation will discuss the Hydrocarbon potential of Alberta's massive Oilsands deposits, the development that has occurred thus far and what is contemplated. It will also address the economic impact to Alberta and Canada and will address infrastructure and environmental challenges and the good work that is being done to overcome these.

10:00am • 02:30pm Optional Activity: Maligne Lake Tour - details on page 16

10:45am • 11:15am Networking Break in Exhibit Hall (Mary Shaffer & Great Hall)

Sponsored by Georgeson

11:15am • 12:30pm Concurrent Sessions

## A. Elite Performance - Business Skills at Their Best (Pyramid ABC)

Speaker and session description TBC

## B. Performance Measurement and Executive Compensation (Tonquin & Spike)

Nancy Lala, Chief Financial Officer, Morneau Sobeco (moderator)
Fiona Macdonald, Managing Principal, Towers Perrin
Neil Brisley, Assistant Professor of Finance, Richard Ivey School of Business,
University of Western Ontario

The challenge of determining how and how much to pay senior executives is undergoing a fundamental shift, propelled by increased scrutiny and various financial and regulatory pressures in the business environment. Increasingly, organizations recognize that they need to consider a wide array of emerging best practices in order to identify those that constitute a best fit for their particular situation.

This session will address the new OSC executive compensation disclosures and some of the challenges facing CFOs. The expert speakers will provide guidelines for establishing an appropriate framework and focus for management decision making including Enterprise Resource Planning (ERP) and HR Information Systems (HRIS).

What combination of incentives, including equity-based incentives, will yield the optimal return on the organization's investment in executive talent? The winner of the CFERF Conference Paper Award will discuss options for estimating stock based compensation from the award-winning paper "Employee Stock Option Valuation: Modeling the Voluntary Early Exercise Boundary".

## C. Canadian Capital Markets - Crises and Cures (Beauvert Ballroom)

Karyn Brooks, Senior Vice-President and Controller, Bell Canada Enterprises (moderator)

Francesca Guolo, Partner, Goodmans LLP

Adam Wagstaffe, Managing Director, Money Market Funds, TD Asset Management Inc.

Clement Gignac, Chief Economist, National Bank of Canada

Session Description TBC

12:00pm • 03:00pm Optional Activity: Flat Water Float - details on page 16

12:30pm • 01:45pm Networking Luncheon in Exhibit Hall (Mary Shaffer & Great Hall)

Sponsored by RESOURCES

01:45pm • 03:00pm Concurrent Sessions

## A. Carbon: A Business or Political Issue? (Tonquin & Spike)

Bill Hewitt, (moderator)

**Gray Taylor,** Chair, Climate Change & Emissions Trading and Environmental Groups, Corporate Law Partner, Bennett Jones LLP

Marc Levinson, Economist, JP Morgan Chase

**Dr. Christine Schuh**, Director, PricewaterhouseCoopers

The panel, with a diverse range of expertise in this emerging business and reporting issue, will explore the policy options being discussed for carbon emissions as well as the implications for financial reporting.

The atmosphere is no longer considered a free good. As a consequence there is requirement for business through the accounting and finance departments to measure climate impacts from greenhouse gas emissions, to report and communicate effectively with shareholders and other stakeholders on actions taken and being taken on emissions and to monitor and mitigate emissions impacts within the business operations. Climate issues have become meaningful in the everyday life of the Chief Financial Officer and the company Treasurer, whereas previously this topic was the responsibility of operations management.

# ISCOVERTHE

#### **TUESDAY, JUNE 10**

## B. The CFO's Responsibility for Good Governance (Pyramid ABC)

Lisa Dorian, President & CEO, PowellDorian Services Inc (moderator)

Session Description TBC

## C. IFRS Update in Canada (Beauvert)

**Alister Cowan,** Executive Vice President, Chief Financial & Compliance Officer, British Columbia Hydro & Power Authority (moderator)

Matt Bootle, Partner, Professional Practice Group, Ernst & Young LLP

Peter Martin, Director, Accounting Standards, CICA

John Carchrae, Chief Accountant, Ontario Securities Commission (OSC)

Deborah Stein, Vice President Finance and Chief Financial Officer, AltaGas Ltd.

Session Description TBC

03:00pm • 03:30pm Networking Break in Exhibit Hall (Mary Shaffer & Great Hall)

Sponsored by Georgeson

03:30pm • 04:15pm Keynote Address (Beauvert Ballroom)

## Strategy for Success - the Canadian Western Bank Story

Larry Pollock, President & CEO, Canadian Western Bank & Trust

Larry Pollock, President & CEO of Canadian Western Bank for almost 20 years will discuss the strategy that has led to the unprecedented success of this western Canadian Schedule 1 bank. Growing organically as well as by acquisition the bank has become a significant presence in the western Canadian market. Larry will tell the CWB story.

