

# EDGE

ENERGY. DETERMINATION. GLORY. EXCELLENCE.

## BUSINESS COMPETITION

Presented  
by:  **CAA** **AMA** Insurance

## DELEGATE PACKAGE

UNIVERSITY OF ALBERTA  
JANUARY 29 - JANUARY 31, 2016  
EDMONTON, ALBERTA

# Welcome from the team

On behalf of the EDGE Business Competition Executive Team, it is our pleasure to welcome each of you to EDGE 2016.

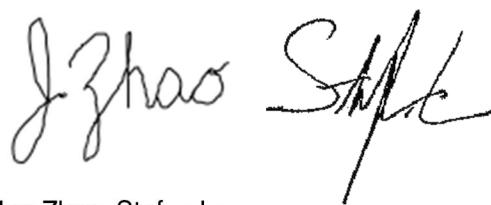
EDGE will provide unique opportunities that reflect the challenges and pace of real life business situations. Your team will be tested across a range of disciplines, and will be forced to think critically, move strategically, and perform under pressure. This isn't the traditional case competition you may be familiar with – following a standard template will not be rewarded.

You have all arrived here with your fellow teammates, but we hope you also leave with a sense of camaraderie with your fellow delegates. We pride ourselves in providing you with the opportunity to network with students from across the country, along with our reputable sponsors, who we believe share our values in what business is all about.

Finally, we would like to express our unending gratitude to all the support we have received from those sponsors. The growth that EDGE has seen would not have been possible without their support.

Our team is excited to meet each and every one of you, and we hope that together, we will be able to make EDGE 2016 one of the most memorable experiences of your time in university.

Cheers,

The image shows two handwritten signatures. The first signature on the left is 'Jen Zhao' in a cursive script. The second signature on the right is 'Stefan Lau' in a similar cursive script.

Jen Zhao, Stefan Lau

# OUR EXECUTIVE TEAM



Jen Zhao  
**Co-Chair**  
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**Co-Chair**  
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Nik Malhotra  
**Tech Director**  
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# GENERAL INFORMATION

