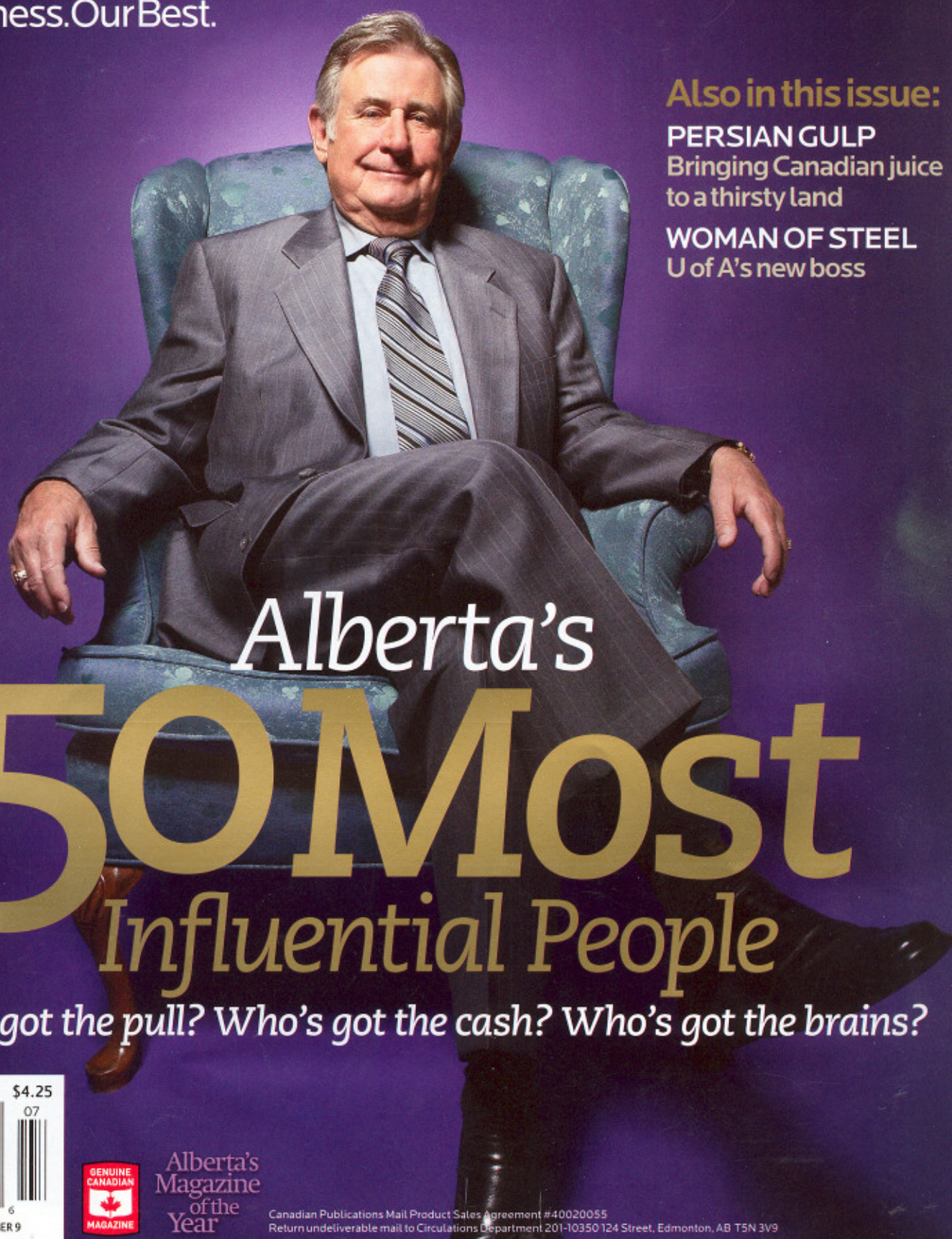


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## Alberta's 50 Most Influential People

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Your question reminds me of a quote I heard while in school when I was in Texas. "I am too busy working the plough to worry about the gnats around my ass!" The critics just make the challenge more fun and allow me an opportunity to clearly differentiate what it is we are doing.

