How will we shape business leaders to change the world?
The Haskayne School of Business is developing innovative leaders and solution generators to manage our unpredictable future.

Together.

energize
THE CAMPAIGN FOR EYES HIGH

The University of Calgary has grown into a vital community of thought leaders and visionaries. Energize: The Campaign for Eyes High, is our drive to positively charge our campus community, our city and beyond, to unleash the leadership power of the Haskayne School of Business to meet the challenges facing our world in the 21st century. And this power can only be unleashed together.
Our students want to change the world. At the start of their program, almost 80 per cent of Haskayne undergraduate students surveyed say that they come to business school to make a difference.

The passion of our students maps well onto a future that will include unprecedented and rapid disruptive change. Business will advance through nano-technologies, genome research, artificial intelligence, alternative energy technologies, and shared economic models that reshape consumerism, to name a few. Progress promises to go well beyond the refinements of past decades to reveal transformative change more akin to Henry Ford replacing the horse and carriage with the Model T.

At Haskayne, we embrace these challenges, and seek to go above and beyond the standard educational models to ensure our graduates have the right skills for a fast moving and ever-changing future. Through the following four factors, we seek to create agile leaders and solution generators with the grit to manage the future:

• Learning that is infused with both critical and entrepreneurial thinking so that Haskayne graduates have the tools necessary to generate new solutions to the unknown problems of the future.

• Cutting edge research by world leading scholars to develop insights into local and global business challenges.

• Engaged leaders from the business community to make student learning real through the lens of experience.

• Philanthropic support from people like you who recognize the need to go above and beyond, giving the best opportunities to ambitious students.

In the following pages you will see the progress we have made thanks to the support of visionaries like you.

The heart and soul of a great business leader is innovative thinking — the ability to analyze any situation with intelligence and creativity, to make a decision and then to develop a plan to successfully execute. At the Haskayne School of Business we build skills with practical knowledge. Haskayne professors are among the best in Canada, and our professors incorporate innovative methods to empower students with the skill set to thrive in any situation, no matter how challenging.

The university’s base operating funding allows Haskayne to deliver standard in-class programs. Philanthropy propels business education well beyond the classroom. For example, Haskayne’s Guided Path System™ provides a structured path for student leadership development. Global study opportunities in business centres like New York, London, and Tokyo expose students to real world business situations. Inter-collegiate business competitions allow Haskayne student teams to test their skills against the very best in the world.

Through these diverse opportunities, Haskayne prepares students for their role in an innovation ecosystem. That role is as a convener, bringing together scientists, engineers, creative designers and other specialists to create new opportunities and foster bold solutions to complex challenges. Our students are key contributors to that ecosystem.

Your support will help us attract bright and ambitious students and faculty to further develop innovative programs that accelerate Haskayne’s path to becoming a top business school.

EMPOWERING STUDENTS WITH SKILLS TO LEAD WITH BOLDNESS, CREATIVITY AND INTELLIGENCE.
Together, we will create business champions.

The Haskayne School of Business is a powerhouse in student business competitions. Since the school began competing in 1978, Haskayne student teams have stood out. For example, in the 37-year history of ICBC (Inter-Collegiate Business Competition) Haskayne has won more than twice the number of competitions as its nearest rivals. Haskayne has also had success in other competitions like the Hult Prize, Rotman International Trading Competition, John Molson International MBA Competition, Berg Cup Study Competition, and the Engineering and Commerce Case Competition. This is due to the same reasons our graduates succeed in the real world — excellent teaching of innovative thinking by leaders like Dr. Bob Schulz, a legendary coach and professor of strategy and global management. Your generous support gives our students the opportunity to grow in these arenas.

Teaching our students how to win in any arena.
Together, we will challenge leaders.

We believe in developing student leadership skills, then giving students challenging opportunities to put those lessons to work. The Haskayne Leadership Expedition is a five-day backpacking trip into the wilds of the Rockies and is made possible by philanthropic support. The adventure includes training in a range of mountain survival skills (navigation and route-finding, risk assessment, ecological awareness) as well as problem-solving challenges, leadership assignments and adaptive creativity required to achieve expedition goals. The academic rigour underpinning this program enables students to lead in an unpredictable environment — making decisions under rapidly changing conditions — much like the business world we face today. This is just one of the many initiatives in Haskayne’s Canadian Centre for Advanced Leadership in Business.

Leading in the wild builds character and confidence.
Quick... who is shaping a new generation of entrepreneurs?

