

What's UP!

The Newsletter of **Canadians Abroad** of Southern California

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2008 Annual Newsletter

PRESIDENT'S MESSAGE LEE FRASER

Dear Members of Canadians Abroad,

Many exciting things have happened in the past 12 months for **Canadians Abroad**. You may have followed the national news media story surrounding our Canadians Abroad outing at Dodgers Stadium last summer (simply Google "Flag Flap Dodgers" to read the story) or joined Canadians Abroad in the support of the **Toronto Football Club (TFC)** in their inaugural season in Major League Soccer. Perhaps you attended our **Canadian wine tasting**, **Thanksgiving with the Anaheim Ducks** or the **Holiday Party at the Official Residence**. It was a busy year with events and membership!

I'm happy to report that the growth of the club has continued. In March 2008, CA hired our first **Executive Director, Ryan Dupuis**. We are looking forward to the commitment Ryan brings with him to grow our organization further. We are also in the final stages of completing the largest **revamp to the website** in our 10 year history. Changes will include more social networking opportunities, photo uploads and a marketplace section.

I'm also proud of the people who continue to volunteer their time to serve on our **Board of Directors**. Canadians Abroad has continued to attract the brightest and most dedicated Canadians that Southern California has to offer, and I encourage you to take the time to read their biographies on pages 4 and 5.



LEE FRASER

What to look for in 2008-09? A business group will be formed and regular business functions will be hosted. The **membership benefits will increase** and become more structured around the individual member's interests — whether it's music, culture, sports or simply socializing. For example, Canadians Abroad will co-host the **Annual All-Canadian Alumni Event** on November 15th, celebrating the 400th anniversary of the founding of Quebec City. Canadians Abroad will also continue to offer its staple of events: **Canada Day, Canadian Thanksgiving, Holiday Party** as well as

Immigration & Tax Seminars.

Overall, we feel that there's never been a better time to be part of this organization, and we continue to strive to improve the quality of the events, and member benefits. Thanks for a wonderful past year, and we look forward to the next 12 months with you!

"The membership benefits will increase and become more structured around the individual member's interests — whether it's music, culture, sports or simply socializing."



Alain Dudoit
Consul General of Canada
Los Angeles

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Dear Friends,

Once again, it is a pleasure to be reaching out to the members of Canadians Abroad to reflect on past events and issues and to look forward over the next year. Before I begin, I wish to extend Canada's deep sorrow and support for communities in Burma devastated by Tropical Cyclone Nargais. Canada has pledged \$2 million in humanitarian assistance to provide urgent relief to the people of Burma and Canada's Disaster Assistance Response Team (DART) is standing by to help with relief efforts.

The Canadian Consulate General in Los Angeles has been very busy over the last year. With our colleagues in San Francisco, we organized Governor Arnold Schwarzenegger's visit in May 2007 to Canada. The Governor was very impressed with our people and our institutions. Since his return he has referenced Canadian public-private partnerships as a model for California, and has urged his colleagues in Sacramento to copy some of our many successes. He also signalled his strong support for research collaboration in energy and life sciences during his visit. In December, we took Los Angeles County Sheriff Lee Baca to Canada to further our partnerships with the law enforcement community on emergency preparedness.

The Canada-California Strategic Innovation Partnership (CCSIP), aimed at fostering world-leading research, development and delivery of innovation in technology areas strategic to both jurisdictions, continues to deliver results. Since its launch in January 2006, these include:

- Canada and California's Very-High-Speed Research Internet Infrastructures have been linked. Far-reaching applications in high-speed computing, biotechnology, nanotechnology and medicine are expected;

- Canada and California formed the Cancer Stem Cells Consortium, a joint initiative to investigate the causes of cancer growth. The Consortium has received an initial commitment of \$30 million from the Ontario Institute for Cancer Research and support from Health Canada and the California Institute for Regenerative Medicine;
- CCSIP's Venture Capital & Intellectual Property Working Group has proposed solutions to facilitate cross-border investments in innovative ventures.