06:00pm • 07:00pm Gala Reception (lodge lawn)

07:00pm • 09:30pm Gala Dinner (Beauvert Ballroom) - details on page 14

Sponsored by



Presentation of Frank S. Capon

Distinguished Service Award - details on page 17

#### **WEDNESDAY, JUNE 11**

07:00am • 03:00pm Registration open (Great Hall Foyer)

07:30am • 08:45am Breakfast Seminar A (Pyramid ABC) Sponsored by TOWERS N

### **How Finance Can Manage Pension Risk**

Steve Bonnar, Towers Perrin

David Service, Towers Perrin

Session Description TBC

## **WEDNESDAY, JUNE 11**

Breakfast Seminar B (Tonquin & Spike)

08:00am • 12:00pm Optional Activity: Discover Jasper Tour - details on page 16

09:00am • 09:45am Keynote Address (Beauvert Ballroom)

#### **Canadian Star Comes Home**

**Maureen Kempston Darkes,** Group Vice President and President, Latin America, Africa and Middle East, General Motors

Maureen's presentation will provide and overview of the following:

- · State of the business
- LAAM Regional Overview
- GM's Energy and Environmental Strategy

09:45am • 10:30am Keynote Address (Beauvert Ballroom)

## Managing Risks and Expectations - An Alberta Oil Sands Development

**Doug Proll,** Chief Financial Officer & Senior Vice-President, Finance, Canadian Natural Resources Limited

This presentation will focus on understanding the risks associated with a major Oil Sands development project, mitigating those risks and managing the expectations of management and the board, banks, credit markets and the financial markets from project inception through execution. This session will also explore the importance of corporate culture, of having a defined plan and the necessity of an evolving strategy to meet the expectations of other key stakeholders.

10:30am • 10:45am Exhibitor Prize Draws (Beauvert Ballroom)

10:45am • 11:15am Networking Break in Exhibit Hall (Mary Shaffer & Great Hall)

Sponsored by Georgeson

### WEDNESDAY, JUNE 11

11:15am • 12:30pm Concurrent Sessions

## A. Powerhouse Strategies for Growth (Tonquin & Spike)

**Speaker TBC**, Grant Thornton (moderator) John Stanton, Founder, The Running Room Canada Inc. Ruth Kelly, President and CEO, Venture Publishing Inc.

Session Description TBC

## B. The Canadian Labour Market Squeeze - Strategies for Managing Your Human Capital (Pyramid ABC)

Brendan Moore, President & Chief Executive Officer, Brendan Moore Enterprise Sales Tax Solutions (moderator)

Gord Ball, Business Development Executive, IBM Global Services, Application Management Sector David King, Executive Vice-President, Robert Half International Speaker TBC

Session Description TBC

## **WEDNESDAY, JUNE 11**

12:30pm • 02:00pm Closing Luncheon and Keynote Address (Beauvert Ballroom)

Sponsored by CGA Certified General Accountants
Comptables généraux accrédités

## The Story of a Pioneering Spirit

Carolyn Hursh, Chair, James Richardson & Sons Hartley Richardson, President & CEO, James Richardson & Sons

Session Description TBC

02:00pm • 02:30pm Closing Remarks and Early Bird Prize Draw (Beauvert Ballroom)

Sponsored by





#### FEI CANADA GOLF TOURNAMENT

The Jasper Park Lodge golf course is located in the heart of the Canadian Rockies, the 18 hole course winds its way through pines and offers some of the most spectacular views in the world! Highly acclaimed for its challenging layout and spectacular beauty, the Jasper Park Lodge Golf Club is rated by SCOREGolf Magazine as the #1 Best Golf Resort in Canada.

Snow capped mountain peaks loom nearby (called the Whistlers). The course elevation is approximately 3000 feet and is a pleasant walk. The holes are gently contoured with trees usually lining both sides of the fairways. Many bunkers are built on mounds and are usually forgiving! The course borders along a lake called "Lac Beauvert" and three of the holes are played along its shore.

From the Blues, the course length is 6598 yards with a course rating of 70.5! Par for the course is 71.

Price per person: \$195 plus GST - Register early! Maximum 144 golfers.

