

2010 Canada Study Tour



Vancouver, British Columbia

Dear 2010 Vancouver Study Tour travelers,

We are pleased to have you be part of the annual *Canada Study Tour*. This trip was inspired by the full-length study tours, and we hope to continue in the tradition of expanding business and cultural experience and learning with our neighbor to the north. We have a very full and exciting trip planned— **please carefully review this information packet prior to our departure from Seattle and carry it with you throughout the trip.**

Very special thanks go out to Jenn Adrien, Assistant Director of the Global Business Center, who has been an invaluable part of the planning and implementation of this trip. We would also like thank Nadine Fabbi of the Canadian Studies Center, whose expertise on Canadian business, culture and history has provided us with new learning even before our trip has begun. The Canada Studies Center is also sponsoring affiliate faculty member and director of the UW Global Trade, Transportation and Logistics program Greg Shelton, to join us on trip. Lastly, we would like to thank the Consulate General of Canada in Seattle, WA and the Canada-America Society for their generous support of this tour.

Best Regards,

Debbie & Ann

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STUDY TOUR PARTICIPANTS

STUDY TOUR LEADERS & FACULTY



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PARTICIPANT EXPECTATIONS

Remember, at all times you are representing not only yourself, but also the University of Washington and Michael G. Foster School of Business.

ATTIRE & APPEARANCE

- For all company visits, unless specified, formal business attire is required.
 - **Men:** suit jacket, collared shirt, dress slacks and neckties.
 - **Women:** Business suit, appropriate blouses with skirts and/or slacks.
- No shorts or jeans (blue or otherwise) are to be worn on company visits.
- Be sure to have relatively comfortable shoes because most days we will be walking downtown for several blocks.

HEALTH & SAFETY

- Carry a photocopy of your passport with you at all times during the tour. Keep your actual passport in the hotel safe (if available).
- Do not carry large amounts of cash, nor your passport, with your bag. (Leave in your room safe or with the front desk)
- Be careful with your wallet and/or bag while you are walking on the street.
- Please notify the tour leaders as soon as possible if you are feeling unwell.
- Please let tour leaders know in advance of any food allergies or dietary restrictions you may have.

DETAILED ITINERARY

Thursday, January 14

Dress: Casual

Meals hosted: None

| Time | |
|-----------------|---|
| 8:15 pm | Meet in UW Business School MBA Lounge, Balmer Hall |
| 8:15 – 11:30 pm | Depart Seattle and travel to Vancouver (<i>vans</i>) |
| 11:30 pm | Arrive in Vancouver, check-in at Metropolitan Hotel (645 Howe Street, Vancouver, BC V6C 2Y9) |

Please let Debbie and Ann know if you will be traveling separately to Vancouver!

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Friday, January 15

Dress: Business Formal

Meals hosted: Lunch, Dinner

| Time | |
|------------------|--|
| 8:25 am | Meet in lobby to travel to U.S. Consulate (<i>walk</i>) |
| 8:45 – 9:00 am | Arrive at U.S. Consulate General and go through security – NO ELECTRONICS! (1095 West Pender Street, 19th Floor) |
| 9:00 – 10:00 am | Visit with Consul General and Trade Commissioner (U.S. Consulate General, Vancouver) |
| 10:00 – 10:30am | Return to hotel to pick up purses and electronics (<i>walk</i>) |
| 10:30 – 11:00am | Meet in lobby to travel to Port Metro Vancouver (<i>walk</i>) |
| 11:00 – 12:00 pm | Presentation by Alycia Majorkiewicz – Port Metro Vancouver |

| | |
|-----------------|--|
| | <i>(100-999 Canada Place, Vancouver)</i> |
| 12:00 – 1:00 pm | Lunch |
| 1:00 – 1:30 pm | Travel to Canada Export Centre <i>(walk)</i> |
| 1:30 – 2:30 pm | Mark Mensing – CEO, Canada Export Centre <i>(602 West Hastings Street, Vancouver)</i> |
| 2:30 – 3:00 pm | Travel to GM Place <i>(walk)</i> |
| 3:00 – 4:30 pm | Presentation by Victor De Bonis – COO, Vancouver Canucks Tour of GM Place <i>(800 Griffiths Way, Vancouver – Gate 16)</i> |
| 4:30 – 6:30 pm | **FREE TIME** |
| 6:30 pm | Meet in hotel lobby to walk to group dinner at Shabusen <i>(202-755 Burrard Street, Vancouver)</i> |