## Ted Haney

President, Canada Beef Export Federation

Ted Haney has a third-degree black-belt but, as the president of the Canadian Beef Export Federation, he has no desire to karate-chop those behind the BSE-related restrictions that have bled Alberta's beef industry. Haney, 44, the CBEF's president for the past seven years, has been battling trade restrictions and acting as front man for the Canadian cattle industry during the BSE crisis. Haney, who in the past two years has travelled to Japan, Taiwan, China, Mexico and Korea – not to mention half the cattle-raising communities across the prairies – is using his impressive industry expertise to drum up new markets for Canadian beef. His long-range recovery plan forecasts annual processed exports to Asia of \$800 million by 2010. As a warrior for the Canadian cattle industry, Haney draws strategy from Sun Tsu's *The Art of War*, acknowledging that the Asian philosophy has been a useful business strategy in restructuring the beef industry to place more emphasis on exporting finished products to Americans. – AD

**It will be at least two years before the U.S./Canada border opens to our beef exports. What new markets are Canadian beef producers focusing on now?**

*Our first goal is to re-establish trade with the important Asian markets which have been closed to us since 2003. They are Japan, South Korea and Taiwan. The key markets of the past are our key markets of the future. In addition to that our industry is exploring opportunities that are available to us in the European Union and Russia.*

## Stephen Harper

Leader, Conservative Party of Canada

After spending last summer pondering the Conservatives' fumbling away of a lead in last June's federal election, Stephen Harper now appears closer than ever to breaking the 12-year-old Liberal hammerlock. With the scandal-ridden minority government reduced to clinging to power on a day-to-day basis, Harper stopped a fourth straight Grit majority by capturing 99 seats, the most by the Tories since 1988. He also

led a disciplined drilling of the Martin government in the House of Commons over the ad contracts in Quebec handed to government friends. Those positives were tempered by the betrayal of Belinda Stronach, Harper's chief rival in the 2003 Tory leadership race, whom the Liberals successfully wooed with a cabinet post. While Harper bides his time for an election call, his critics still question whether the Calgary MP can control the party's mavericks, whose intemperate comments about abortion and the Charter of Rights caused the Tories to lose their lead in the polls late in the last campaign. – WG

**What would your first priority be as Prime Minister?**

*To clean up government and to make government more accountable to Canadians.*

## Bob Hawkesworth

President, Alberta Urban Municipalities Association

The next time you encounter road construction – whether it be in one of Alberta's big cities or its smaller towns – blame Bob Hawkesworth and his crew. Or thank him. He's no construction worker, but the 10-year member of the Alberta Urban Municipalities Association, and president since November 2004, has been hovering around the Klein government for years buzzing "infrastructure, infrastructure." That lobbying by Hawkesworth and AUMA's members finally paid off in March 2005 when the province committed \$3 billion to improve roads, sewers and other infrastructure. Lobbying the government for money proved to be the easier task; Hawkesworth had to diplomatically iron out internal wrangling among AUMA members to come up with a distribution formula for the billions. An advocate for the financial and environmental sustainability of Alberta's communities, Hawkesworth will host a summit on community sustainability this July in Edmonton. As AUMA celebrates its centennial, Hawkesworth hopes to spark long-term plans to ensure every village, town and city in Alberta is healthy and vibrant 100 years from now. Hawkesworth, elected Calgary's Ward 4 alderman for a fifth time in 2004, is a founding member of the Calgary Homeless Foundation and chairs the Calgary City Council Affordable Housing Team. – AD

## Brian Heidecker

Vice-chair, University of Alberta Board of Governors

A self-described "retired rancher" who rarely

appears in the spotlight, Brian Heidecker's ability to negotiate the corridors of power at the Alberta Legislature proved valuable for the province's post-secondary institutions and students. Heidecker, a key lobbyist on Bill 1 and member of the government's Alberta Financial Management Commission in 2002, helped rope a \$4.5-billion commitment to higher learning from the provincial government as part of its March throne speech. Heidecker, the vice-chair of the University of Alberta Board of Governors, also helped secure an additional 6% annual increase in funding over the next three years for the post-secondary institution. The Edmonton resident – who started and still owns the 16,000-acre Drylander Ranch near Coronation – also has connections to banking, sitting on the board of ATB Financial for nine years after previously serving as a representative on the Bank of Canada's board. In June 2005, Heidecker retired from the board of the Agriculture and Food Council, an industry group aimed at increasing the global competitiveness of the province's farms, ranches and agribusinesses. – WG

**What is the best way to get results when lobbying the provincial government?**

*It's really back to Marketing 101. You need to know what kind of products and services you can offer. The government is a de facto customer. You need to understand what their needs are and work for a win-win situation. Don't oversell, don't undersell. And do it quietly. Getting into these temper-tantrum negotiations through the media is a waste of everybody's time. You also need a great team, which we had. Everybody sang from the same song sheet.*

## Linda Hohol

President, TSX Venture Exchange

In her three years of leading the TSX Venture Exchange, president Linda Hohol has helped restore the Calgary-based stock exchange's respectability that had been tarnished in the eyes of investors by a series of scandals and dot-bombs. The one-time CIBC banking executive advocated ethics training for managers and corporate officers of junior companies rather than inflicting the crushing burden of paperwork required by post-Enron legislation such as Sarbanes-Oxley. Investors have responded positively as the junior bourse saw its index break the 2000 mark in late February for the first time in its history. The University of Calgary's Haskayne School of Business recognized Hohol's contribution to the corporate world by naming her as the winner of its 2004