

2010

2009-10 Report on Activities

Hennick Centre for Business and Law at York University

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Hennick Centre for Business and Law Report on Activities 2009 – 2010

The Hennick Centre for Business and Law had a busy and successful year in 2009-2010. The Centre's first full year of operations was one of laying foundations. The Centre offered a full slate of programming to students, faculty and professionals, built relationships with key stakeholders and initiated a range of informed debate at the intersection of business, law and public policy. These accomplishments helped us towards the achievement of our goals as laid out in "[Defining the Intersection of Business, Law and Public Policy – Strategic Plan 2009-2014](#)".

EVENTS

The Centre initiated or co-sponsored 17 wide-ranging events for audiences of practitioners, scholars and policymakers – including panel discussions, half- and full-day conferences and policy roundtables. Approximately 1,000 people attended these events over the course of the year. The Centre's intention in crafting this slate of programming was to build visibility and credibility among our stakeholders and target audiences. We initiated many programs, some of which are part of ongoing activities. We are grateful to our sponsors, funders and collaborators, who are listed throughout the summary below:



[Risk & Reward: Pension Fund Investing in the Wake of the Financial Crisis](#) - September 10, 2009. This half-day seminar was co-sponsored with SHARE and others and focused on long-termism and the role of regulation in pension fund investing. Hennick Centre director Ed Waitzer was a featured speaker (left).

[Tax Expenditures and Public Policy in Comparative Perspective Conference](#) -

September 11-12, 2009. The Hennick Centre co-sponsored this two-day conference on tax policy, tax expenditures and budgeting along with Osgoode Hall Law School, SSHRC and the Canadian Tax Foundation. Hennick Centre associate director Archana Sridhar moderated a panel and presented a paper.

[OSC Consultation on Environmental and Corporate Governance Reporting](#) – September 18, 2009. The Hennick Centre assisted in the planning of this invitational policy consultation led by the Ontario Securities Commission. The Centre crafted the agenda with OSC staff and assembled participants. Ed Waitzer and Hennick Centre co-director Poonam Puri moderated sessions throughout the day on securities disclosure around ESG issues.

Speaker Series Fall Event - October 13, 2009. The Hennick Centre welcomed Professor Vinayshil Gautam (right) of the Indian Institute of Management in New Delhi, India, who spoke on "Investment and Expansion in the Indian Market: Encounters and Experiences". The event was hosted and co-sponsored by Torys LLP and was attended by around 75 business leaders, lawyers and students with an interest in India's rising economy.



Roundtable on Joint and Several Liability for Financial Professionals – October 28, 2009. The Hennick Centre assisted with this invitational policy roundtable hosted by the Law Commission of Ontario (LCO) on the issue of joint and several liability for corporate defendants under the Ontario Business Corporations Act. Poonam Puri, an LCO fellow this year, led the roundtable, which will lead to policy recommendations by the LCO.



Consultation with UN Special Representative on Business and Human Rights, including special session for students and faculty – November 5-6, 2009. The UN Special Representative John Ruggie (left, with Osgoode Professor Aaron Dhir) convened this gathering of experts on the use of corporate law to encourage corporations to respect human rights. Other sponsors included Osgoode's Nathanson Centre on Transnational Human Rights, Crime and Security, the Office of the United Nations High Commissioner for Human Rights, Export

Development Canada and PricewaterhouseCoopers.

Canada's National Securities Regulator: Constitutional Issues and Updates – November 12, 2009. The Hennick Centre organized this seminar and panel discussion with Peter Hogg, Jack Major, Doug Hyndman, Jean-Francois Gaudreault-Desbiens and Marilyn Pilkington. The event was sponsored and hosted by Blakes LLP. Filled to capacity with more than 100 attendees, this panel garnered valuable media coverage and was of great interest to students.