We have celebrated the success of many talented Canadians in Los Angeles including ten Oscar nominations and 77 Primetime Emmy nominations. Canadians took home 19 Emmy statuettes last Fall. We also toasted 20 Grammy nominees and continue to marvel at the enormous popularity Canadian music enjoys in the U.S. and around the world.

In the coming months, we will be watching the U.S. elections very closely. Despite speculation about the future of NAFTA, February's NAFTA surface trade figures totalled US \$69.4 billion, a 16.3% jump compared to the same month last year and a 6.5% increase over January 2008. U.S.-Canada surface trade amounted to \$45 of that total, up 18.1% compared to February 2007. 832,000 jobs in California are supported by trade with Canada. Clearly, NAFTA has served Canada, the U.S. and Mexico extremely well. It has stimulated growth, raised standards of living and delivered competitive prices for consumers.

Canada's first mission to Mars is less than three weeks from its destination, with instruments that will tell scientists about clouds, dust and weather on the Red Planet. It is not an all-Canadian mission, but Canada built about one-fifth of the scientific instruments packed aboard Mars Phoenix, NASA's first probe to Mars in two years.

Finally, we are all looking forward to celebrating the great City of Vancouver as they welcome athletes from around the world for the Winter Olympic Games in 2010. I am very proud to report that at the Winter Olympic Games, the athlete's village will be a model for sustainable development, with environmental, social and economic principles being taken into consideration across the entire project.

Sincerely,



Alain Dudoit

2008 Annual General Meeting

2008-09 BOARD CANDIDATES



AGM AGENDA

1. Welcome
2. Board Reports
3. Board Elections
4. Ratification
5. New Business
6. Q&A Session

MISSION STATEMENT

CANADIANS
ABROAD
is a non-profit, volunteer, social organization for Canadians living in the Greater Los Angeles area. Dedicated to helping Canadians keep in touch with their roots, members receive a quarterly newsletter and regular email notices about events of a Canadian nature happening in and around the region.

Lee Fraser, President — Ottawa

Lee graduated from the University of Ottawa, with an Honours Bachelor's Degree in Commerce, focus in Accounting. Before leaving Canada, Lee was an associate with Ernst & Young LLP in Ottawa, ON. Lee initially moved to the U.S. in 2000 to join the Technology, Information, Communications & Entertainment financial services practice of PricewaterhouseCoopers LLP in Boston, MA. Lee now works in a finance leadership role with one of the worlds largest television studios based in Burbank, CA. Lee has served as President of Canadians Abroad for the past 3 years, and on the Board of Directors for the past 5 years.

Jason Trenton, Vice President — London, Ontario

Jason is a partner at McDermott Will & Emery LLP in the firm's Los Angeles office. Jason advises clients on trusts and estates, family business succession planning and international estate planning. He is a member of the State Bar of California and the Law Society of Upper Canada. Education: University of Windsor, LL.B., Loyola Law School, Tax LL.M., Queen's University, B.A.

Ryan Dupuis, Executive Director — Windsor

Ryan graduated from the University of Windsor with a focus on communications. He has been a real estate broker for the last several years. Ryan is also a board member of Music Is Revolution, a non-profit that provides grants to help teachers incorporate music in the classroom. Ryan is also an avid golfer, marathon runner and he wishes he could open a Harvey's franchise in SoCal.

Ian Keiller, Membership Chair — Mississauga

Ian played in the Ontario Hockey League for the London Knights and the Belleville Bulls before earning a BA (Kinesiology and Health Science, minor in Psychology) from York University. Ian is currently a Program Director with A World Fit For Kids!, a non-profit that trains inner-city teens and college students to coach and mentor younger kids through after-school activities.