Calgary is an entrepreneurial city, and Haskayne’s Hunter Centre for Entrepreneurship and Innovation embraces that spirit. The RBC Fast Pitch Competition concludes ENTI 317, a trailblazing course in entrepreneurial thinking. This course and competition is supported by donors like you and helps students develop an entrepreneurial mindset by brainstorming possibilities, solving problems and creating their own new venture concept to capture a new market opportunity. The competition’s top 12 teams pitch to compete for more than $100,000 in prizes. The real prize, however, is that all participating students develop entrepreneurial skills that allow them to turn ideas into solutions faster.
Our faculty is a recognized force in management research, with over 90 academic peer-reviewed studies published in this year alone. Generous donor funding supports research through the following chairs and professorships:

- Brookfield Residential Chair in Management
- Chair in Insurance and Risk Management
- Richard F. Haskayne Chair in Accounting
- McCaig Chair in Management
- Suncor Chair in Competitive Strategy and Sustainable Development
- David E. Mitchell Professorship in Management
- Richard Parker Professorship in Metropolitan Growth and Change
- Robson Professorship

In addition to our established leaders in research, Haskayne has recruited game-changing scholars to deepen the understanding and application of management theory and decision-making in fields such as leadership, sustainability, financial markets and banking, global supply chain and information systems. With these rising stars, Haskayne punches above its weight. To build on our momentum and make even greater impact, we need more. Comparable business schools have twice as many fully funded chairs and professorships.

Your support will help us to retain and attract world-class scholars eager to explore new ways organizations can evolve. These scholars will develop and deliver solutions that organizations can use to manage the challenges ahead.

TO BUILD A BETTER FUTURE, WE NEED RELIABLE RESEARCH, AND HASKAYNE IS EXCEEDINGLY GOOD AT IT.

WHEN YOU CREATE A WORKPLACE WITHOUT POLITICS AND BULLYING, SUCCESS RULES.
Sandy Hershcovis, PhD, a Haskayne School of Business associate professor who specializes in organizational behaviour, focuses on understanding the social context of workplace mistreatment (e.g., workplace bullying, incivility and abusive supervision).
In the scientific community, there is no system in place to comprehensively organize the thousands of articles published daily, so researchers can spend years collecting data for their studies. Piers Steel, PhD, Distinguished Research Chair in Advanced Business Leadership, and his collaborators Frank Bosco from Virginia Commonwealth University and Krista Uggerslev from NAIT, teamed up to create metaBUS, a search engine for scientific research. Research meta-analysis that used to take years will now take minutes. This is just one of many initiatives funded by philanthropy at Haskayne that allows vital research to flourish.

Nimble business thinking speeds up the process of scientific discovery.
Together we will attract the world’s best.

Haskayne stands out on the global stage.

Prestigious research chairs reflect the quality of the faculty at the Haskayne School of Business. Alain Verbeke, PhD, the McCaig Research Chair in Management and Killam Award winner, was recently selected as the new editor-in-chief for the highly respected Journal of International Business Studies. Verbeke’s contribution to the field of international business strategy has already been significant and it comes as no surprise that he is being called upon to lead the field’s top journal.

Harrie Vredenburg, PhD, the Suncor Chair in Competitive Strategy and Sustainable Development, makes Haskayne an international thought leader on global energy business, geopolitics and sustainability issues. As academic director of Haskayne’s Global Energy Executive MBA program, Vredenburg leverages his research expertise to teach industry leaders from around the world in classrooms in Beijing, Doha, London, Houston and Calgary. Coupled with an MBA that Corporate Knights placed in the top-five of its Better World MBA ranking, Haskayne is making an impact around the world.
Since the financial crisis of 2008, small business financing has been an important policy initiative for decision-makers. Accessing capital creates jobs and grows the economy. A new study underway at the Haskayne School of Business will shed light on the lesser-known world of how private companies raise money to grow their businesses. Project co-leads Ari Pandes, PhD, assistant professor of finance, and Michael Robinson, PhD, associate professor of finance, are undertaking research that offers a unique glimpse into how private companies grow. Their work also provides a deeper understanding of private-market financing that is important to academics, policymakers, regulators and practitioners. Helping government create an environment where companies can grow will help the entire economy thrive. Thanks to support from our donors, important research like this can continue to transform business.
Haskayne researchers find new ways to boost housing affordability.

When housing becomes more affordable, lives can improve dramatically. The Westman Centre for Real Estate Studies has established a cross-sector working group that is actively developing market-based solutions to address housing affordability. With our partners in the community as well as York University and the University of Virginia, we are working toward solutions that will have real impact on Calgary and the world.

Greg Morrow, PhD, the new Richard Parker Professor in Metropolitan Growth and Change, is similarly taking a multidisciplinary approach to creating a robust research program that addresses the dramatic pace of change influencing our urban lives. Through a collaboration with our Faculty of Environmental Design, Morrow leads this important work that bridges urban design with business savvy.
CONNECTING WITH THE VAST TALENT IN OUR OWN BACKYARD AND BEYOND.

The Haskayne School of Business brings the classroom into the community and the community into the classroom, thanks to support from generous donors like you.

Haskayne connects students with exciting employment opportunities through its Career Centre and interesting projects to consult in the business community. Academics are encouraged to work with industry and other groups, applying their research and insight to business challenges and opportunities faced by organizations today.

The school also facilitates business leaders to provide their invaluable expertise to our students and faculty through executive-in-residence programs, guest lectures, mentorship and other meaningful engagement opportunities.

The Jarislowsky Fellow in Business Management is an executive-in-residence program that brings successful leaders from private, public and not-for-profit sectors into the school to act as role models, providing a wider range of perspectives to students.