Corporate Social Performance: Reporting Roundtable – December 7, 2009 (and ongoing). The Hennick Centre convened a roundtable consultation about corporate social reporting and disclosure with Jantzi-Sustainalytics. The Centre received sponsorship from the Association of Chartered Certified Accountants (ACCA) for this project. The results of this and subsequent consultations along with input from the OSC will be published as a policy report with recommendations to the Minister of Finance.

Entrepreneurship, Innovation and Commercialization of Intellectual Property: IP Osgoode and Hennick Centre for Business and Law 2010 Conference – February 11, 2010.

This half-day multi-disciplinary conference featured speakers who discussed the obstacles and opportunities for entrepreneurs who wish to commercialize their intellectual property. The Hennick Centre secured Osgoode alum Loudon Owen (right, with Ed Waitzer and IP Osgoode director Pina D’Agostino), Managing Partner of McLean Watson Capital and Chairman of i4i, Inc., as the keynote speaker. More than 80 people attended including leaders in business, law, technology and science. The conference was sponsored by the Ontario Centres for Excellence



The Advanced Legal Guide to Advising the Public Company Board of Directors - February 18-19, 2010. The Hennick Centre assisted in the planning of this CLE program offered by Osgoode Professional Development. The course focused on an audience of in-house or external legal advisors, clarifying their role, the risks they face in advising Boards of Directors, and how to manage those risks. Ed Waitzer and Poonam Puri co-chaired the event and were featured speakers.

Corporate Governance Workshop: The Corporate Responsibility to Respect Human Rights – February 25, 2010. This seminar with Professor Peter Muchlinski of the University of London drew an audience of more than 25 interested students and faculty members. Participants discussed the implications of the corporate responsibility to respect human rights upon corporate governance and regulation. This event was jointly presented with the Canadian Business Ethics Research Network (CBERN).

A Case of Mutual Fund Fees and Who Should Set Them: The Implications of Jones v. Harris Associates - February 25, 2010. The US Supreme Court’s decision in the case of Jones v. Harris Associates LP recently articulated the definitive standard for US courts in reviewing excessive fee claims under the Investment Company Act. The Hennick Centre and the Investment Funds Institute of Canada (IFIC) convened a panel of experts to discuss the case and its impact on the US mutual fund industry, as well as its potential implications for mutual fund fees in Canada. Approximately 50 industry practitioners attended.



Gender Diversity in Canada's Boardrooms and C-Suites: Exploring the Business Case and Reform Strategies -

March 11, 2010. The Hennick Centre organized this half-day seminar to examine the “business case” for diversity in the top ranks of business and law. The seminar was co-sponsored by the Institute for Feminist Legal Studies at Osgoode Hall Law School and the Schulich School of Business and received in-kind support from

Osgoode Professional Development. Approximately 75 business leaders attended including leaders from the Institute for Corporate Directors and Catalyst. Speakers included Laura Formosa, President & CEO of Hydro One; Senator Celine Hervieux-Payette (above with Ed Waitzer and Poonam Puri); and Kathleen McLaughlin, Director at McKinsey & Company. The Hennick Centre is facilitating an interdisciplinary working group of scholars from Osgoode, Schulich and the Faculty of Administrative Studies who will continue collaborative research on related topics.

[JD/MBA Student Conference: Balancing Public and Private Interests in a New Decade](#) – March 12, 2010. More than 130 students, alumni and business/law leaders attended the annual student conference and heard keynote speaker John Tory along with panels on financial regulation, the energy sector and more. The Hennick Centre worked closely with the student organizers and played a major role in securing sponsors and speakers as well as defining the agenda.



[Davies Fund for Business Law](#): Ben W. Heineman Jr. (left, with Schulich Dean Dezso Horvath) – March 16-17, 2010. As former General Counsel at GE, Heineman helped create the modern in-house legal department and redefined the role that lawyers play in business. He is currently a fellow at Harvard University. The Hennick Centre organized several events with Davies LLP for Heineman's visit, including a dinner for business executives and lawyers at the Toronto Club, a downtown breakfast for law firm partners and a public lecture at Schulich. Students who attended the

lecture received a free copy of Heineman's book *High Performance with High Integrity*.

