

Dayle Laing



## Home, green home

**G**REENING YOUR HOME REQUIRES more than switching to curly tailed light bulbs and using a blue box. It's a lifestyle choice for many people, but for people like Dayle Laing, B.A.Sc. '75, it's a career choice.

Laing was an advocate for environmental sustainability long before terms like eco-friendly, green and sustainability became popular buzz words. After graduation from Guelph, Laing earned a diploma in interior design and a certificate in interior decorating, following a brief career in pharmaceutical market research and sales. More recently, she earned professional accreditation from LEED, an international certification that promotes a whole-building approach to sustainability by recognizing performance in key areas of human and environmental health.

"Sustainable interior design uses renewable resources, recycled content, locally sourced products and products that promote good indoor air quality," says Laing. "But all of this has to be done in the context of good design and meet the needs of the client. It may not be possible to achieve all of these components all at once, but it's an ideal to strive for," she says.

Using paints and carpets with no volatile organic compounds, selecting locally sourced materials, choosing recycled leather or cork flooring, and installing aerated faucets that maintain water pressure and use 40 per cent less water are popular options for people wanting to green their homes. Other ideas are topics for a blog she maintains at [www.daylelaing.com](http://www.daylelaing.com).

Much of Laing's career has been devoted to residential and commercial design and teaching, but in 2008 she reduced her client list and focused her attention on speaking and writing about "green" interior design. She speaks to more than 20 community and professional groups throughout Ontario each year.

Geared to interior designers and industry sales people, she talks about everything from how to critically examine third-party research and judge whether a product is a legitimate "green" product to being able to spot green-washing and assess carpet and rug fibres, their construction and the dyes and finishes that are used on them.

"I'm doing it so I can make a difference. I think there's a huge demand in the industry and among the general public to learn more about the importance of what we're doing to ourselves, our bodies and the environment through the products we choose. It's really important to be able to choose more wisely. I don't think it's possible to be perfect in every aspect of this, but we can be smarter about it."

### CME ALUMNI NEWS

**SUMMER 2010**

Published by the College of Management and Economics  
[www.cme.uoguelph.ca](http://www.cme.uoguelph.ca)

Editor: Rebecca Kendall

Contributors: Lori Bona Hunt,  
Grant Martin and Toti Thammavong

#### CONTACT

Jacqueline Watty, Alumni Manager  
Tel: 519-824-4120, Ext. 54703  
Fax: 519-767-2044  
Email: [jroberts@uoguelph.ca](mailto:jroberts@uoguelph.ca)

## CME trains leaders for tomorrow

**L**EADERSHIP AND SUSTAINABILITY are key drivers for fourth-year marketing management student Gavin Armstrong. When he started his business studies, he says his understanding of the business world was limited to marketing and economics.

“My eyes were quickly opened to the fact that business can have an environmental side, a scientific side and a political side to it.”

This broader look at business inspired Armstrong to learn as much as he could and take advantage of as many educational opportunities as possible. This



Gavin Armstrong

included studying aspects of the Okavango Delta in Botswana and working with local elders in the Ecuadorean rainforest to develop a rebranding and marketing plan to help a struggling eco-lodge become sustainable.

“Guelph has always been at the forefront of new approaches, and I think CME has continued that tradition by putting a greater emphasis on the planet,” says Armstrong. “CME isn’t training leaders for today, it’s training leaders for tomorrow. Sustainability is where the future is.”

### Students prepare case for competition

**T**HE DECA PROVINCIAL business competition, which drew more than 5,000 high school students to Toronto in February, gave members of the CME community an opportunity to work with prospective students on business-related tasks.

CME’s participation in the competition was co-ordinated by Melanie Lang, director of the Cooperators Centre for Business and Social Entrepreneurship. With Lang’s help, the CME Student Association prepared a case that required high school students to plan Orientation Week activities specifically targeted to incoming CME students. Each group had to plan three events, keeping in mind budget, safety and scheduling issues.

“We were extremely pleased with the quality of the presentations this year and look forward to the work we will see from them in the future,” says Lang.

The U of G case was judged by a nine-member team of CME senior undergraduate students, alumni and faculty. The top finalists from Guelph’s case event are eligible to compete at this year’s international conference in Kentucky.

