



February 14-18, 2008

Sponsored by
University of Washington Global Business Center
Henry M. Jackson School of International Studies
Canadian Studies Center



Dear 2008 Vancouver Study Tour travelers,

We are pleased to have you be part of the second annual *Study Tour to Canada*. 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.**

A very special thanks goes out to Jenn Adrien, Associate Director of the Global Business Center, who got on board with this project from the start, and has been an invaluable part of the planning and implementation of this trip. We would also like to 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. Also, 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,

Tania Elliott
2008 Co-leader

Tim Randall
2008 Co-leader

Kelly Voss
2009 Leader

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Study Tour Participants

Study Tour Leaders



Tania Elliott
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MBA Class of 2008
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Tim Randall
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Kelly Voss
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Student Participants



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Geoffrey Grimsdick
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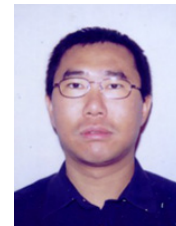
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Katrina Wickersham
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Robbert Zamitis
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Not Pictured:

Anthony Choi
Eve MBA Class of 2010
Achoi21@u.washington.edu

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, 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 other color) 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

- Bring a photocopy of your passport with you.
- Do not carry large amounts of cash, nor your passport, with your bag. (Leave in your room or with the concierge)
- 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.

What to Bring

We recommend packing as lightly as possible for this short 4-day trip.

Suggested items:

- Small “carry-on” sized luggage (we will be storing luggage in the back of our 12-passenger van)
- **Passport**, valid photo ID (drivers license), any relevant visa or immigration documents
- Credit/debit card for purchases
- 3 days worth of business attire, for 3 days of company visits and evening dinner receptions (review itinerary for more detail)
- 2 days worth of business casual and casual for less formal visits and free time
- Umbrella and overcoat (weather is quite similar to Seattle climate)
- Toiletries, medicines, etc.
- Pad folio and notebook
- **Magnetic UW MBA nametags** (we will also provide VST nametags)
- Business card holder and extra cards
- Cell phone & charger (Canadian electrical outlets are the same as in the US)
- Camera

Important Contact Information

Please note: most US cell phones will work in Vancouver, but higher roaming rates will most 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

Tania's cell phone number: (206) 850-5706

Tim's cell phone number: (206) 310-3014

Sheraton Vancouver Wall Centre Hotel

1088 Burrard Street

Vancouver, BC, V6Z 2R9, Canada

Phone: (604) 331-1000

www.sheratonvancouver.com

Vancouver Taxi Cabs (in case of separation from group)

Yellow Cabs: 604-876-555 or 604-681-1111

Vancouver Taxi: 604-255-5111

Black Top Cabs: 604-731-1111

MacLure's Cabs: 604-731-9211

The United States Consulate General Vancouver

1075 West Pender Street, Vancouver

(Near the intersection of West Pender and Thurlow streets.)

Phone: (604) 685-4311

Official visitors should identify themselves to a security guard at the 1075 West Pender Street entrance in order to gain access to the Consulate's lobby. You will be required to undergo a thorough security check before being admitted into the Consulate. Valid picture ID is required.

University of Washington Global Business Center

Jennifer Adrien, Assistant Director

Phone: 206-616-3806

Itinerary - February 14-18, 2008

Thursday 14TH Casual Dress

- 6:00 PM:** Meet in UW Business School MBA Lounge, Balmer Hall.
6:30 PM: Depart Seattle.
9:30 PM: Arrive in Vancouver, check-in at Sheraton Wall Centre Hotel.

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FRIDAY 15TH Business Dress

- 9:00 AM:** Meet in hotel lobby.
9:15 AM: Depart for US Consulate
9:45 AM: Visit with Deputy Consular Kathleen Hill of the U.S. Consulate. ****Strict security measures. No electronics****
11:30 AM: Depart the Consulate for the Vancouver Board of Trade
12:00 PM: Visit with the Darcy Rezac of the Vancouver Board of Trade at the World Trade Center. Lunch provided.
2:00 PM: Depart Vancouver Board of Trade for Vancouver Canucks
3:00 PM: Meet with Chris Zimmerman, CEO of the Vancouver Canucks Hockey Team.
5:00 PM: Depart Canucks for Simon Fraser University.
5:30 PM: Wine and Cheese mixer with Simon Fraser University MBA program.
7:00 PM: Depart SFU.
7:30 PM *Option 1:* Go to Vancouver Giants Hockey game and have dinner at the game.

Option 2: Go to dinner with study tour members.