#### Price include:

- Green fees, golf cart rental, lunch, prizes and gift
- Continental breakfast will be available for golfers in the Tonquin & Spike room at the Jasper Park Lodge golf clubhouse from 6:30 – 8:00 am. Sponsored by BMO
- Jasper Park Lodge offers a complimentary shuttle service to and from the golf course, typically a 5-10 minute walk from most rooms

#### Format: Shotgun with two divisions

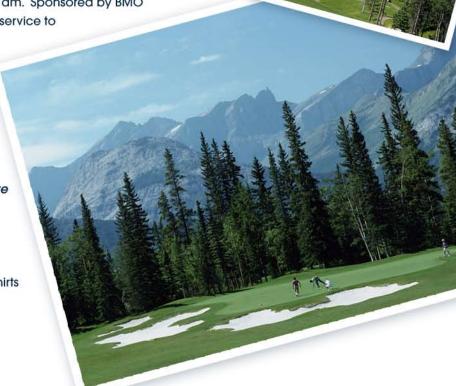
- Scramble
- Competitive (play your own ball)

Golfers should arrive at least a half an hour before the scheduled shotgun start of 8:00am

#### **Dress Code:**

- No denim (pants or shirt) of any colour.
- Shorts must have a minimum 5 inch inseam and shirts must be worn at all times.
- Soft soled shoes or golf shoes must be worn.
- No jogging suits.

Platinum Sponsor Robert Half



#### **NETWORKING AND SOCIAL EVENTS**

Early Arrival Reception (Tonquin, Spike & Terrace, Golf Clubhouse) Sunday June 8: 7:00 pm - 9:00 pm

The warmth and hospitality of the Canadian Rockies will embrace you the moment you arrive. We invite you to join us, take a seat, unwind and sip on a cocktall. Soak in the elegance, lounge and get comfortable, you might want to stay a while. The beautiful setting provides the perfect backdrop for sipping a glass of wine.

The Early Arrival Reception is proudly sponsored by



## **New Member Reception (Pyramid ABC)** Monday, June 9: 5:00 pm - 6:00 pm

Attend this reception and learn the best way to use your time at the 2008 FEI Canada Conference and come away with the most useful knowledge and networking contacts.

## Welcome to Jasper Reception (Mary Shaffer Ballroom & Great Hall) Monday June 9: 6:00 pm - 7:30 pm

Join your hosts, colleagues and exhibitors for a Grand Rocky Mountain Lodge Experience at the official conference opening. Enjoy an abundance of delicious foods that celebrate the treasures of the vast Prairies and the Great White North. Warm Albertan hospitality and the opportunity for business development and networking with exhibitors will allow you to make new contacts and reconnect with old. Then decide your dinner destination and enjoy the evening together.



#### **Discover Jasper!**

Gala Reception and Dinner - Reception (Lodge Lawn) and Dinner (Beauvert Ballroom) Tuesday June 10: 6:00 pm - 9:30 pm

Experience the magnificent Canadian Rockies and breathtaking view during the outdoor reception. Meet, mingle and enjoy exceptional regional cuisine and quality wine, followed by an evening of entertainment by Award Winning Entertainer, Todd Butler. Guaranteed to entertain you with a stunning combination of musical parody, whimsical wit, and outstanding musicianship, Todd is one of Canada's most dynamic, innovative and talented performers. This event promises to be an experience you won't soon forget.

This exciting event is proudly sponsored by





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## **GUEST PROGRAM (intended for spouse or partner)**

The Guest Program registration fee of \$375 includes access to all conference sessions and all meals, including the receptions, Gala Dinner, and the Closing Keynote Luncheon. We are also please to include the Rocky Mountain Breakfast in this year's fee. Additional recreational activities are optional and will be charged separately to each participant. Due to limited capacities, pre-registration is required for all optional recreational activities.

#### **ROCKY MOUNTAIN BREAKFAST**

From the Edith Cavell Dining Room you will enjoy a lovely breakfast and majestic view of the mountains and Lac Beauvert. This beautiful 4 diamond, award-winning restaurant features a spectacular menu. The postcard perfect vista and menu will allow you to experience the rustic elegance of Jasper.

Following breakfast, there will be a short presentation by trained naturalist, Ward Cameron. Ward will provide you with a fun opportunity to learn about the incredible animals of the Canadian Rocky Mountains. This presentation will put the "wild" back in wildlife and provide the perfect finishing touch to your morning. This will be an experience that will capture your mind, and your palate.

#### **COLUMBIA ICEFIELD TOUR**

Your journey takes you on one of the most scenic highways in the world the Icefields Parkway, with its jagged mountain peaks, forested valleys, glaciers and emerald lakes. This is the habitat of bighorn sheep, moose, elk, mountain goats and black and grizzly bears. It is one of the largest accumulations of ice south of the Arctic Circle and one of the most interesting and accessible icefields in North America. At the Columbia Icefield Centre enjoy a 1.5 hour Snocoach excursion onto the surface of the Athabasca Glacier.