Team Hunter volunteers — entrepreneurs and business leaders — give students valuable consulting, mentorship and judging support for their new venture concepts.

The Haskayne Mentorship Program, one of many significant development opportunities offered by the Canadian Centre for Advanced Leadership in Business, pairs established business professionals throughout the Calgary community with Haskayne undergraduate and graduate students. Mentorship gives students a chance to gain true insights and grow their skills, while also supporting learning experiences for industry mentors.

You have an opportunity to help create and advance powerful connections between Haskayne, local and global communities. Your investment in connecting student experiences, teaching and research to interested communities will increase Haskayne’s relevance today and tomorrow.
Creating a forum where Canada’s business leaders can shape the future.

At the Haskayne School of Business, creating the leaders of tomorrow means listening to the leaders of today. Throughout the year at Haskayne, events are held to shape the future of business in Canada, engaging thousands of community members. Thanks to support of donors, these programs bring local and global business leaders to Haskayne to address students and the business community:

• Haskayne Hour
• Alliance Pipeline Seminar Series
• Brookfield Residential International Speakers Series in Real Estate
• ConocoPhillips IRIS Seminar Series
• Enbridge Research in Action Seminar Series
• Progress Energy International Speaker Series
• Wayne Henuset Entrepreneurship Speaker Series

Together, we will light the way.
The Haskayne Founders’ Circle, a dedicated group of Haskayne School of Business supporters, joined Dick Haskayne and other visionaries and philanthropists to help create a school that will shape the future. By investing in Haskayne, circle members are connected to business education through philanthropy — directly supporting efforts to attract top student and academic talent, unique local and global experiential learning activities for students, cutting-edge research and opportunities for Haskayne to engage with key industries and economic sectors. Members of the Haskayne Founders’ Circle stand shoulder to shoulder with the school’s greatest champions, building the next generation of leaders.

Great things happen when leaders lead.

Together, we will raise the bar.

Haskayne Founders’ Circle member Gary Kovacs, BComm’90, MBA’99.
Scurfield Hall, home of the Haskayne School of Business, officially opened in 1986. At the time it was built, there were approximately 1,000 students who attended classes in traditional lecture halls. Our numbers and our teaching methods have changed significantly since then. Today, too many of our 3,400 students attend classes in other parts of campus because their home in Scurfield is too full.

To be a top-tier business school, we need to expand our physical space, enhance Scurfield Hall and embark on the construction of a new building.

With philanthropic support, this crucial expansion project will feature innovative classrooms with state-of-the-art technology and collaborative workspaces, together with study and event space for students, faculty, and the broader community. Functional design will create a home and interactive offices for the ever-expanding Haskayne centres of excellence:

• Canadian Centre for Advanced Leadership in Business
• Hunter Centre for Entrepreneurship and Innovation
• Westman Centre for Real Estate Studies
• Centre for Corporate Sustainability
• Canadian Centre for Advanced Supply Chain Management and Logistics

Together, we will enrich learning with new spaces.
TOGETHER WE WILL CREATE LEADERS WHO WILL ENERGIZE THE FUTURE OF BUSINESS.

With your support, we can bring the power of transformative leadership at the Haskayne School of Business to the world. You will help us attract the rising stars, educate future generations of students, build community connections and continue vital research that elevates Calgary as a source for solutions to some of the most pressing business problems of our time.

**Students**
Recruiting and retaining students as well as the brightest minds to teach them through:
- Scholarships, bursaries and awards.
- Experiential and international learning opportunities to develop global citizens.
- Dedicated support for programs that cultivate student success.

**Research**
Attracting and supporting scholars who make discoveries to energize business through:
- Chairs, professorships and fellowships.
- Funding to drive rigorous and relevant research across all business disciplines.
- Writing and developing case studies to analyze real business challenges.

**Community Engagement**
Building meaningful connections to expand our knowledge and push business frontiers through:
- Speaker series and symposiums that bring internationally respected leaders to Haskayne.
- Visiting lecturers who share knowledge relevant to academia and industry.
- Executives-in-residence to leverage the expertise of our community to impact student experiences.

**Capital**
Building a new home for Haskayne and expanding and renovating existing learning spaces:
- State of the art classrooms and innovative technology to support teaching and learning.
- Functional work spaces for individual and group study.
- Welcoming public areas to host speaker programs and special events.

$120 million

**YOU**

$30 million

Community Engagement

$20 million

Students

$30 million

Research

$30 million

Capital

$40 million

YOU

$120 million

CASE FOR SUPPORT
Dick Haskayne became a business leader through hard work and a relentless commitment to ethics, important values instilled by his parents. His generous donation created one of the university’s largest endowments. This transformational funding is advancing business education and turning today’s students into the next generation of business leaders. Today the school has an annual enrolment of over 3,400 undergraduate and graduate students.

You can make a difference and create a legacy that will never fade. Join us and we will energize the future together.

This is your opportunity to spark meaningful change in the world. Because great cities need great universities. And great universities are built on great philanthropy.
Join us, and we can shape the next generation of business leaders.

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