- A. **Metropolitan Hotel**
645 Howe Street

- B. **U.S. Consulate**
1075 W Pender St

- C. **Port Metro**
100-999 Canada Place

- D. **Canada Export Center**
100-602 W Hastings St

- E. **Canucks @ GM Place**
*800 Griffiths Way
Gate 16*

Also viewable at - <http://tinyurl.com/cst2010fri>

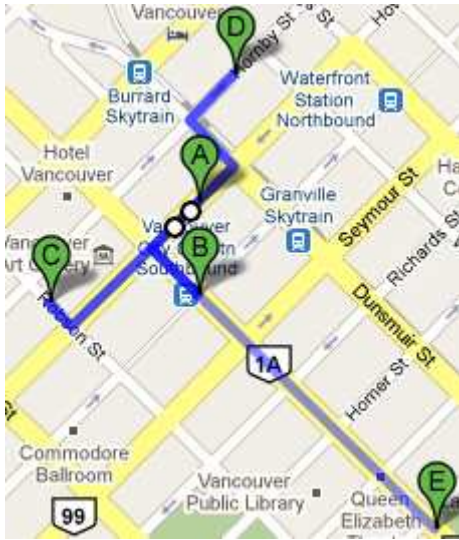
DETAILED ITINERARY

Saturday, January 16

Dress: Business Casual

Meals hosted: Breakfast, Lunch, Dinner

| Time | |
|------------------|--|
| 8:00 am | Meet in lobby to travel to TD Tower (<i>walk</i>) |
| 8:30 – 10:00 am | Breakfast and Q&A hosted by Raymond Chun – Senior Vice President, Pacific Region and Lianne Glendinning, AVP, Human Resources, TD Canada Trust Please come prepared with questions! (700 West Georgia Street, Vancouver - 29th floor) |
| 10:00 – 10:45 am | Walk by 2010 Commerce Centre (800 Robson Square) |
| 10:45 – 11:45 am | **FREE TIME** |
| 11:45 – 1:00 pm | Lunch at Diva at the Met |
| 1:30 – 3:00 pm | Talk with Dr. Sukumar Periwal, Executive Director of Strategic Policy & Planning, Intergovernmental Relations Secretariat, BC Government (YWCA Program Centre, 535 Hornby Street – Welch 1) |
| 3:00 – 6:45 pm | **FREE TIME** |
| 6:45 – 10:00 pm | Walk to Shark Club to watch the hockey game with UBC students (180 West Georgia Street, Vancouver) |



- A. **Metropolitan Hotel**
645 Howe Street
- B. **TD Tower**
700 West Georgia Street - 29th floor
- C. **2010 Commerce Centre**
800 Robson Square
- D. **YWCA Program Centre**
535 Hornby Street – Welch 1

DETAILED ITINERARY

Sunday, January 17

Meals hosted: None

| Time | |
|---------|--|
| All day | <p>** FREE TIME **</p> <p>Options, interest dependent:</p> <ol style="list-style-type: none"> 1. Watch football 2. Grouse Grind – 30 minutes away, difficult 2 hour hike 3. Stanley Park 4. ... |

