

# Focus on Leadership

A SPECIAL SERIES ON CALGARY'S BUSINESS VISIONARIES

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## Award-winning practices set KPMG apart

KPMG is commanding attention as an outstanding leader in sustainability, employment diversity and innovation as audit, tax and advisory firm not only for the public sector and publicly-traded business but for private business too.

KPMG Enterprise professionals are exclusively devoted to helping private companies, and we provide services to our private clients that others simply can't, says Deborah MacPherson, a tax partner with KPMG Enterprise.

"Our private enterprise clients range from very small mom-and-pops to large, family-owned and employee-owned companies, and all of our clients have access to our in-house tools and expertise," says MacPherson. "We can provide the privately-owned businesses we serve with everything from accounting and tax advice to expertise on opening an office in Australia."

KPMG International's member firms employ 140,000 professionals, including more than 7,900 partners in 146 countries.

And in order to build an unparalleled team of professionals from across the country,

KPMG's hiring practices support diversity.

And what better acknowledgement that they are on the right track than nods from the industry.

Canada's Top 100 Employers recently named KPMG one of Canada's Best Employers for New Canadians.

In addition, the firm was also awarded the accolade of being one of Canada's Best Diversity Employers in February 2011. And the company is the only organization to be selected consecutively for both awards since 2008.

"This distinction clearly demonstrates our strategic focus on diversity as a key differentiator in the marketplace," says Michael Bach, director of diversity, equity and inclusion at KPMG.

"We believe the more supported our people feel as individuals, the stronger we are collectively as a firm. The opportunities at KPMG — for all Canadians — are plentiful."

The firm is not only committed to protecting the prospects and prosperity of clients, it is also dedicated to protecting the future of the environment as well.

This year, KPMG was chosen



Wil Andruschak photo

**Deborah MacPherson is a tax partner with KPMG Enterprise, an audit, tax and advisory firm in Calgary.**

as one of Canada's Greenest Employers for the third consecutive time.

The firm integrates sustainability into its firm-wide commitment to being a community leader, it created a sustainability advisory panel that finds opportunities to reduce the firm's footprint, and it has a sustainability office champion network across the country that

raises awareness and identifies local opportunities.

KPMG is also committed to building to a Leadership in Energy and Environmental Design (LEED).

KPMG employees want to set an example of leadership in all aspects of the firm's operations, says MacPherson.

At a local level, she says that means helping market Calgary

internationally.

"As an Action Calgary partner, we find it very beneficial to work with other partners to help communicate our city's worth to the world," says MacPherson. "People from all over the world call us to talk to us about setting up a business in Calgary, and we want to make sure we're as effective as possible in assisting them."

## Encana puts gas on the front burner

Encana Corp. is building a future based on its belief natural gas is a domestic solution for a secure energy future, and the organization is leading by example.

"We're converting our own vehicle fleet to natural gas and we are building the necessary filling stations to demonstrate the fuel's utility as a transportation alternative," says Eric Marsh, executive vice-president, natural gas economy and senior vice-president of the USA division.

The company has already witnessed a shift in the transportation sector, including a number of initiatives by trucking companies interested in converting vehicle fleets to natural gas, says Marsh.

"In fact, we will have one of our own natural gas fleet vehicles on display at this year's Calgary Stampede," he adds. "We encourage visitors to the Stampede to stop by, ask questions and see first-hand how natural gas can play a role in a more economically-viable energy future."

In addition to using natural gas in its own vehicle fleet,

Encana is also leading the industry by incorporating this philosophy in its operations, utilizing natural gas to power drilling rigs in some areas.

"We're seeing both cost savings and reduced carbon emissions because of this," says Marsh.

Encana is a North American leader in the successful exploration and development of unconventional natural gas, which is an abundant, affordable and clean source of energy. The company has a diversified portfolio of assets and holds a highly competitive land and resource position in a number of North America's most promising shale and tight gas resource plays.

