

SIMON FRASER UNIVERSITY

Office of the Vice-President, Academic

MEMORANDUM

To: Senate
From: J.M. Munro, Chair, Senate Committee on Academic Planning
Subject: Centre for North American Business Studies
Date: October 14, 1994

Action undertaken at the meeting of the Senate Committee on Academic Planning on October 5, 1994 gives rise to the following motion:

Motion: "That Senate approve and recommend to the Board of Governors as set forth in S.94 - 64 , formal approval of the Centre for North American Business Studies under Schedule A of Policy R 40.01."

J.M. Munro

*Withdrawn from agenda
S.M. Nov. 7/94*

SIMON FRASER UNIVERSITY

MEMORANDUM
OFFICE OF VICE-PRESIDENT, RESEARCH

TO: Alison Watt
Secretary, Senate Committee
on Academic Planning (SCAP)

FROM: Bruce P. Clayman
Vice-President, Research

RE: Centre for North American
Business Studies

DATE: August 11, 1994

Attached is a proposal from Dr. Stanley Shapiro, Dean, Faculty of Business Administration, to establish the Centre for North American Business Studies under Schedule A.

The Governing Committee for Centres and Institutes recommends that the Centre be granted approval by SCAP. Once approved by SCAP, the proposal is to be forwarded to Senate, followed by submission to the Board of Governors.

Governing Committee:



Bruce P. Clayman
Vice-President, Research



John M. Munro
Vice-President, Academic

Attachment

July 21, 1994

TO: Dr. Bruce Clayman, Vice-President/Research
FROM: Stanley J. Shapiro, Dean
SUBJECT: Centre for North American Business Studies

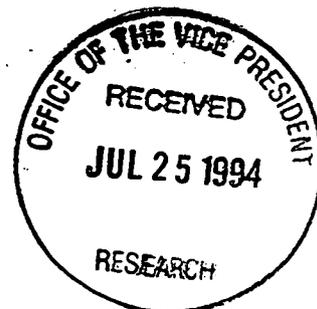
Enclosed you will find both a document for presentation to the Board of Governors that would legitimize the existence of the Centre for North American Business Studies (CNABS) and the annual report of that organization for the 1993-94 fiscal year. An earlier draft of the proposed articles of incorporation was presented both to you and Dr. Munro. This version incorporates all the changes the two of you recommended. The annual report has been prepared by the Centre's Director, Mr. Bradly Condon, who has attempted to comply with the guidelines for institute and centre reporting you established about a year ago. I trust you will find both documents appropriate for their intended tasks. If not, please advise and we will make whatever modifications and adjustments you consider necessary.

SJS/mbo

SJS

Encl:

Copy: Dr. J.M. Munro, Vice-President/Academic



July 18, 1994

TO: Stanley J. Shapiro, Dean
FROM: Bradly Condon, Director, CNABS
SUBJECT: Centre for North American Business Studies

Please approve the attached proposal for the Centre for North American Business Studies as a Schedule A Centre under University Policy R.40.01. Designation as a Schedule A Centre implies that the Centre shall be accountable to the Dean of Business Administration who is identified as the Administrative Officer responsible for the governance and budgetary accounts of the Centre.

Please sign this memorandum approving the request and forward the documents to Dr. Bruce Clayman, SFU's Vice-President/Research.



Bradly Condon



Stanley J. Shapiro
Dean
Faculty of Business Administration

BC/mbo

Encl:

APPLICATION TO ESTABLISH A CENTRE FOR NORTH AMERICAN BUSINESS STUDIES

The name of the Centre shall be the "Centre for North American Business Studies" (CNABS). It is being established as a Schedule A Centre under University Policy R.40.01. The Dean of Business Administration will be the Administrative Officer responsible for governance and the budgetary accounts of the Centre.