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SATURDAY 16TH Business Dress

- 7:30 AM:** Meet in lobby and depart for UBC Robson Square
8:00 AM: Breakfast with the University of British Columbia MBA program.
9:30 AM: Take taxis to the Vancouver Aquarium.
10:00 AM: Meet with Sergio Ross, Trade Commissioner of Mexico to the Pacific Northwest in the Aquarium Conference Room.
11:30 AM: Lunch at the Aquarium.
12:00 PM: Tour of the Vancouver Aquarium.
12:30 PM: Meet with Jean-Charles Freimuller, VP of Business Operations of the Vancouver Aquarium.
2:00 PM: Travel back to Hotel. Free Time
3:45 PM: Meet in hotel lobby to depart to PICA (**Business casual ~ casual dress**).
4:00 PM: Depart from hotel lobby for dinner at Pacific Institute of Culinary Arts.
4:30 PM: Three course dinner and information session at the Pacific Institute of Culinary Arts with President Sue Singer and the Executive Chef.
7:00PM Depart PICA for social outing with UBC MBA students to watch the Canucks game.

SUNDAY 17TH
Business Casual ~ Casual Dress

- 9:00 AM:** Meet in lobby for breakfast and a presentation by Sukumar
- 10:30 AM:** Leave hotel for a private tour of the Vancouver Art Gallery.
- 11:00 AM:** Private tour of the Vancouver Art Gallery
- 12:00 PM:** Depart for Granville Island for lunch and a presentation by Lance Berelowitz, author and Principal of the Urban Forum Association: Town Planning, Urban Design & Communications.
- 2:00 PM:** Tour of the Granville Island Brewing Company
- 2:30 PM:** ****Free Time after the Brewery Tour****

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MONDAY 18TH
Business Dress

- 8:15 AM:** Meet in hotel lobby
- 8:30 AM:** Depart hotel for City of Vancouver visit.
- 9:00 AM:** Welcome breakfast and City of Vancouver visit at City Hall with Deputy Mayor Chow
- 10:00 AM:** Leave City Hall for Vancouver General Hospital.
- 10:30 AM:** Visit with Vancouver General Hospital. Lunch provided at 1:00 pm.
- 1:30 PM:** Depart Vancouver General Hospital for the Vancouver Olympic Committee.
- 2:00 PM:** Meet with Rob Arthurs of the Vancouver Olympic Committee at the 2010 Commerce Centre.
- 3:30 PM:** Leave 2010 Commerce Center and head to Canada Export Centre
- 4:00 PM:** Meet with Mark Mensing, CEO of the Canada Export Centre
- 5:00 PM:** Dinner
- 7:00 PM:** Depart Vancouver.
- 10:00 PM:** Arrive back at University of Washington Seattle campus.

Consular Security

Security Notice to All Consular Visitors

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 or recording equipment of any kind, including, but not limited to:
 - laptop computers
 - mobile phones
 - PDAs
 - cassette, CD, MP3 players
 - pagers
 - keyless remotes
 - oversized strollers

VIP Bios & Organization Information

Simon Fraser Univ./Segal Business School, Assoc. Dean Ed Bukszar



At SFU Business, we're committed to research and teaching that make an impact; to creating and communicating knowledge that builds better leaders and better organizations; and working with these leaders and organizations to enrich the knowledge and capabilities of the communities we live and operate within.

SFU Business continues to build on its heritage of innovation with new programs, new concentrations and new international business opportunities. With a reputation as a leader in management education, we continue to pursue our goal of becoming the business school of choice in British Columbia.

Dr. Ed Bukszar, associate dean of graduate programs, has taught as a visiting professor in more than a dozen different MBA programs in Europe and Asia since joining SFU Business in 1989. He was most recently an area coordinator for the SFU Business policy group, a position he held for 10 years, and was also academic director for the Graduate Diploma in Business Administration (GDBA) when it was launched in 1998. Twice awarded a TD Canada Trust Excellence in Teaching award, Ed enjoys both teaching and research. He has spent his academic research career examining how executives make decisions and how those decisions inform their strategies. He also consults to high tech companies and teaches executives at home and abroad. A former triathlete, Ed competed in his last Ironman competition in 1993 and now enjoys running, golf and coaching his daughter's basketball team.

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 Bachelor's, Masters and PhD programs and boasts 24,000 alumni in 60 countries.

Vancouver Aquarium



Mission Statement

The Vancouver Aquarium Marine Science Centre is a self-supporting, non-profit association dedicated to effecting the conservation of aquatic life through display and interpretation, education, research, and direct action.

The Aquarium is home to 60,000 aquatic creatures, comprised of 800 different species. Each year 80,000 school children learn about aquatic life through our school programs.