## Windermere Golf & Country Club

19110 Ellerslie Rd SW,  
Edmonton, AB T6W 1A5  
(780) 988-5501

## Events & Venues

Lisa Bélanger  
(780) 850-8535  
Faustina Banh  
(780) 708-3591

## General Inquiries

Jen Zhao  
(587) 438-5966  
Stefan Lau  
(780) 716-2538

## Engineering Teaching & Learning Complex

116 Street Northwest,  
Edmonton, AB T6G 2V4  
(780) 492-3111

## Fairmont Hotel Macdonald

10065 100 St NW,  
Edmonton, AB T5J 0N6  
(780) 424-5181

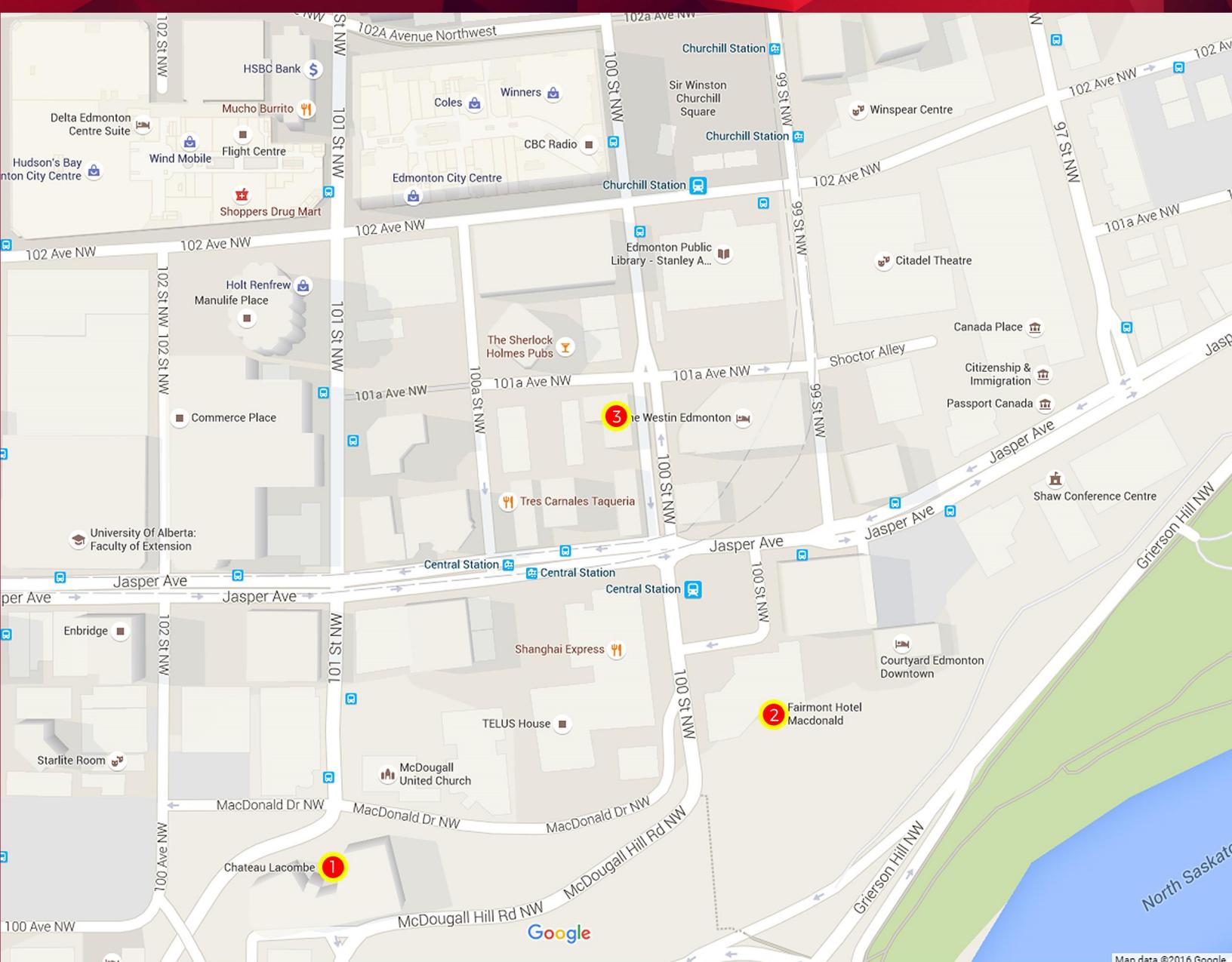
## Chateau Lacombe

10111 Bellamy Hill Rd NW,  
Edmonton, AB T5J 1N7  
(780) 428-6611

## Craft Beer Market

10013 101A Avenue NW,  
Edmonton, AB T5A 0A3  
(780) 424-2337

# Downtown Edmonton



① Chateau Lacombe  
10111 Bellamy Hill Rd NW,  
Edmonton, AB T5J 1N7

② Fairmont Hotel Macdonald  
10065 100 St NW,  
Edmonton, AB T5J 0N6

③ Craft Beer Market  
10013 101A Avenue NW,  
Edmonton, AB T5A 0A3



“THE *more*,  
THE *merrier*.”

