

THE SFU ALUMNI ASSOCIATION

1969 • 2009

09

ANNUAL ALUMNI
GATHERING
& GENERAL
MEETING

CONNECT
FOR SUCCESS

Includes secrets of success
from some of SFU's most
accomplished alumni

Celebrating **40** years

May 2009

Dear Alumni,

Thank you for attending the 2009 Annual Alumni Gathering & General Meeting.

This year marks the 40th anniversary of the SFU Alumni Association, a milestone in SFU's history. We would not be celebrating this special occasion without the support and involvement of our distinctive and dynamic alumni. Your feedback and opinions help us make sound decisions for the future. Your participation in our programs helps us build a strong and vibrant alumni community. And your achievements and contributions help show the world that SFU alumni are not only thinking of the world - we're changing it for the better.

To commemorate our 40th anniversary, we've invited some of SFU's most accomplished alumni to share their secrets of success in these pages. We hope their words inspire you to reach above and beyond in your own lives.

Thank you for keeping the SFU spirit alive and well and for giving us 40 wonderful years. I invite you to stay connected to see the exciting changes the next 40 years will bring.

Sincerely,

A handwritten signature in black ink, appearing to read 'Allan Maynard', with a stylized flourish at the end.

Allan Maynard, BSc '70, MSc '72
President, Alumni Association



SIMON FRASER UNIVERSITY
THINKING OF THE WORLD

Presented by
The Alumni Association of Simon Fraser University

CONNECT FOR SUCCESS

2009 Annual Alumni Gathering & General Meeting
Tuesday, May 26, 2009 • Segal Graduate School of Business

- 5:00** Reception
- 6:00** Annual General Meeting
- 6:30** 40 Secrets of Alumni Success
- 7:45** Networking & hors d'oeuvres

SFU ALUMNI TOP 40 UNDER 40 SPEAKERS

Thank you to our Top 40 under 40 alumni (as recognized by *Business in Vancouver*) for sharing their secrets of alumni success at this year's annual gathering.



Ms. Sharka Stuyt, BBA '91, MBA '00

Sharka received her Top 40 award in 1999. She is a professor of Business at Capilano University and a certified executive coach, facilitator, trainer and motivational speaker who helps individuals and organizations achieve their goals. Sharka has 15+ years of corporate leadership experience and operates her own business - Inspiro Services. Previously Sharka was worldwide Director of Marketing for Pivotal Software, and a senior director with ATI Technologies, the world's leading video-graphics board and chip manufacturer. She was also Director of Marketing at Bedford Software, where she named and launched the world renowned product "Simply Accounting". She was instrumental in founding the BC Social Venture Partners, which supports numerous non-profits in BC.



Mr. Jade Bourelle, BBA '93

Jade received his Top 40 award in 2006. He is the President & CEO of Talent Technology, which he co-founded in 2000. An innovator in the recruiting and training industry for 15 years, Jade was previously an executive search consultant and the founder of TeleSkill Human Resource Solutions, a telecommunications recruitment firm. While a student at SFU, Jade co-founded the Association of Collegiate Entrepreneurs (ACE), an international organization dedicated to helping university students start businesses. He also co-founded Canada's 'Top 40 Under 40' business awards. Jade currently serves on the International and Vancouver Board of the Entrepreneurs Organization (EO). He also serves on the Council of Partners for SFU's Venture Connection program.



Ms. Lynda Brown-Ganzert, BA '90 Communications, MEd '00

Lynda received her Top 40 award in 2006. She has been involved in the arts and new media industries for almost 20 years working with local and international companies. She was the President of New Media BC from 2002-2007, and is currently CEO and co-founder of zuluMe, a start-up company leveraging the new frontier of mobile social networks. In her community work, Lynda founded National Digital Media Day in 2008 and is currently a Director of Interactive Canada and the Vancouver International Film Festival. She was a director of the Great Northern Way Campus from 2005-2007 and was instrumental in proposing the Centre for Digital Media. She currently serves as the Alumni Order in Council representative on SFU's Board of Governors.



Mr. Stacey Cerniuk, BSc '91 Computing

Stacey received his Top 40 award in 2002. He has 22 years of IT industry experience and is the Founder, President & CEO of Annex Consulting Group. Annex is a Vancouver and Victoria based company providing IT services such as applications development, project management, network infrastructure and management consulting. For 3 consecutive years, Annex has been named a PROFIT magazine fastest growing company in Canada and CDN top 100 IT solution provider. Stacey is Co-founder and Partner of the Learning Annex Centre, the only training company in BC focusing entirely on project management education. He contributes actively to the IT industry as a public speaker and advisor to two educational certificate programs, and is a mentor with S.U.C.C.E.S.S. helping new immigrants to Canada.

SECRETS OF ALUMNI SUCCESS

To commemorate our 40th anniversary, we've invited some of our most accomplished alumni to share their favorite tips for success.



