

# Local Businesses Honoured for International Achievements

*Calgary Economic Development and the Haskayne School of Business host Export Achievement and International Business Awards.*

From the banks of the Bow River where the Canadian prairie meets the Rocky Mountains, Calgary is a launching pad for major players on the international business scene. Thanks to the innovation, creativity and the entrepreneurial spirit of Calgarians and Calgary businesses, our city is recognized as a leader not only in resource-based business, but increasingly in high-tech, bio-technology and other specialized sectors.

To celebrate and recognize the contribution local individuals and businesses have made to furthering our city's reputation in penetrating the global market, Calgary Economic Development and the Haskayne School of Business co-hosted the Export Achievement and International Business Awards March 4, 2004, at the Calgary Chamber of Commerce.

The two institutions have a natural synergy in serving and representing Calgary's business community. By jointly hosting the awards they accomplish a unified message of support for those businesses representing our city in the international marketplace.

## **International Business Awards**

The Haskayne School of Business has presented the International Business Awards since 1983. The awards recognize people and organizations that have increased internationalization through outstanding contributions to the community or higher education. Carol Stewart, the interim Dean of the business school, said the awards are meant to honour the people and companies who make a strong impact in the Calgary community by thinking big.

"In today's economy, businesses and individuals need to think and act within an international context in order to succeed," she said. "We believe it's important to recognize

those companies and individuals who are making significant contributions to the Calgary community by promoting internationalization."

## **The Hal Godwin Award for Excellence in International Business**

Hal Godwin served the University of Calgary and the city's business community for many years through a lengthy career in oil exploration, manufacturing and marketing of international drilling equipment. He exemplified innovation, collaboration and networking—strengths that contributed to his success in international business. The award, given in his name, recognizes these qualities in Calgary business people and was the feature award of the evening.

This year's winner, SMART Technologies, demonstrates a tireless effort to compete in the global market.

David Martin, co-CEO of the company says it's looking at and including staff in the big picture that has helped he and partner Nancy Knowlton become global business leaders.

"It's not just what we do as leaders every day, it's also trying to make sure that everybody in the company understands that we are part of a larger thing," he said.

The pair of savvy business leaders co-founded the company in 1987. It has since grown to 500 employees operating in 65 countries around the world. SMART is the "industry pioneer and global market leader" in interactive whiteboards and other group collaboration tools. Its clients include some of the world's largest corporations and various government departments around the globe. "It was really surprising to both of us to be selected and honoured in this way," said Martin regarding the prestigious award.

Martin said they try to keep the entrepre-

neurial spirit alive even as the company continues to grow on the world stage.

"The game continues to change for SMART and I think we're...moving higher in working with senior government officials around the world, so that's a change for us," he said.

The company formed a strategic alliance with Intel Corporation in 1992 that resulted in joint product development and Intel retains equity ownership in SMART. Since then, the company has expanded to offer its products worldwide and was named Canada's 2000 Exporter of the Year by the Department of Foreign Affairs and International Trade. It has also been recognized as one of Canada's 50 Best-Managed Companies.

SMART has worked closely with several groups at the University of Calgary, particularly the business school, and Martin said it is important to provide links between the business community and the university. "We'd like to see more and more interactions between our two organizations," said Martin.

"Being successful globally is really going to dictate the success of our city," he said. "For every export dollar that comes into the city, there's an added spin-off impact on the local community." Partnering with the Haskayne School of Business made sense because it "provides so many of the highly-skilled, international workers that exporters require," he said.

In addition to the Hal Godwin award, Haskayne handed out a number of other International Business Awards including:

*Macleod Dixon International Achievement Award (Faculty):* Awarded to Julie Rowney, a professor of human resources and organizational dynamics at Haskayne,

for her outstanding contribution in furthering the internationalization efforts of the school.

*Export Development Canada Student Award:* Awarded to Erin Thomson for her part in doubling the membership of the International Business Student Association to 200 in her role as vice president of internal relations.