Calvin S. Mazlumyan, Treasurer — Turkey

Calvin is a Canadian Armenian born in Turkey. He graduated from UCLA double majoring in Political Science with International Relations concentration, and Spanish Linguistics. He received his MBA from Thunderbird, the Graduate School of International Management. Currently, Calvin is the AVP of San Fernando Valley Premier Banking and Investments team with Bank of America.

Jennie Fleming, Board Member — Vancouver

Jennie is a professor at California State University, Long Beach. After completing her undergraduate degree "on the hill" at Simon Fraser University in B.C., she headed east to the University of Western Ontario. Jennie lived and worked in Toronto before making the move south of the border in 2002. She is thankful for the weird experiences and great weather only Los Angeles can offer.

2008 Annual General Meeting

Wolfgang Richter, Board Member — Germany

An entrepreneur, educator and writer, Wolfgang Richter was born in post-war Germany and emigrated from Munich to Victoria with his family in 1952. A graduate of the University of Victoria, he followed in his father's profession beginning his working career as a high school teacher. Upon returning home to British Columbia, Wolfgang saw a need for the establishment of a provincial film locations office, lobbied the government and was hired to create *Film British Columbia*, which has since stimulated the development of film and television production industry of \$1.5 billion annually. As a precursor to his involvement on the Board of Canadians Abroad/LA, Wolfgang also served as a longtime Member of the Board of Directors, Programs Chair and past-President of the *Canada California Chamber of Commerce*.

Joseph Shavit, Board Member — Winnipeg

Joseph holds an undergraduate degree in physics and an MBA in Marketing from the University of Manitoba. In 1996, Joseph co-founded the Canadian Apartments for Rent Online. His department at The LA Times managed B2B, B2C and product management in support of \$250M+ in annual revenues. Joseph is currently the VP of Product Management for Hoodiny Entertainment Group.

Amanda Diedrick, Board Candidate — Vancouver

Amanda's professional experience includes communications manager for a Canadian clothing manufacturer and director of communications for a private sector environmental program. Her public relations clients include BC Hydro, UBC and the Vancouver International Airport Authority. In August 2006, Amanda moved with her husband to Los Angeles. She is writing her first novel.

Jane Figueiredo, Board Candidate — Toronto

Jane received her bachelor's degree in Biomedical Engineering from the University of Toronto. She completed her M.Sc. and Ph.D. in Epidemiology at the University of Toronto. Jane is currently a post-doctoral fellow at the University of Southern California funded in part by the National Cancer Institute of Canada. Since moving to Los Angeles, she has tried surfing and sailing.

Ryan Turnbull, Board Candidate — Winnipeg/Vancouver

Ryan earned an MBA from Simon Fraser University, and a Bachelor of Commerce from the University of Manitoba. Ryan has worked as a Management & Marketing Consultant for a variety of mid market and Fortune 100 companies. He is currently employed as Vice President in the Employee Benefits Practice of USI insurance services and specializes in employee benefits strategy.

Honourary Board Members:

Alain Dudoit

Consul General, Consulate General of Canada, Los Angeles

Carl Hartill

Consul Political, Economic and Public Affairs/Affaires politiques, économiques et publiques

Linda (Lulu) Leszczynski

Trade Commissioner Assistant, Canadian Consulate General, Los Angeles

SURVEY RESULTS

Spring Member Survey Results:

You Spoke, We Listened!

Thank you to everyone who took the time to participate in our member survey in March. You spoke and we listened! In addition to our sports, social, tax and immigration events, members said they would like to see Canadians Abroad expand its focus to provide regular business networking opportunities and family-oriented events.

In a city like L.A., it's often about who you know, so it's of no surprise that an overwhelming majority of members want to get to know others and indicated they would like to see Canadians Abroad take an active role in facilitating opportunities for Canadian business people to network with other like minded professionals living in Southern California.

As a result, we will be working diligently over the summer to launch a series of business networking events in the near future. Additionally, be prepared to see some family oriented events hit the calendar soon. Be sure to contact our new Executive Director if you have more suggestions. Thanks again for all your input!