The annual operating budget for 2002 is \$13,700,000. Admissions, programs, groups, membership, retail operations, and food services account for 79% of the Aquarium's operating budget while charitable contributions, donations and restricted grants comprise the remainder.

Vancouver Board of Trade



For more than 100 years, The Vancouver Board of Trade has helped businesses of all sizes to grow and prosper.

Mission Statement

Our mission is to work in the enlightened interest of our members to promote, enhance and facilitate the development of the region as a Pacific centre for trade, commerce and travel. The Board strives to enable and empower its members to succeed, grow and prosper in the global economy.

The Board believes that the market system is the only system that works effectively in the allocation of scarce economic resources for efficient and stable economic growth and job creation. The Board recognizes the imperfections of the market system and supports the need for publicly provided services such as social services, health services and public education. The Board supports the philosophy of less government involvement in the business sector and believes that governments should not do what can be done in whole or in part by the private sector.

U.S. Consulate – Vancouver, BC



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.

Vancouver City Hall – Deputy Mayor Chow



Vancouver is the largest city in the province of British Columbia. It's surrounded by water on three sides and is nestled alongside the Coast Mountain Range. Vancouver is home to spectacular natural scenery and a bustling metropolitan core, and boasts one of the mildest climates in Canada.



Current Deputy Mayor and Councillor George Chow was born in China and settled in Vancouver since 1965. He grew up in the Downtown Eastside and continues to maintain close ties with the community. A UBC Graduate, and active member of the Association of Professional Engineers and Geoscientists of BC, George's private career spans 32 years with BC Hydro where he currently works part time as a senior Engineer. George has served on many community organizations – as past director of the Boys & Girls Clubs of Greater Vancouver, Shaughnessy Heights Property Owners' Association, and Vancouver Chinatown Merchants Association, as well as past president of the Chinese Benevolent Association of Vancouver.

Canada Export Centre



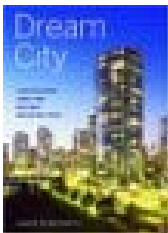
Developed to promote, support and match Canada's exporters to buyers from around the globe, the Canada Export Centre works with the Canadian government, various trade and industry associations and foreign consulates in Canada to capitalize on all the inbound trade delegations and business people who come to Canada looking for trade opportunities.

Vancouver Art Gallery



The Vancouver Art Gallery, the largest art gallery in western Canada, presents national and international exhibitions of works by a range of artists, from groundbreaking contemporary visionaries to historical masters. Founded in 1931, the Gallery has more than 7,900 works in its collection, valued at over \$100 million. The Gallery is internationally known for one of its most important holdings: more than 200 major works by the British Columbia artist Emily Carr, the world's most significant collection of Carr's work. Under the leadership of the Director, Kathleen Bartels, the Vancouver Art Gallery plays an important role in the arts community and beyond, through its exhibitions, special events and public programs.

Author Lance Berelowitz



Lance Berelowitz is a well-known urban commentator and award-winning writer of *Dream City: Vancouver and the Global Imagination*. He has written extensively about Vancouver, presented papers on the city at international conferences and is sought out by the media to comment on urban issues. He was the Editor-in-Chief of Vancouver's successful 2010 Olympic Winter Games Bid Book and has written the book.

Pacific Institute of Culinary Arts



Years of experience lead the instruction and operations at Pacific Institute of Culinary Arts. Founded in 1996 by Sue Singer, the Institute is located in Vancouver, British Columbia at the entrance to Granville Island (named top neighbourhood in North America by U.S. City Ranking Organization's "Project for Public Spaces"). This accredited private, co-educational culinary institute provides students with world-class training in a world class setting filled with both cultural and recreational opportunities.

Canada-America Society



The Canada-America Society provides individuals and businesses with a professional or personal interest in the Canadian-American relationship, a wealth of benefits, including:

- Networking opportunities to meet other business contacts with an interest in Canada
- Information and perspectives on recent developments in Canada direct from political and business leaders
- Unique forums to discuss public policy issues of common interest to Canadians and Americans
- Access to Canadian cultural events and social activities including the annual Canada Day Celebration and Canada Gala
- Resources to help launch or enhance a Canadian business in Washington State or an American business in Canada

2010 Vancouver Olympic Committee (VANOC)



17 days of Olympic Games Events February 12 to 28, 2010

10 days of Paralympic Games Events March 12 to 21, 2010

2010 Vancouver Winter Olympics

The 2010 Winter Olympics, officially known as the XXI Olympic Winter Games, are the next Winter Olympics, scheduled to be celebrated in Vancouver, British Columbia, Canada in 2010. The Games are being organized by the Vancouver Organizing Committee for the 2010 Olympic and Paralympic Games (VANOC). It is responsible, through a range of legal agreements and protocols with several city governments, and the BC and Canadian governments, as well as the International Olympic Committee, for a range of specific activities. VANOC is also building, or contributing to the cost of constructing, several venues in Richmond, the University of British Columbia, West Vancouver, and in the resort community of Whistler and the Callaghan Valley near Whistler.