[After the Meltdown: The Limits and Possibilities of Economics](#) – March 24, 2010. This was the inaugural conference of the Centre for Global Challenges and was organized in partnership with the Glendon School of Public and International Affairs, the Canadian Institute for Advanced Research (CIFAR), Canada 2020, the Hennick Centre for Business and Law and The Mark News and Global Brief. The conference featured George Akerlof, Nobel Prize winner in Economics and Daniele E. Koshland Sr. Distinguished Professor of Economics at the University of California, Berkeley.

[The Fiduciary Standard and Beyond: Rethinking the Client-Advisor Relationship](#) - March 25, 2010. This one-day conference, co-presented with FAIR Canada, focused on the client-advisor relationship, and how that relationship connects to the debate over extending the fiduciary standard to all financial service professionals. Speakers provided Canadian and international perspectives, and included scholars as well as regulatory and industry experts. The conference yielded a great deal of media coverage, including a feature in the *Globe and Mail's* Law Page, and brought together more than 110 industry experts, scholars, students and lawyers. The conference was sponsored by the CFA Institute, the Financial Planning Standards Council and SEIU Canada.

STUDENTS

A key commitment of the Hennick Centre for Business and Law is providing opportunities for education and professional development to students at Osgoode and Schulich. The Centre's first year demonstrated this commitment through a series of innovative courses and activities for JD/MBA students (right) and others.



Investor Protection Seminar

This was the second year that the Centre offered this seminar for upper-year law students and financial journalists. Co-taught by Ed Waitzer, Poonam Puri and Jacquie McNish of the *Globe and Mail*, with support from FAIR Canada, the class is becoming known for its innovative and interdisciplinary approach. The Centre has already received inquiries from financial journalists for next year.

Osgoode Curriculum Reform

The Hennick Centre advised Osgoode's curriculum reform working group, which is considering changes to the upper-year law curriculum. For example, the Centre was part of a group that advised on the institution of streams (or specializations) and baskets (or course groupings) in different areas, including business law.

Orientation Activities

Representatives of the Centre attended orientation events at both Osgoode and Schulich, including club fairs to tell students about the Centre, sign them up for the mailing list, and solicit volunteers.

The Hennick Centre also held an [Open House](#) for faculty, staff and students of Osgoode and Schulich on October 7, 2009 at Schulich (students, right). More than 75 attended, including many students interested in learning more about the joint JD/MBA program.



Lunch-with... Series

The Hennick Centre worked with the JD/MBA Students' Association to organize four lunchtime programs with business and law leaders. Approximately 20 students gathered for each lunch and enjoyed an informal conversation with the speaker, asking questions about topics as wide-ranging as career advice, the financial crisis, the value of joint education and various business sectors. The first lunch with

Jay and Barbara Hennick (below) was also a welcome event for the JD/MBA students. Hennick Centre Advisory Council chair Mickey Cohen was featured at two luncheons and Advisory Council member Ed Sonshine headlined another. The students have requested that the Hennick Centre work with them to organize the series again next year, with two to three lunches each term.



Career Panel

The Hennick Centre organized a panel discussion entitled, "[From Law to Business: Career Choices and Transitions](#)" on February 8, 2010. This panel drew almost 50 JD/MBA and other interested law and business students, and featured professional development advice through the experiences of JD/MBA graduates who are now in business: Bruce Walter of Centerra Gold, Shelley Markel of Cognition LLP (formerly of Rogers), and Brian Quast of CIBC. This event was co-presented by the Osgoode Career Services Office and the

Schulich Career Development Centre. Both schools are enthusiastic about collaborating on such events once per semester in the years to come.