Price per person: \$155 (includes GST) Monday, June 9: 8:30 am - 4:30 pm



MALIGNE LAKE TOUR (optional tour to directly follow the Guest Program Opening Breakfast)

The shadows of vast, snowcapped peaks cast themselves brilliantly over a glacial blue sea deep in the interior of Jasper National Park. Maligne Lake, along with pristine natural beauty Spirit Island, is not only the oldest attraction in Jasper Park but also the largest lake in the Canadian Rocky Mountains.

For over 70 years no trip to the Canadian Rockies has been complete without a 90 minute cruise to Spirit Island on Maligne Lake in Jasper National Park. This diminutive Canadian icon, floating amid turquoise, glacial waters are accessed via glass enclosed and heated boats.

At Spirit Island the boat lands to allow for a short walk to the viewpoint overlooking the mountain ringed southern shores of Maligne Lake; the equally famous backdrop of Spirit Island.

Price per person: \$110 (includes GST)
Tuesday, June 10: 10:00 am - 2:30 pm

#### FLAT WATER FLOAT

Explore a route used by the "fur traders"

If you want to relax and float through a scenic and historic region while your guide recounts the natural and historic background of the Canadian Rocky Mountains, then the float trip is for you. You will glide down the river in a 20 passenger oar powered raft for this gentle float on the Athabasca River in Jasper National Park or the Fraser River in Mount Robson Provincial Park.

Price per person: \$59 (includes GST)
Tuesday, June 10: 12:00 pm - 3:00 pm

#### **DISCOVER JASPER TOUR**

Jasper, fascinating in beauty and history, is set amid some of the most rugged peaks in the Rockies. This 4 hour tour, will encompass some outstanding scenery including, the Jasper Tramway and Maligne Canyon, with its narrow gorge and limestone walls reaching 50 metres below, the deepest canyon in Jasper National Park. Was this, at one time, a part of the most extensive underground river system in North America or has 10,000 years of water flow created the canyon? You'll have to decide for yourself! This excursion offers the opportunity to see wildlife in their natural environment.

Price per person: \$90 (includes GST)
Wednesday, June 11: 8:00 am - 12:00 pm



#### RECOGNIZING EXCELLENCE

#### FRANK S. CAPON DISTINGUISHED SERVICE AWARD



FEI Canada is pleased to honour **Thomas Van Zuiden** of the Hamilton Chapter as the recipient of the 2008 Frank S. Capon Distinguished Service Award.

Thomas Van Zuiden has been an active member of FEI Canada since 1965. He was a Clarkson Gordon CA in 1948, being awarded the FCA in 1979. In the mid-1970's, Thomas was Chairman of the Hamilton-Dundas Branch of the Victorian Order of Nurses and in 1980, Chairperson of the Hamilton District Chamber of Commerce. In 1952 he joined Dofasco and rose to the position of CFO, which he held at his retirement in 1991.

Since retirement he has been active in ProBus, a Hamilton business organization for retired Professionals, serving as President in 2003-4. He has been active in fund raising activities with the Hamilton YWCA and Chairman of the McMaster University Hospital Board of Trustees. Thomas has been a leader among leaders in his community.

Over the course of his 43 years of membership in FEI Canada, Thomas has contributed to and been instrumental in many areas of the organization. He was a member of the National Executive during the 1970's and he was one of the founding members that were instrumental in the move towards establishing a separate administration structure in Canada. He is a Past Chair of FEI Canada and one of the few Canadians to ever be the Chair of a North East Area Conference of FEI in 1974/75. Thomas served as a member of FEI Canada's Committee on Corporate Reporting (CCR) as well as a member of the Steering Committee of FEIsters. In 1991, FEI U.S. recognized Thomas with the Distinguished Service Award for his work in building the FEI franchise in Canada. Thomas served as the Auditor of the Hamilton Chapter from 1998 until 2003.

His knowledge of the Canadian Business community and his personal network of friends and associates built over long years of dedication to Canadian industry in an exciting period of Canada's growth, have made Thomas a role model for FEI Canada leadership.

# CFERF SECOND ANNUAL BEST CONFERENCE PAPER AWARD

Employee Stock Option Valuation: Modeling the Voluntary Early Exercise Boundary

Neil Brisley and Chris Anderson are the recipients of the Canadian Financial Executives Research Foundation's (CFERF) Second Annual Beast Conference Paper Award. Neil is an Assistant Professor of Finance at Richard Ivey School of Business, University of Western Ontario. Chris is an assistant professor of Operations at the School of Hotel Administration, Cornell University. Their award-winning paper "Employee Stock Option Valuation: Modeling the Voluntary Early Exercise Boundary" will be distributed at the conference and Neil will be joining us as a panelist on the "Performance Measurement and Executive Compensation" panel at the conference.



## Conference Sponsors...







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Fairmont Jasper Park Lodge - Jasper, AB

## Conference Exhibitors...



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