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Monday, January 18

Dress: Business Formal

Meals hosted: Lunch

| | |
|------------------|--|
| Time | |
| 9:45 am | Meet in hotel lobby to check out and load baggage into vans |
| 10:00 - 10:30 am | Travel to St. Paul's Hospital (<i>walk</i>) |

| | |
|------------------|---|
| 10:30 – 11:45 am | Presentation by Canadian Advanced Medical Services International (1081 Burrard Street, Vancouver – Cafeteria room 4, 4 th floor) |
| 11:45 – 12:15 pm | Return to hotel and travel to lunch (<i>vans</i>) |
| 12:15 – 1:05 pm | Lunch |
| 1:05 – 1:30 pm | Travel to EA Games (<i>vans</i>) |
| 1:30 - 2:30 pm | Presentation at EA Games hosted by Jackie Copland (4330 Sanderson Way, Burnaby) |
| 2:30 – 3:15 pm | Travel to Microsoft (<i>vans</i>) |
| 3:15 – 4:30 pm | Q&A at Microsoft Canada Development Centre Please come prepared with questions to ask! (13511 Commerce Parkway, Richmond) |
| 4:30 pm - | Dinner in Richmond, travel back to UW |

COMPANY BIOGRAPHIES

FRIDAY, JANUARY 15

U.S. Consulate at Vancouver
Specialist

Judy Simonite, Commercial



As the population of the Pacific Northwest continues to rise and the integration of our trade markets continues to strengthen, the U.S. Consulate in Vancouver has grown and adapted. Some of the challenges the Consulate has faced in the past 25 years have been ongoing problems, such as lumber duties, boundary disagreements, or periodic disputes over fishing rights.

Some of the Consulate's newest and greatest challenges have come as the Consulate adapted to the changing international security environment after the terrorist attacks on New York and Washington in 2001. Vancouver created a law enforcement hub with officers from the FBI, ATF, US Secret Service, Drug Enforcement Administration and US Immigration & Customs Enforcement to work with their Canadian counterparts on cross-border crime. This changing security environment has impacted consular services as well as our bilateral relationship with British Columbians accustomed to a virtually open border who have concerns about the effect of tightening security to trade and travel.

The Consular section now processes over 30,000 visa applications every year from nationals of 170 different countries. American Citizen Services is busier than ever, providing routine and emergency services to the estimated 250,000 U.S. citizens who now reside in the district.

Port Metro Vancouver

Alycia



Majorkiewicz

Port Metro Vancouver is Canada's largest and busiest port, and is the fourth largest tonnage port in North America. It is a gateway for domestic and international trade and tourism, and a major economic force of the Canadian economy.

Historically, Vancouver had three different port authorities: the Fraser River Port Authority, North Fraser Port Authority and Vancouver Port Authority. After nearly one hundred and fifty years of existing separately, these three entities were combined to create Port Metro Vancouver on January 1, 2008. The new entity jurisdiction covers nearly 600 kilometres (370 miles) of shoreline.

Port Metro Vancouver operates across five business sectors: automobiles, breakbulk, bulk, container and cruise (it is the homeport for the Vancouver-Alaska cruise industry). The Port facilitates trade with more than 130 world economies, and handles nearly 130 million tons of cargo each year. Almost 95 percent of the Port's total volume serve Canadian import and export markets. The port has a \$22 billion in economic output and a \$10.5 billion effect in Gross Domestic Product (GDP).

Port Metro Vancouver is committed to preserving the environment, and as such was the first North American port to employ a dedicated team of specialists to address environmental issues. Its programs work to minimize impacts of port operations as well as enhance the surrounding environment. As part of these efforts, PMV partnered with the ports of Seattle and Tacoma to reduce port-related diesel and greenhouse gas emissions. It also partnered with some of the cruise lines to create of shore power sources for vessels in order to reduce greenhouse gas emissions when vessels are docked.

Canada Export Centre

Mark Mensing, CEO



Connecting and building relationships with the right companies can be a real challenge, even when they are in the same country and speak the same language as you. Language, cultural, geographic and time zone barriers compound the issues that surround doing business internationally.

Canada Export Centre's customized services and business development tools help clients to establish trade relationships with the companies that best suit your needs. The Canada Export Centre name, international network and reputation lends credibility, endorses client companies and capabilities, and assists in engaging prospects to support international business development.