1. Rationale

The nature of relations between Canada, the United States, Mexico and Latin America is entering a new, decisive phase. The advent of the NAFTA, and its side agreements on labour and environmental co-operation, has served as a catalyst for deepening existing relationships between Canada and the rest of the Western Hemisphere. Complex issues are certain to arise as trade, investment, labour, environmental and education linkages expand.

The Centre for North American Business Studies will both conduct research on and provide a forum for policy makers, business leaders and academics to discuss the economic, social and political impact of Canada's evolving trade relations with the United States and Mexico.

2. Objectives of the Centre

- To design and deliver innovative North American Business Studies programs.
- To conduct research on North American economic integration and publish the results in scholarly journals and the print media.
- To facilitate trilateral and multi-disciplinary collaboration on research activities, curriculum development and teaching.
- To organize seminars, conferences and speaker series on North American business issues.
- To establish linkages with other institutions in North America that have complementary interests in trilateral economic relations.
- To maintain a roster of Vancouver's experts on North American and Latin American business.
- To conduct the centre's activities in accordance with University policies.

3. Organizational Structure of the Centre

i. CNABS Membership (the Academic Committee)

Membership in the Centre is open to all researchers within SFU interested in the Centre's objectives. Initial membership shall be by invitation of the Dean of Business Administration. Subsequent membership will be by application to the Executive Director of CNABS. Members will serve for renewable three year terms but they may terminate their association at any time. The Dean of Business Administration will serve as the non-voting Chair of the CNABS Academic Committee. That Committee will provide overall academic guidance to the Centre.

The following individuals have agreed to serve as founding members of the CNABS Academic Committee.

Dr. Neil Abramson	Faculty of Business Administration
Dr. T.H. Cohn	Department of Political Science
Dr. June Francis	Faculty of Business Administration
Dr. Gerardo Otero	Dept. of Spanish and Latin American Studies
Dr. Daniel Shapiro	Faculty of Business Administration
Dr. Rosalie Tung	Faculty of Business Administration

ii. External Advisory Board

An External Advisory Board representing a cross section of academic, government, non-governmental organizations and business leaders, plus representation from the University administration, will provide guidance to the Centre. The Dean of Business Administration and the Executive Director of CNABS will be members of the External Advisory Board, *ex officio*.

The primary task of the External Advisory Board is to help the Centre evolve to best serve the changing needs of the academic government, non-governmental and business communities.

External Advisory Board membership shall consist of the Executive Director of CNABS, representatives from the public and private sector, the Consul Generals of the United States, Mexico and other countries that may accede to the North American Free Trade Agreement and such others as may be deemed capable of making an exceptional contribution to the activities of the Board.

Invitations for membership are issued at the collective discretion of the Executive Director of CNABS, the Dean of Business Administration and the Chair of the External Advisory Board.

iii. Executive Director of CNABS

The Executive Director shall be appointed, after appropriate consultation with both the External Advisory Board and the Academic Committee, by the Dean of Business Administration. The appointment shall be contingent on funding. The appointment may be part-time or full-time depending on the availability of funds. The Executive Director may also simultaneously manage specific programs or projects as part of the Centre's mandate.

The Executive Director will:

- develop objectives and strategies consistent with carrying out the overall goals of the Centre;
- keep both the External Advisory Board and the Academic Committee briefed on the activities of the Centre
- initiate programs and raise funds in consultation with the External Advisory Board;
- administer the day-to-day operations of the Centre;
- develop and maintain communications internally and externally;

4. Financial Support

Core funding for CNABS will be provided by the interest earnings of a CNABS Endowment Fund. The operating funds necessary to support CNABS activity until endowment funding is sufficient for this purpose will be provided by the Faculty of Business Administration and by public and private sector supporters of the CNABS initiative. Sponsors for individual Centre events and research contracts will also be sought out.