Linda Crompton, BA '87 • President & CEO, BoardSource

Founder Citizen's Bank of Canada
2000 Outstanding Alumni Award - Professional Achievement
www.boardsource.org

A quote that I live by is from Eric Hoffer... *"In a time of drastic change, it is the learners who inherit the future. The learned find themselves equipped to live in a world that no longer exists"* - which I interpret to mean not that learning is not important, but that we must never STOP learning. No matter how many degrees we have or how much experience we gain, we must remember that history does not move in straight lines. It is a mistake to think we can predict the future based on what we 'know'. But we have an opportunity to shape that future - for ourselves, for our organizations - if we can remain open to new and previously unimagined possibilities.



Jay Triano, BA '82, PDP '87 • Head Basketball Coach, NBA Toronto Raptors

1992 Outstanding Alumni Award - Athletic Achievement
www.nba.com/coachfile/jay_triано

I have 2 quotes from people who had an impact on my drive and desire and one from an unknown author that I look at everyday.

"Dream Big Dream"..... Jack Donohue, my former National Team Coach

"Dreams are made if people only try"..... Terry Fox, classmate and friend at SFU

"What would you attempt to do if you knew you could not fail?"
Author Unknown



Sarah England, MBA '97 • Global Health Advocate, World Health Organization

2006 Outstanding Alumni Award - Service to the Community
www.wpro.who.int

Set ambitious but realistic goals and work towards them with passion. Build partnerships. Make the world a better place. Love your family and friends.



Dr. Robert Armstrong, BSc '75 • Chief of Pediatric Medicine, BC

Children's Hospital

2006 Outstanding Alumni Award - Professional Achievement
www.bcchildrens.ca

Understand the big picture while focusing on completing the tasks that build to the goal. Accomplish this by engaging, delegating and supporting your colleagues, staff and partners using the tools of common sense and good humor.



Evaleen Jaeger Roy, BBA '84 (Hons) • former VP, HR, Global Publishing & Community, Electronic Arts

2008 Outstanding Alumni Award - Professional Achievement
www.sfu.ca/alumni/our_alumni/outstanding

Success is a choice, a way of being. Accept no less. I've learned that being successful means taking risks, building partnerships, and approaching everything with an energetic, "can do" attitude. Passion and attitude are more important than anything else. Learn to think with no limitations and you won't find any. Finally — as Churchill so famously said — never, ever, ever, give up!



Chilwin Cheng, BA '94, MBA '08 • President, Legal Process Solutions

Chair, Volunteer Vancouver
www.volunteervancouver.ca

- Discover a personal creed so compelling, it forces you to act
- Welcome life's unexpected challenges and opportunities
- Undertake your life's purpose with diligence, sacrifice, and commitment
- Savour victory, learn from setback
- Express compassion and gratitude to everyone around you
- Appreciate those who came before you
- Share with those who will come after you



Wendy Newman, BA '72 • Executive Director, ArtStarts in Schools

1987 Outstanding Alumni Award - Professional Achievement
www.artstarts.com

Think creatively.

Act imaginatively.

Jump carefully.

And be prepared to transform everything around you.



Carol Huynh, BA '04 • Olympic Gold Medal Wrestler, 2008 Beijing Olympics

Inductee, BC Sports Hall of Fame
www.carolhuynh.com

There are so many factors that contributed to my success and it is difficult to choose just one, so I'll give you a couple.

1. You need to be passionate about what you do, but not obsessive! Keep a balanced life, taking care to tend to emotional, spiritual, physical and technical needs.
2. Nurture and maintain a great support network - not just business contacts! It's so important to have the love and support of people who will be behind you no matter what.



Jenny Kwan, BA '84 • MLA Province of BC, Vancouver Mount-Pleasant

First Chinese-Canadian cabinet minister in BC's history
www.jennykwan.ca

Social consciousness is a part of being Canadian: recognizing that everyone is a citizen even those in the shadows of life. Politics don't have their real influence in legislatures and parliaments; their impact is in the everyday lives of real people. Politics gain their real meaning in communities and need to have roots right down to the ground. Investments in communities are never wasted and everyone deserves a chance to succeed. Opportunities for advocacy are all around us. Social change occurs from the ground up, one person at a time. The centre of gravity for success is kindness.



Peter Robinson, BA '88, PBD '96 • CEO, David Suzuki Foundation

Chair and Chancellor, Royal Roads University
www.davidsuzuki.org

When I was working with the International Committee of the Red Cross in 1998, monitoring prisons in Rwanda, I quickly discovered that the best way to prepare for a stressful work day was to spend an hour each morning reading something completely unrelated to my work! I have never lost that habit, and as a result - have made my way through numerous inspiring and thoughtful books since then. And even though they weren't related to my work when I read them, the insight and viewpoints gained, no matter how diverse, have eventually touched on everything I have done.



Maureen Bader, MBA '91 • BC Provincial Director, Canadian Taxpayers Federation

Advocate, artist, writer, commentator
www.taxpayer.com

Keep looking, learning...
Opportunities exist...
Just never give up.