Vancouver Canucks

Victor De Bonis, CFO



The Vancouver Canucks are a professional ice hockey team based in Vancouver, British Columbia, Canada. They are members of the Northwest Division of the Western Conference of the National Hockey League (NHL). They joined the NHL as an expansion team in 1970. The Canucks play their home games in General Motors Place. The Canucks have twice made it to the Stanley Cup Finals, but lost both series to each of the New York teams: the Islanders in 1982, and the Rangers in 1994.

SATURDAY, JANUARY 16

TD Canada Trust

Raymond Chun, SVP Pacific Region

Lianne Glendinning, AVP Human Resources



TD Canada Trust is the personal, small business and commercial banking operation of The Toronto-Dominion Bank (TD) in Canada. TD Canada Trust offers a range of financial services and products to more than 10 million Canadian customers through more than 1,100 branches and 2,600 ATMs. People often incorrectly use "TD Canada Trust" to refer to the whole bank after the merger in 2000, although TD Canada Trust only makes up the bank's largest division.

Canada Trust (CT) was formerly an independent company, acquired by TD Bank in 2000; TD then adopted the new group brand name "TD Bank Financial Group". CT was merged with TD's existing retail division to form the new TD Canada Trust division. CT President and CEO W. Edmund Clark was made President and COO of TD, later ascending to President and CEO in 2002.

BC Intergovernmental Relations Secretariat

Dr. Sukumar Periwal, Executive Director of Strategic Policy & Planning



Dr. Sukumar Periwal was educated in India, the United States and the United Kingdom, and holds a doctorate in international relations from the University of Oxford. Before working in government, he was an international journalist, management consultant and fellow at a research institute in Central Europe. Sukumar has also facilitated intercultural communication courses for UBC. He has published an edited collection on nationalism and a novel that was serialized in an Italian newspaper.

Sukumar was former Canada-US Visiting Fulbright Chair of the Canadian Studies Center, Henry M. Jackson School of International Studies at the University of Washington in 2006-2007.

SUNDAY, JANUARY 17

University of British Columbia

Sauder School of



Business

As one of the world's leading business faculties, Sauder School of Business represents the future of management thinking. Combining award-winning research, an outstanding faculty, and unmatched global partnerships, Sauder School of Business generates new business knowledge, fuels organizations with innovative ideas, and graduates tomorrow's business leaders. The Faculty has more than 2,400 students in Bachelors, Masters, and PhD programs and over 24,000 alumni in 60 countries.

Monday, January 18

Canadian Advanced Medical Services International



Many delegations from other countries visit British Columbia each year in order to study our health care system. Canadian Advanced Medical Services International acts as a central referral agency and responds to requests from people from other countries who want to learn about the Canadian Health Care System. We arrange orientation programs and study tours for visiting delegations on behalf of the Ministry of Health and provider organizations such as hospitals and long term care facilities and programs. On request, orientation programs may be arranged for any length of time, to study any aspect of the Canadian healthcare system.

In addition to healthcare related topics, Canadian Advanced Medical Services also arranges study tour programs focusing on the Canadian social welfare system. The program would provide an introduction to Canadian income security, social services and social work and would be of interest to individuals in

the social services community, social work professions, public policy advocates, and other community activists

COMPANY BIOGRAPHIES

(CONTINUED)

Monday, January 18 (continued)

EA Canada



Electronic Arts, Inc. is an international developer, marketer, publisher and distributor of video games. Founded and incorporated on May 28, 1982 by Trip Hawkins, the company was a pioneer of the early home computer games industry and was notable for promoting the designers and programmers responsible for its games. By the early 2000s, EA had become one of the world's largest third-party publishers. Currently, EA's most successful products are sports games published under its EA Sports label, games based on popular movie licenses such as *Harry Potter* and games from long-running franchises like *Need for Speed*, *Medal of Honor*, *The Sims*, *Battlefield* and the later games in the *Burnout* and *Command & Conquer* series. They are also the distributors of the *Rock Band* series.