The event is returning to North America eight years after Salt Lake City hosted the games in 2002. The 2010 Winter Olympics will be the third Olympics hosted by Canada, and the first by the province of British Columbia. Previously, Canada was home to the 1976 Summer Olympics in Montreal and the 1988 Winter Olympics in Calgary. The villages of Whistler and Garibaldi bid for the games in 1976 before and failed to win. Also, for the first time ever the Opening and Closing Ceremonies for a Winter Olympics will be held indoors.

The Canadian Olympic Committee, as the NOC of the host country, has pledged to obtain the most gold medals of any country at the 2010 Winter Olympics, due to its failures to obtain a gold at both the 1976 Summer Olympics in Montreal and the 1988 Winter Olympics in Calgary. To achieve the goal, a program called Own the Podium - 2010 was launched.

2010 Commerce Centre



2010 Commerce Centre
BC Olympic and Paralympic Winter Games Secretariat

The 2010 Commerce Centre, an initiative of the BC Olympic and Paralympic Winter Games Secretariat, has been created to help inform, educate and connect businesses to the opportunities of the 2010 Olympic and Paralympic Winter Games and to create long lasting economic benefits for the Province of British Columbia.

Vancouver Canucks – Chris Zimmerman, CEO and President



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.

Chris Zimmerman is the President and Chief Executive Officer of the Vancouver Canucks and Canucks Sports & Entertainment. He joined the organization in late 2006 after three years as President and CEO of Nike Bauer Hockey Inc., where he utilized his passion and knowledge of the game to drive sales, marketing, research, design and development, and operations for one of the world's leading and most-recognized manufacturers and developers of hockey equipment and apparel.

Prior to his tenure at Nike Bauer Hockey Inc., Zimmerman was General Manager of Nike Golf USA where he helped lead the re-launch of Nike Golf and established the brand as a truly authentic player in the industry. Before joining the Nike Golf Team in 1998, Zimmerman spent 16 years in a variety of senior advertising positions including USA Advertising Director for the Nike Brand and Senior Vice President at Saatchi and Saatchi Advertising in New York.

Zimmerman is a committed hockey fan who has played the game for the better part of the last 30 years. He devotes many hours to community initiatives and currently serves as a Board Member of the Canucks for Kids Fund and Special Olympics BC.

Sergio Ross - Trade Commissioner of Mexico for Western Canada and the Pacific Northwest of USA



Sergio Ross has been at the Foreign Trade Bank of Mexico (Bancomext)- Trade Commission of Mexico for more than 20 years, where he started as financial analyst. The Banco Nacional de Comercio Exterior (Bancomext), which is in charge of promoting foreign trade and attracting foreign investment to Mexico, maintains a promotional program called "Exportanet", created for Mexican companies that wish to export their products to international markets.

Sergio was born in Mexico City and has two bachelor's degrees: one in Economics and another in Business Administration in Mexico City, from the Autonomous Technological Institute of Mexico (ITAM). He also has two master degrees, an MBA from ITAM and a Master's Degree in International Business from Boston University

Vancouver Coastal Health / Vancouver General Hospital



Vancouver Coastal Health (VCH) provides a full range of health care services ranging from hospital treatment to community-based residential, home health, mental health and public health services.

VCH is proud to serve residents in the coastal mountain communities, Vancouver, North Vancouver, West Vancouver and Richmond.

Vancouver General Hospital (VGH) offers specialized and tertiary services to residents in Vancouver and across the province. VGH takes patients referred from other parts of the province requiring highly specialized services. VGH is also a teaching hospital, affiliated with the University of British Columbia, and home to one of the largest research institutes in Canada.

Granville Island Brewing Company



The Granville Island Brewing Company (GIB) is a microbrewery originally based on Granville Island in Vancouver, British Columbia, Canada. Founded in 1984 (as Canada's first microbrewery), their signature and original product is their Granville Island Lager which is a traditional Pilsner style beer brewed according to the Bavarian Purity Law of 1516. Since then, Granville Island has continued to release new innovative beers for all occasions.

Dr. Sukumar Periwal – Study Tour Faculty Representative



Dr. Sukumar Periwal is currently Director, International Relations, in the Intergovernmental Relations Secretariat of the Government of British Columbia. He 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 the University of British Columbia. He has published an edited collection on nationalism and a novel that was serialised 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.