54 YEARS, 654 EMPLOYEES, ONE GREAT PLACE TO WORK.

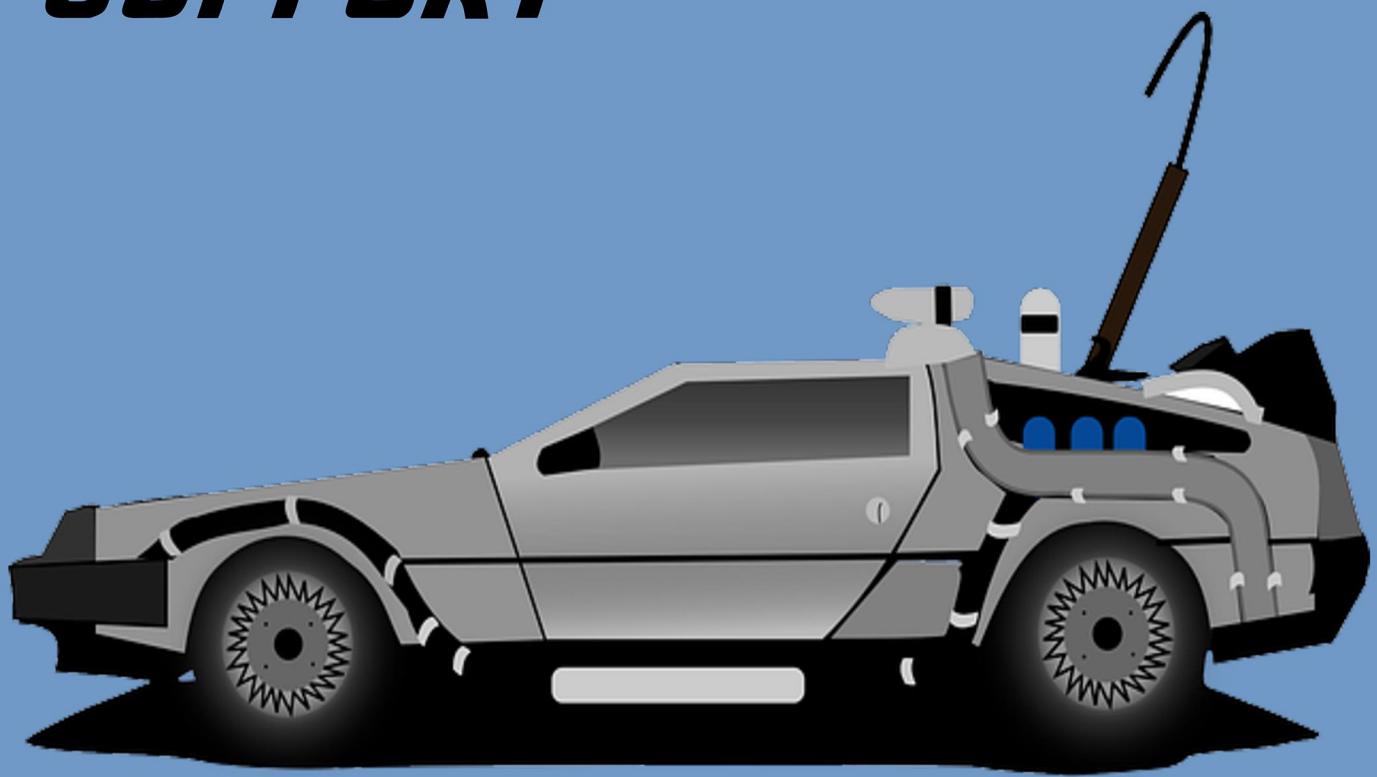
And our growing family has room for a few more.

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Insurance

[AMAInsurance.ca](http://AMAInsurance.ca)



# **1.21 GIGAWATTS OF SMALL BUSINESS IT SUPPORT**



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**Rogue Focus  
DEVELOPMENT**

# WHY KONICA MINOLTA?

The Konica Minolta team has contributed to the world of imaging technology for many decades. As we continue to grow and develop more innovative solutions paired with best-in-class products, we look for highly engaged people to contribute their talent to the organization.

At Konica Minolta, you can count on a rewarding career in a results-driven environment and working with a professional team that cares about customers (and have fun doing it!). Become a part of Konica Minolta: a team of forward thinkers who impact the organization and the world of technology.



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Giving Shape to Ideas

# SCHEDULE - FRIDAY

TIME	EVENT	LOCATION	DESCRIPTION	DRESS CODE
4:00 - 5:00 PM	TEAM ARRIVAL	CHATEAU LACOMBE HOTEL LOBBY	TEAMS ARRIVE AT THE HOTEL. DELEGATES WILL CHECK IN AND HAVE A CHANCE TO SETTLE INTO THEIR ASSIGNED ROOMS BEFORE THE WELCOME RECEPTION	NONE
5:45 - 10:30 PM	WELCOME RECEPTION AND DINNER	CRAFT BEER MARKET	DELEGATES WILL WALK TOGETHER (5 MINS) TO THE WELCOME RECEPTION AT CRAFT BEER MARKET, WHICH WILL BE FOLLOWED BY A BUFFET DINNER	BUSINESS CASUAL (EX: MEN CAN WEAR JEANS AND A DRESS SHIRT)
END OF NIGHT - FREE TIME				

## Connect with the University of Alberta Business Alumni Association

### WHO ARE WE?

The Business Alumni Association (BAA) represents the more than 25,000 graduates from the BCom, MBA, and PhD programs at the Alberta School of Business.