The firm's current international headquarters is located in Redwood City, CA and the Burnaby location was started in January 1983. EA Canada is EA's largest studio, with 1800 people, and houses development and testing of many EA Games and EA Sports titles.

Microsoft Canada Development Centre

Sudha Setty, Senior HR Manager



The Microsoft Canada Development Centre (MCDC) is located in Richmond, British Columbia, Canada. The centre is home to some of the best and brightest software developers from around the world.

Since opening its doors in September 2007, the MCDC has quickly become an intricate part of Microsoft's global strategy for distributed software development. MCDC employees play a key role in architecting systems, developing code, and testing software and systems that are developed by Microsoft and released to global markets. Collectively, MCDC employees work on more than 50% of all the products and services offered by Microsoft. The MCDC is already recognized as a premier Microsoft Development Centre with a direct impact on the millions of Microsoft customers worldwide.

The state-of-the-art Richmond, BC campus ensures our employees work in an environment that not only fosters creativity, and collaboration but also helps them achieve work-life balance. With a global team

from over 45 different countries, speaking more than 15 languages, and having been recognized as one of the Top Ten Companies to Work for in British Columbia in 2008 and 2009 in B.C. Business magazine's annual employee survey, the MCDC has truly become a **Destination for the World's Best**.

U.S. Consular Security

Please note that all visitors must be screened prior to entry and are subject to inspection via a walk-through metal detector and with a hand-held metal detector. Carried personal items will undergo full inspection by use of an X-ray machine and other equipment.

IMPORTANT

Any visitor who declines to be screened by U.S. Embassy/Consulate security personnel will be prohibited from entering the Embassy/Consulate.

In order to facilitate your entrance to the Embassy/Consulate and reduce your waiting time at the security checkpoint, we recommend that you leave behind any unnecessary personal items such as purses and briefcases. If you leave them in your car, be sure to put them in the trunk and lock your car; do not leave any personal items in view in the passenger compartment.

Please bring only the documentation required for your appointment.

PROHIBITED ITEMS

Please note that the following items are prohibited inside the U.S. Embassy/Consulate and we have no facilities for storing these items, so please leave them at your home, hotel or in your vehicle:

- food and beverages
- weapons or tools
- backpacks, luggage, or purses
- electronic/recording equipment, including, but not limited to:
 - laptop computers
 - mobile phones

- PDAs
- cassette, CD, MP3 players
- pagers
- keyless remotes
- oversized strollers

IMPORTANT CONTACT INFORMATION

Most US cell phones will work in Vancouver, but higher roaming rates will likely apply. We advise bringing your phones in case of emergency, but limiting your use by leaving them turned off. Please check with your individual carrier for coverage areas and rate information. Tour leaders will **not** have cell phones on!

VANCOUVER TAXI CABS (IN CASE OF SEPARATION FROM GROUP)

Yellow Cabs 604-876-555 or 604-681-1111
Vancouver Taxi 604-255-5111

METROPOLITAN HOTEL

645 Howe Street
Vancouver, BC V6C 2Y9
Front Desk 604- 687-1122

EMERGENCY CONTACTS

Jenn Adrien 253-312-3619
UW Police 206-685-8973

ROOM LIST

| Room | Reservation # | | |
|-------------|----------------------|-------------------|--------------------|
| 0512 | 22717 | Greg Shelton | |
| 1401 | 22712 | Ann Huang | Liz Mills |
| 0508 | 22710 | Debbie Tran | Kurt Lervick |
| 0510 | 22705 | Sarah Abercrombie | Stacy Lissandrello |
| 0408 | 22706 | Christopher Bajuk | Ian Courtnage |
| 0608 | 22708 | Jennifer Davis | Jennifer Mechem |
| 0412 | 22709 | Erik Kachmarsky | Raj Velji |
| 0610 | 22713 | Nicolas Mitchell | Andrew Parcel |
| 0708 | 22714 | Jeff Parks | Jason Peterson |
| 0710 | 22715 | Kyle Reed | John Tanjutco |
| 0712 | 22716 | Moshe Zilberstein | Karin Zilberstein |