JD/MBA Student Conference

As noted above, the Hennick Centre played an active role in securing sponsors and speakers for the 2010 JD/MBA Student Conference. Ed Waitzer and Archana Sridhar moderated panels and Hennick Centre co-director James Darroch was a speaker. The Centre provided valuable promotion and outreach through its website, thereby contributing to a higher attendance than in years past. In addition, the Centre secured media sponsorship from the *National Post* (more below), which included a banner ad in the *Financial Post* about the conference.

Other Student Outreach

The Centre was a resource to individual students and recent alumni/ae from Osgoode and Schulich, meeting with people and providing resources and introductions based on referrals from the alumni and career development offices at both schools. The Centre also employed students as part-time research assistants and volunteer workers on various projects, giving them valuable exposure to substantive business and law issues.

ALUMNI

The Hennick Centre has played an integral role in the launch of the first formal Osgoode-Schulich JD/MBA Alumni Association, and is hosting the association's inaugural event, a cocktail reception at Old Osgoode Hall on May 12, 2010. The Centre helped to identify and invite steering committee members, collaborated with the alumni offices of both schools and brainstormed with the committee about the Centre's mission and goals. The establishment of this formal alumni network is a key step to promoting the JD/MBA program and will engage more joint degree graduates in the Hennick Centre's activities.

The Hennick Centre also engaged with alumni in other ways, including individual outreach and representation at the 2010 Schulich Connect event, where Ed Waitzer organized and moderated a panel on sustainability and business.

CERTIFICATE PROGRAM

The Hennick Centre, along with Osgoode Professional Development and the Schulich Executive Education Centre, launched the Certificate in Business for Lawyers, a 13-week course with nine modules to help practicing lawyers learn valuable business skills. The course is currently in progress with ten registered students. Hennick Centre staff assisted OPD and SEEC with marketing and outreach and is participating in program instruction.

MEDALS

The Hennick Centre for Business and Law announced the inaugural awards of its two annual medals this year. As noted above, the *National Post* ran an ad announcing both medalists to the public in March 2010.

Andrew Pucher, 2009 graduate of the joint JD/MBA program, received the Hennick Medal for Academic Excellence, given to the student with the top cumulative grade point average of his or her graduating class. The Hennick Centre brought Andrew, now an associate with Goldman Sachs in New York, to the 2010 JD/MBA Student Conference, where he spent time with the Students' Association executive and other students to share his experiences as a recent graduate in investment banking.

Kathleen Taylor, '84, President and Chief Operating Officer of the Four Seasons Hotels & Resorts, was announced as the recipient of the Hennick Medal for Career Achievement, an honor given to leaders in law and business who hold both an LLB/JD and an MBA. The Centre is planning an event with Katie in the Fall.

COLLABORATIVE RESEARCH GRANTS PROGRAM

The Hennick Centre also launched its Collaborative Research Grants Program this year, making an inaugural \$5,000 award to an interdisciplinary team of Osgoode and Schulich researchers for a proposal entitled, "The Dynamics of Interaction in Transnational Business Governance Regimes". Professors Burkard Eberlein and Alan Richardson of Schulich and Stepan Wood of Osgoode will convene a multi-disciplinary workshop in Toronto this fall to explore the interaction among transnational business governance initiatives such as civil society codes of conduct, industry self-regulatory standards, transgovernmental networks of officials, and complex multi-stakeholder governance institutions.

The Centre received many outstanding applications and the decision by the selection committee was a difficult one. We have applied for funding that may result in an additional award this year or next.

OTHER ACTIVITIES

Strategic planning

The Hennick Centre released its first strategic plan, [Defining the Intersection of Business, Law and Public Policy, 2009-2014](#), in February 2010. To develop the plan, the Centre's staff and leadership engaged in a process of consultation with the Advisory Council as well as the Deans, students and alumni of both schools. The plan was presented at both Osgoode and Schulich Faculty Council and received enthusiastic feedback.

Relationship building

This year was one of building relationships at both schools and beyond in order to raise the profile of the Hennick Centre, develop our network and find interested faculty members and practitioners to participate in our programs. This relationship-building entailed regular attendance at meetings of the Schulich Sustainability Area and the Osgoode Strategic Planning Committee. In addition, Hennick Centre staff and faculty met individually and in groups with faculty, student leaders and alumni of both schools.