July 18, 1994

BC/mbo

ANNUAL REPORT OF THE CENTRE FOR NORTH AMERICAN BUSINESS
STUDIES

REPORTING PERIOD: APRIL 1, 1993-MARCH 31, 1994

1. Name of the Centre: Centre for North American Business Studies

2. Director: Bradly J. Condon
 Harbour Centre Room 2410
 Phone: 291-5106
 Fax: 291-5122
 Email: bcondon@sfu.ca

3. Description of the Centre:

The Centre for North American Business Studies provides a focal point for the study and analysis of commercial issues of importance to businesses and governments in North America. The Centre's top priority is to train and educate North Americans to think globally, by developing innovative business education programs.

One of the principal ways in which the Centre fulfills this mission is through the Expert Speaker Seminar Series. The Series brings together leading business people, academics, government officials, media representatives, students, and interested members of the community, for discussions of international business issues. Some examples of previous topics addressed by the Seminar Series are: NAFTA, international business relations between Canada and other nations, labour mobility, environmental regulations, and the impact of international trade agreements on domestic laws. The seminars often provide valuable insights into the challenges that will face North Americans in the 21st Century.

The Centre believes that all members of the community should have access to the important information conveyed by the Seminar Series. Consequently, the vast majority of seminars are open to the general public and free of charge.

4. Membership in the Centre:

The Centre staff consists of a Director (Bradly Condon), a secretarial assistant and a research assistant.

The following individuals have agreed to serve as members of the CNABS Academic Committee:

Dr. Neil Abramson	Faculty of Business Administration
Dr. T.H. Cohn	Department of Political Science
Dr. June Francis	Faculty of Business Administration
Dr. Gerardo Otero	Dept. of Spanish and Latin American Studies
Dr. Daniel Shapiro	Faculty of Business Administration
Dr. Rosalie Tung	Faculty of Business Administration

Please see the attachment 1 for a list of the Centre's Advisory Board.

Not attached for SCAP or senate *st*

The Centre maintains a large fax list (at least 200 names) of people to invite to seminars.

5. Activities of the Centre:

a) Seminars: One of the cornerstones of the Centre for North American Business Studies is the Expert Speakers Seminar Series. The Seminar Series brings together prestigious audiences in an intimate settings, for discussions of issues important to North American business and government. In the past year, the Centre hosted 14 seminars, featuring, among others: Dr. John Curtis; Senior Policy Advisor and Coordinator of Foreign Affairs and International Trade, Government of Canada; Mr. Jan Hartke, U.S. environmental lawyer, President, Earthkind (an environmental organization); Mr. Michael Gallagher, Consul General of the United States; Ambassador Gerald E. Shannon, Canada's Ambassador to the United Nations in Geneva and Permanent Representative to GATT; and Ambassador John de Chastelain, Former Canadian Ambassador to the United States.

b) Conferences: The Centre collaborated with the Canada-Latin America Forum (FOCAL) to hold a NAFTA conference that brought 68 participants from Latin American and Canada together in Vancouver to discuss key sectoral issues in the context of the changing relationship between Western Canada and Latin America. The conference attracted delegates from federal and provincial governments, the private sector, academe, and non-governmental organizations.

c) Speeches: The Director gave speeches on NAFTA to the Vancouver Electric Club; the Burnaby Chamber of Commerce and Trade Mission from Beaverton, Oregon; the Burnaby Rotary Club; the UBC Faculty of Law; and the Conference on Sustainable Development in the Americas.

d) Media: The Director was interviewed about North American trade issues on: CKNW, CKLG, CBC Radio, CITR, Radio Red (Mexico), and Televisa (Mexico).

e) Publications: "NAFTA and the Environment" published in *Resources* (Canadian Institute of Resources Law).

f) Research in progress: "Waste, Irrelevancy and Redundancy in Canadian Export Promotion Programs."

6. Contractual Obligations of the Centre:

The Centre entered into two contracts with Industry Canada. One contract, for \$3,000, was to create a computer database of local experts on the Americas. The second contract, for \$10,000, was to host seminars on international trade issues. Both contracts came into effect on May 1, 1993 and were fulfilled during the 1993/94 fiscal year.

7. Financial Statement of the Centre:

Please see attachment #2 (Statement of Income).