— Ryan Turnbull, Board Candidate

One on One with Volvo's President, Anne E. Belec

by Marty Bernstein (*Business Week*, April 2006)

Uninterrupted, quiet time with a CEO of an automobile manufacturer during the NYIAS (New York International Auto Show) is as rare as a taxi at 5:00 p.m. in front of the Javits Center. But last week was different: I spent some private time with Volvo's President Anne Bélec, and got a cab to my hotel on the same day.

The personable Ms. Bélec is busy, very busy. Volvo's corporate website describes her responsibilities as "providing executive leadership to Volvo Cars North America's marketing, sales, parts, service, technology and training support for Volvo automobile retailers in the United States, and oversight of Volvo operations in Canada, Mexico and Puerto Rico."

Now that may sound like corporate-speak hyperbole, but after twenty years of ever-increasing marketing, sales and management responsibilities with various Ford Motor Company divisions in Canada, the U.S. and South America, Ford sources who have worked with her said she's a good executive and leader.

Within the next few months Bélec, together with a lean staff, have new car introductions, overdue refreshes for aging models, new advertising campaigns and the usual daily communications with Volvo dealers.

It's no surprise that the last issue of *Automotive News* named her one of its "100 Leading Women in the North American Automotive Industry." How many other women are president and CEO of an internationally known automobile brand? I can't think of any, can you?

A native Canadian, Ms. Bélec graduated from Duke's Fuqua School of Business with an MBA and emphasis in global business and strategy. Additionally, she was a Marketing major and has bachelor degrees in both Commerce and Business Administration from the University of Ottawa.

While our conversation was brief, it covered several topics, including: women in the automobile business, the growth of Volvo's demographic, geographic and psychographic customer base, and the Volvo line-up of new cars in the near future.

MB: As the only woman to head a car division in the U.S. and one of the most prominent women in the industry, what do you predict for the future?

Anne: The number of women in executive roles is growing. Last November, I was honored by *Automotive News* as one of the 100 Women in the Automobile Industry, which was very flattering. It was so encouraging to see all these women

Volvo's president on the difficulties of being a woman running a car company and the challenges of expanding her brand

selected for such an honor. At the special dinner it was wonderful to see other women I'd met or run into during various times in my career.

MB: Is the glass ceiling or gender gap vanishing?

Anne: You think of yourself as alone, isolated in this industry, then you see yourself with other women and know how far we've come. It's great to see so many women ... other women who are progressing in the industry.

MB: Does this same progress for women extend to the retail auto business?

Anne: I was the keynote speaker a couple months ago at the NADA breakfast for women in the auto business. There were 150 women there... many with their daughters. Significant progress is being made as we work to attract more women to the retail automotive business.

MB: What do you think the future holds for women in the business?

Anne: There is a lot of room for women to grow in the automobile business at every level. It's nice to go to places and see people who look like you.

MB: How did you get started in the car business?

Anne: After graduation from college, I started with Ford of Canada out in the field calling on retailers. I worked my way through various departments in the organization in Canada and after a few years had the opportunity to move to Detroit where I worked for 8 years in various marketing positions.

Note: Ms. Bélec is modest, her titles at Ford included: business development manager, portfolio brand strategy manager, and worldwide marketing plans manager.

MB: Wasn't there a stint in California too?

Anne: From Dearborn, I moved to California for three years where I was general marketing manager of the Lincoln Mercury division.

As of March 2008, Anne has moved to a new role as Director of Global Marketing with Ford Motor Company. In her new position, Belec will be responsible for global marketing strategies and processes, brand positioning and consumer insights. During her three-year tenure as president and CEO of VCNA, Belec, 45, managed the business during an increasingly challenging business environment. She oversaw several successful new-model launches, including the C70, S80, C30, XC70 and V70.