**To keep up-to-date on college news and events, go to [www.cme.uoguelph.ca](http://www.cme.uoguelph.ca).**

## Maple liqueur takes top prize at Nicol competition

A MAPLE-FLAVOURED LIQUEUR called Canadian Maple Cream earned a team of Guelph senior undergraduates first place at the



Stephanie May, Allison Walker and Devan Sloan

third annual Nicol Venture Creation Competition hosted March 3 by the College of Management and Economics (CME). Designed to recognize student entrepreneurship, the competition gives students from various disciplines an opportunity to pitch their product ideas to a panel of judges. Stephanie May, Allison Walker and Devan Sloan walked away with \$5,000 for their uniquely Canadian sweet liqueur. Prize money for the competition is donated by the Wesley and Mary Nicol Charitable Foundation. Winners of the second prize of \$2,000 were Krista Dewsbury, Josh Gauci and Meron Habtemichael for their Hazelnut Frozen Yogurt, which offers a healthier alternative to ice cream. Third prize of \$1,000 went to Amrito Bhattarai and Jayant Sharma for their plan to develop Pro-D, a protein beverage targeted at combatting hunger.

## Fontaine inspires grads



Phil Fontaine speaks with guests at CME's winter convocation.

A BORIGINAL CANADIAN leader Phil Fontaine, who made national history when he accepted Canada's formal apology for the tragedy of residential schools, delivered the convocation address to 77 bachelor of commerce graduates at winter convocation. Fontaine encouraged them to help shape Canada's future and work to better the lives of all Canadians, rather than aim to gain material worth. He urged them to act on behalf of "an economy that's on the verge of collapse," solve the climate crisis and "make poverty history."

## Students capture second in accounting competition

GUELPH BUSINESS STUDENTS captured second place in a case competition hosted by Certified Management Accountants of Ontario (CMA). Accounting students Meron Habtemichael, Kevin Hyatt, Molly Marcellus and Candice McCracken took home a \$2,500 prize for their efforts.

The competition drew 140 students from 18 Ontario universities. The students were asked to assume the role of vice-president of patient services at the fictional Lakeview Regional Hospital and use lean accounting methods to improve the performance of the emergency department, including safety, efficiency and patient satisfaction.

"It was an incredible experience, and I would recommend it to any student interested in pursuing his or her CMA designation," said McCracken. "It allowed me and my team to apply our accumulated knowledge from post-secondary to a practical and realistic problem."



Kevin Allen

## Leadership in Laos

VERY FEW PEOPLE CAN SAY they've received weekly text messages from monks at a rural Laotian temple, but Kevin Allen, B.Comm '10, certainly can. Allen spent three weeks last summer teaching English to the monks while in Laos with Prof. Stephen Lynch, Hospitality and Tourism Management, for the World Ecotourism Conference. It was a real eye-opener for Allen, who says cell phones and digital cameras represent modern day culture mingling with old world tradition.

Allen returned to Laos this winter to do tourism research and intern at the Arawan Riverside Hotel in Paske, where he saw the challenges faced by hoteliers in developing countries and learned about leadership from a new perspective. "The hotel is run by Laotians, who traditionally are laid back and do things at a slower pace," says Allen. "It was interesting to see the differences between them and the hotel's Thai owners, whose leadership is much more direct. Both cultures highly value relationships though, and once they get to know you, they treat you like family."

## CMA donates \$50,000

THE COLLEGE OF Management and Economics (CME) is launching the CMA Ontario Teaching Fellow and Research Program thanks to a \$50,000 boost from the Certified Management Accountants of Ontario.

"The overarching goal of this program is to promote transformational learning opportunities and enhance the student experience, specifically in introductory accounting courses offered by the Department of Business," says CME dean Julia Christensen Hughes.

The funding will also allow CME to attract students to its new accounting major, reduce class sizes in its introductory financial accounting course, improve learning and offer students the option to earn the designation of certified management accountant, she says.

Modelled largely after CMA program-level learning expectations, the new major "Accounting +" requires students to complete all CMA designation courses and offers an opportunity for students to focus on related business disciplines such as human resource management, leadership, entrepreneurship, corporate social responsibility, real estate and housing, and hospitality and tourism management.

The program will be launched this fall. To learn more, go to [www.uoguelph.ca/business/accounting](http://www.uoguelph.ca/business/accounting).