8. Outlook for the future and other comments by the Director:

In the future, the Centre will continue to offer, and attempt to expand, the Expert Speakers Seminar Series. Proposed future topics include: NAFTA After the First Year- An Assessment of the Initial Impact; The North American Labour Market in the 21st Century; The Role of Governments in International Trade Promotion; and Doing Business in Mexico- The Impact of Cultural Difference on Business Negotiations.

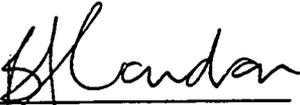
One way in which the Seminar Series could be expanded is through video conferencing technology, which would allow seminars to be offered simultaneously at different sites. This technology would, for example, permit people located at SFU's main campus to participate in seminars held at Harbour Centre. The Centre is currently working with the Administration and the Instructional Media Service (IMS) to study the feasibility and desirability of obtaining video conferencing equipment for SFU.

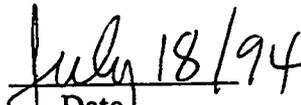
Another project being pursued by the Centre is the establishment of a North American Business Studies Program. The Centre hopes to develop and co-ordinate a curriculum of courses in North American Business, Culture and Language Studies that would be offered to four different student groups. The four groups would experience roughly the same content, but the program designs will reflect the needs of each group. The four student groups are: North American MBA students, Local Business Executives, Foreign Business Executives, and North American University Graduates. Some examples of potential curriculum topics are: international taxation, international investment, Spanish for business people, and financing international transactions.

The Centre plans to initiate North America's first trilateral seminar series in concert with California State University, Sacramento, and the University of Baja California, linking audiences in the three countries by video conferencing. The seminars will address issues of common interest to business, academia and government in all three countries, such as the regulation of business, administrative practices, and environmental regulation, and using new developments in telecommunications technology to reach across national boundaries. These seminars will cater to the local business, academic, and government communities.

The Centre hopes to publish a monthly, one-page newsletter in the near future. The newsletter will be distributed by fax to the individuals on the Centre's seminar invitation list. Another goal of the Centre is to launch an international journal to publish trilateral comparative research on issues of common interest to Canadians, Mexicans, and Americans. Finally, the Centre wants to develop a North American Business Studies Research Library before the year 2000. One of the difficulties encountered by business

people and students looking for information is finding the time to identify sources of information and to gather together the needed materials. The Centre thus feels that a Research Library dedicated to this type of information could fill a significant need in the community.


9. Bradley J. Condon
Director


Date

CENTRE FOR NORTH AMERICAN BUSINESS STUDIESSTATEMENT OF INCOME (YEAR ENDING MARCH 31, 1994)SFU ACCOUNT NUMBER: 21-291-079INCOME

SFU Budget Transfers.....	\$20,500.00	
Interest from Vancouver Foundation Endowment Fund.....	7,587.70	
Corporate and Government Sponsorships:		
AT&T Canada.....	\$10,000.00	
North-South Institute.....	8,472.91	
Government of Canada.....	7,700.00	
Vancouver/Los Angeles Sister City Society...1340.00		
Bank of America Canada.....	<u>1000.00</u>	
Total Sponsorship Revenue.....	28,512.91	
Payroll and Benefits Accruals.....	<u>630.69</u>	
Total Income.....		\$57,231.30

EXPENSES

Salaries Expense.....	\$40,148.33	
Telephone and Fax Expense.....	1,152.00	
Seminar Refreshments.....	732.53	
Miscellaneous Expenses.....	563.03	
Benefits Expense.....	198.43	
Postage Expense.....	<u>44.89</u>	
Total Expenses.....		<u>42,839.21</u>
Net Income for year ending March 31, 1994.....		\$14,392.09

FINANCIAL POSITION AS OF MARCH 31, 1994

Balance available on April 1, 1993.....	\$ (667.17)
Net income for year ending March 31, 1994.....	<u>14,392.09</u>
Net financial position on March 31, 1994.....	\$13,724.92