Steve Mossop, BBA '90 • President, Market Research Canada West, Ipsos Reid

Business in Vancouver Top 40 under 40

www.ipsos.ca

My Seven Secrets for Success:

- Always do what's best for the organization, not for yourself
- Treat all staff at all levels the same
- Hire people smarter and better than you
- Review and reward performance
- Plan first, execute second
- Don't over-complicate
- Align all your actions to key company drivers



Shawn Smith, BBA '05 • President, Global Agents for Change

Raising awareness and funds for global social change

www.globalafc.org

"Whatever you do, or dream you can, begin it. Boldness has genius and power and magic in it." — Johann Wolfgang von Goethe.

When you move, the world will move with you. There is no magic in this - from the moment your ideas are truly set in motion a universe of opportunities and possibilities comes to life that you could never anticipate ahead of time. Be bold, and begin!



Jennifer Gardy, PhD '06 • Microbiologist, Science TV Host, Globe & Mail Blogger

Shrum Convocation Gold Medal Winner

www.jennifergardy.com

Individually, each of us can only go so far. To truly succeed requires surrounding yourself with good people. Embrace people from different walks of life, adopt ideas from different disciplines, and challenge yourself to take different views. Offer your colleagues the best of yourself, and they, in turn, will offer you their best. Together, you will achieve what each of you as individuals could not.



Terry Beech, BBA '06 • MBA Candidate, Oxford University

2005 Outstanding Student Leadership Award

www.twinbro.com

Success is derived from the value that you create for others. The secret is to add more value to your personal and professional relationships than you take away...



Leah Pells, BA '89 • Track & Field Olympian and Running Coach

2000 Outstanding Alumni Award - Athletic Achievement
www.pellsrunningclinic.com

OK....my secret to success is no secret. We all know what it takes to succeed, the question is whether or not we want something bad enough. For me, I have only ever done 4 things:

1. Patience: learning to be patient with your goals and knowing that anything is possible if you have patience.
2. Consistency: practice makes perfect is true. Consistency as you work towards your goal is key. To be successful you must become an expert at what you want. The way you become an expert is relentless practice and consistency in what you do towards your goal.
3. Small Stairs: when you have a big goal you need to break it down into small stairs... each stair represents one step closer to your big goal.
4. Love: this is the most important part of success - you must love what you do. If you are happy and you take pleasure in your goal, you will keep doing it and you will become an expert and achieve your goal. Be happy and enjoy what you do. Love is the most crucial element in success.



Andreas Abele, BA '98, MALS '06 • President & CEO, Disc-Go-Technologies

Business in Vancouver Top 40 under 40
www.discgotech.com

I never thought success would be so much fun. It comes from being able to face your fears and face your problems and face your shortcomings and still say: Hey, despite all this, how can I help create something that is helpful to all parties involved? Then, each time, you do your best to answer that question and follow through with it. It will take you to some pretty scary places and it will take you to some pretty amazing places. But always, you have to ask that question: How can I do something here that will be helpful?



Mark Jaccard, BA '78, MRM '84 • Professor, Energy Economist, Author, Media Commentator

2007 Outstanding Alumni Award - Academic Achievement
www.emrg.sfu.ca

Continually seek out and then assess with an open mind the research of others that contradicts what you have been assuming to be true.



Grace Kwok, BA '72 • President, Anson Realty

Consistently ranked among Vancouver's Top Realtors
www.anson-realty.com

Success is being good at something that one is passionate about. If you are fortunate in finding that passion you will enjoy the hard work to success. Take time to look.

Recognize your strong and weak points. Spend more time and energy developing your strong attributes and delegate to others who can do best.

Hard work is always a key factor. Imagine even working one extra hour a day... What will that add up to in 40 years?



Cary Fowler, BA '72, LLD '08 • Executive Director, Global Crop Diversity Trust

Establisher of the world's first global seed bank
www.croptrust.org

Identify your passion and pursue it with relentless focus and persistence. You'll have to abandon your "comfort zone" if you really want to win. Get used to it. It'll help if you keep in mind the words of the famous race car driver Mario Andretti: "if everything is under control, you're not going fast enough."

Do you have a secret of success that you would like to share with SFU alumni? Let us know at alumni@sfu.ca.

NOMINATE OUTSTANDING ALUMNI

Each year SFU and the Alumni Association honour our most accomplished graduates with alumni awards. These graduates are nominated by alumni, faculty, staff, students and SFU friends in the community. Nominations for the 26th annual awards are being accepted until June 15, 2009. Nomination information: www.sfu.ca/alumni.

We gratefully acknowledge the support of our event sponsors:



The SFU Alumni Association was founded in 1969. We are a registered non-profit society with a membership of over 100,000 members in more than 125 countries worldwide. We are governed by an elected Board of Directors and receive administrative assistance from the SFU Alumni Relations Office. We are committed to keeping alumni informed, involved, and invested in the alumni community and the future of SFU. Working closely with the university, we offer communications, events, benefits and services for our current and future alumni. We are proud to support SFU and its graduates in making their finest contributions to society.



Stay connected

www.sfu.ca/alumni