The relationship-building also extended to external organizations, with Hennick Centre staff meeting with leaders of industry organizations, corporations, law firms and other universities in order to build partnerships, solicit sponsorships and brainstorm about future collaboration. Such current and potential external partners include: the Investment Industry Association of Canada (IIAC), eStandards Forum, the Centre for the Legal Profession and the National Centre on Business and Law.

Executive in Residence

The Hennick Centre welcomed Mickey Cohen as the 2009-2010 Executive-in-Residence, a post he also held at the Schulich School of Business this year. The Centre was honored to have Mickey as an advisor on relationship-building and potential research collaboration at both schools. Mickey also headlined two lunches with the JD/MBA students (see above).

COMMUNICATIONS

Website

Archana Sridhar has spent the year filling the Hennick Centre website with content – including web stories about events; links to media hits; multimedia features such as photos, audio and video from conferences and lectures; and more substantive descriptions of our goals and partnerships.

All this work has resulted in a significant uptick in pageviews and visits to the Hennick Centre website, particularly as of January 1, 2010. Between August 1, 2009 and March 31, 2010, the website received 4,148 visits and 14,979 pageviews. We are pleased to have a consistent stream of web visitors each month. Visitors spend an average of about three minutes at a time on the site to learn more about the Centre.

Emails

In January 2010, the Hennick Centre joined the email marketing service *My Emma* to distribute event invitations more efficiently and professionally with design and graphics, and to launch *Intersections*, our regular eNewsletter with policy updates, news about past and upcoming events, and links to the Centre website. We have published one edition of *Intersections* and another is planned for early summer.

Our contact list is growing and now contains information for 1,376 people, including 278 JD/MBA alumni/ae and 168 students (both JD/MBA and others). Compared to other university centres and to other organizations generally, the Centre's emails have been well-received (average open rate of about 40%, with only 10 opt-outs).

Media

The Hennick Centre and its events were the subject of 39 media hits over the course of the year. Many of the year's news stories and mentions were in national Canadian publications like the *Globe and Mail* and the *National Post*, including several op/ed pieces by Ed Waitzer and Poonam Puri. The Centre was also noticed by several blogs and by internal York University communications outlets. The Centre is building relationships with financial journalists through regular media releases and advisories, personal contacts and event attendance. We have also built a database of journalists interested in issues of business, law and public policy.

The National Post generously sponsored the Hennick Centre and JD/MBA Students' Association with a series of three free banner advertisements in the *Financial Post* in February and March 2010. The first ad focused on the Hennick Centre in general, the second on the JD/MBA student conference and the third on this year's medalists.

ON THE HORIZON

Based on the solid foundation of the year past, the Hennick Centre for Business and Law Events has exciting plans for the year ahead. For example, we will roll out the Hennick Scholars Program this fall, offering a new scholarship to selected incoming JD/MBA students. This program will impact the recruiting efforts of Osgoode and Schulich and draw the best and brightest to the program.

The Centre recently received faculty approval for "The Art of the Deal", a new seminar for law and business students that will examine real-life business transactions using actual deal documents. We are currently working on a schedule of events that tackles big issues of the day – including topics like the future of the corporation, globalization and crisis management, and the role of securities regulators in control transactions.

We will continue collaborating with partners like FAIR Canada, Schulich's Centre for Responsible Business, Osgoode's Institute for Feminist Legal Studies and IP Osgoode, and Glendon's Centre on Global Challenges to craft joint programming for scholars, students, practitioners and policymakers. We will also deepen our relationships with JD/MBA Students' Association and the career development offices at both schools to offer more educational and professional development opportunities to business and law students.

The Hennick Centre for Business and Law looks forward to working with you to make next year a success.

Please visit www.hennickcentre.ca for more information.