*Haskayne School of Business Student Achievement Award and Scholarship (by Export Development Canada):* Awarded to Ana Galdon. Galdon is a third year student at the Haskayne School of Business. She hopes to enter into international business, working with organizations like the UN or the World Bank.

**The Calgary Export Achievement Awards**

Calgary Economic Development has been presenting the Calgary Export Achievement Awards since 1993.

“Calgary is truly a global player,” said Bruce Graham, president and CEO of Calgary Economic Development. “And the businesses we are recognizing show Calgary companies can compete with the world’s best.”

Graham said this year’s awards were particularly noteworthy because of the increased challenges exporters have faced including a high Canadian dollar and increased security challenges at borders.

“These awards showcase how innovative approaches, collaborative partnerships and corporate social responsibility can translate into success for local companies,” he said.

**Calgary Export Achievement Award for Innovative Approaches**

The Calgary Export Achievement Award for Innovative Approaches, which recognizes creativity and out-of-the-box thinking was handed out to ENCOM Wireless Data Solutions Inc. for its work and success global marketing.

ENCOM prides itself on designing and manufacturing wireless data products to fit

applications, rather than forcing applications to adapt to products. ENCOM uses spread spectrum radio technology and industrial-strength hardware, together with their ControlPAK™ radio programming and diagnostic software, to provide a complete wireless data solution.

band wireless communications products and technologies, offering businesses, including telecom service providers, and government enterprises effective, economic and secure wireless high-speed communication solutions. Wi-LAN specializes in high-speed Internet access, data network extensions, and wireless data and telephony backhaul, using its high quality products and industry-leading technologies.


**Calgary Export Achievement Award for Corporate Social Responsibility**

The Award for Corporate Social Responsibility has been presented to Print Audit Inc., a print tracking and auditing software company based in Calgary. The company demonstrated a particularly strong sense of responsibility to the people who live and work in the countries in which they do business.

Print Audit has been developing print tracking and auditing software since 1998 and its products are used around the world. Their products enable clients to analyze, reduce and recover their printing volumes and costs. The market for Print Audit products continues to grow as many diverse organizations realize the value of controlling printing expenditures.

By recognizing those who take Calgary to the global marketplace and bring international dollars into the local economy, Calgary Economic Development and the

Haskayne School of Business demonstrate their commitment to supporting and encouraging economic growth and diversity. Working together, the two organizations continue to build a strong network of individuals and organizations dedicated to keeping Calgary competitive locally and around the world.

For more information on CED or the Haskayne School of Business, visit them on the web at [www.calgaryeconomicdevelopment.com](http://www.calgaryeconomicdevelopment.com) or [www.haskayne.ucalgary.ca](http://www.haskayne.ucalgary.ca). 



David Martin, Co-CEO, SMART Technologies Inc., Carol Stewart, Interim Dean, Haskayne School of Business, Nancy Knowlton, Co-CEO, SMART Technologies Inc.



**Back row: Left to right:** Dr. Philip Chang, Associate Dean (International) Haskayne School of Business, Fred Rayer, Co-Chair of Haskayne School of Business International Business Advisory Group, Paul Drager, Partner, Macleod Dixon, LLP, Linda Nirol, Vice-President, Western Region, Export Development Canada, Carol Stewart, Interim Dean, Haskayne School of Business, Gary Lee, Chair, Haskayne School of Business, International Business Advisory Group.

**Front row: Left to right:** Erin Thomson, recipient of the Haskayne School of Business Student International Achievement Award, Dr. Julie Rowney, recipient of the Macleod Dixon International Achievement Award, Ana Galdon, recipient of the Export Development Canada Student Achievement Award, Nancy Knowlton and David Martin, recipients of the Hal Godwin Award for Excellence in International Business.

**Calgary Export Achievement Award for Collaborative Partnerships**

Wi-LAN won the Calgary Export Achievement Award for Collaborative Partnerships for its international work in providing broadband wireless communications products and technologies through partnerships and collaboration with other organizations. More than 80 per cent of its products are exported from Canada to large customers abroad.

Wi-LAN is a global provider of broad-