### WHY GET INVOLVED?

- Join a growing support network for students and graduates.
- Stay engaged with one of the top business schools in Canada.
- Connect with passionate alumni through events, student scholarships, and mentorship programs.

For more information and to get involved, visit [business.ualberta.ca/alumni](http://business.ualberta.ca/alumni)



UNIVERSITY OF ALBERTA  
ALBERTA SCHOOL OF BUSINESS



# SCHEDULE - SATURDAY

TIME	EVENT	LOCATION	DESCRIPTION	DRESS CODE
7:00 - 8:30 AM	BREAKFAST	HOTEL MAIN FLOOR CAFE	HOT BUFFET BREAKFAST AT THE HOTEL. TEAMS WILL BE TRANSPORTED TO THE UNIVERSITY OF ALBERTA BY BUS	NONE
8:30 - 12:00 PM	DAY 1 OF COMPETITION	UNIVERSITY OF ALBERTA	COMPETITION	BUSINESS PROFESSIONAL
12:00 - 1:00 PM	LUNCH	UNIVERSITY OF ALBERTA	THE SIMULATION IS PAUSED, AND TEAMS ARE BROUGHT TOGETHER FOR A CATERED LUNCH	
1:00 - 5:15 PM	DAY 1 OF COMPETITION	UNIVERSITY OF ALBERTA	COMPETITION	
5:30 - 8:30 PM	DINNER	WINDERMERE GOLF AND COUNTRY CLUB	TEAMS ARE TRANSPORTED BY BUS TO THE WINDERMERE GCC WHERE A BUFFET DINNER WILL BE SERVED AND DELEGATES WILL HAVE A CHANCE TO NETWORK WITH EACH OTHER	BUSINESS PROFESSIONAL
9:30 - 11:00 PM	GAMES NIGHT	CHATEAU LACOMBE HOTEL 3RD FLOOR	TEAMS WILL COMPETE AGAINST EACH OTHER IN A VARIETY OF ACTIVITIES, FOR POINTS AND FOR BEST TEAM COSTUME	TEAM COSTUMES

# SCHEDULE - SUNDAY

TIME	EVENT	LOCATION	DESCRIPTION	DRESS CODE
7:00 - 9:00 AM	BREAKFAST	HOTEL MAIN FLOOR CAFE	HOT BUFFET BREAKFAST	NONE
9:00 - 12:00 PM	DAY 2 OF COMPETITION	CHATEAU LACOMBE HOTEL BALLROOM SALON A	COMPETITION	BUSINESS PROFESSIONAL
12:00 - 1:00 PM	LUNCH	CHATEAU LACOMBE HOTEL BALLROOM SALON A	THE SIMULATION IS PAUSED, AND TEAMS ARE BROUGHT TOGETHER FOR A CATERED LUNCH	
1:00 - 4:30 PM	DAY 2 OF COMPETITION	CHATEAU LACOMBE HOTEL BALLROOM SALON A	COMPETITION	
5:45 - 7:00 PM	COCKTAIL HOUR	FAIRMONT HOTEL MACDONALD	DELEGATES WILL WALK TOGETHER TO THE HOTEL MACDONALD FOR THE COCKTAIL RECEPTION	FORMAL
7:00 - 10:30 PM	DINNER	FAIRMONT HOTEL MACDONALD	GALA	FORMAL

# SCHEDULE - MONDAY

TIME	EVENT	LOCATION	DESCRIPTION	DRESS CODE
7:00 - 11:00 AM	CHECKOUT AND DEPARTURE	CHATEAU LACOMBE HOTEL	CHECK-OUT TIME: 11:00 AM	

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The word "EDGE" is rendered in a large, bold, sans-serif font. The letters are filled with a complex, red-toned geometric pattern consisting of numerous small triangles, giving them a faceted, crystalline appearance. The letters are white on the inside and have a dark red border. The "E" is particularly large and prominent.