Encana created a natural gas economy team about two years ago whose mandate was to showcase natural gas as a common-sense, economic alternative for transportation and power generation.

The team uses advocacy and pilot projects to further this approach, and works through grassroots community efforts and high-level discussions with key policy-makers.

"Our education and advocacy efforts are playing a major role in establishing natural gas as North America's fuel of choice," says Marsh. "It makes the most sense, in terms of job creation and added value to the North American economy. It makes the most sense as a preferred fuel for transportation and power generation to dramatically reduce greenhouse gasses. And it makes the most sense to consumers' pocketbooks and the environment."

Encana also recognizes the value in strategic partnerships in furthering Calgary's reputation as an international energy centre.

"Being part of Calgary Economic Development's Action Calgary initiative allows us to participate in the programs that help the local economy, and we are especially interested in contributing to Action Calgary's goal of positioning Calgary as a global energy centre," says Marsh. "We view our partnership with CED as an avenue to share knowledge and ideas with Calgary's business leaders across all sectors."

## Small firm; big ideals

The developer behind the landmark 58-storey downtown tower, The Bow, is reshaping the city skyline and reaffirming its position as a company with the ability to make a dramatic impact in any market.

"Matthews Southwest is a small company that focuses on very big projects," says Michael Brown, associate vice-president of Matthews Development. "The Bow is good example of that, but so are many of the projects we're currently working on, including a 300-room hotel and convention centre in Dallas."

Matthews Southwest tackles projects that draw on the company's unique history in construction and design as well its long-standing relationships with the financial industry.

The full-service development company, which has more than two decades of experience behind it, demonstrates leadership in its market through community regeneration, as well as building best-in-class buildings.

The firm's commitment to embracing innovation is exemplified in The Bow.

"There is no other building like it in Calgary," says Brown. "For example, its structural support doesn't come from a concrete core, but from the steel skeleton, so it will have more usable interior room and be more open than other buildings of its type. And the building moves and circulates air using the convective energy of the air."

Staff is also encouraged to embrace change and to try new approaches. "That's why we're able to adapt and succeed at building projects that are different," says Brown.

While the Bow is to be completed early next year, Matthews Southwest is already working on more partnerships and projects that will make Calgarians proud, which is why it became a Calgary Economic Development Action Calgary partner.

"The partnership provides an opportunity to promote a community that means a great deal to us," says Brown. "In addition, it gives us access to information and resources that allows us to succeed year over year."

Courtesy, Matthews Southwest  
**The Bow is a Matthews Southwest development in downtown Calgary.**



## Designing for the future

As Western Canada's largest interior design firm, Sizeland Evans Interior Design Inc. works closely with its clients to lead them through the process of renovating or relocating.

Even before a lease is signed, Sizeland Evans can provide project management services for interior analysis of spaces being considered, as well as feasibility planning for its clients to ensure their newly acquired spaces meet their current and future growth needs.

From design, budgeting and construction drawings, straight through to quality control during construction

phase and move-in assistance, Sizeland Evans has managed projects from 3,000 to 1.5 million square feet.

Strong project management and high-level client service are just some of the reasons why it has established 10- to 20-year relationships with businesses throughout Alberta.

The company's portfolio also includes services to businesses in British Columbia and Saskatchewan.

In a time when Calgary Economic Development is promoting WORKshift and companies are evaluating how and where their employees work, Sizeland Evans is poised

to lead clients through these changes in the workplace.

"Both Action Calgary and Sizeland Evans are focused on meeting the challenges faced by businesses in Calgary, so it makes sense for us to be a part of this initiative" says Sizeland Evans principal Patricia Evans. "Action Calgary helps us keep our finger on the pulse of the city and allows us to guide, mentor and shape the way Calgarians work."

Now in its 21st year of business, Sizeland Evans continues to expertly design unique, innovative and productive corporate, hospitality and residential spaces.

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