

## The Network Staying in touch



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# Green is good for business

Dear Alumni:

The Bensimon Byrne advertising firm recently announced that 40% of Canadians and 47% of Quebecers may be classified as “committed environmentalists”- people for whom environmental considerations play a key role in purchasing decisions, even if the price is higher.

Along with consumers, the business community is increasingly concerned with corporate responsibility and sustainable development (CR&SD). To give you a clearer understanding of this new reality, we would like to share some of our experiences and tools.

Developing a CR&SD strategy is a good idea for any company seeking to positively shape the future of our planet; it can also create business opportunities. Whether you’re trying to reduce costs, reposition your company, recruit and retain employees or outperform the competition, the next few issues will demonstrate how green can be good for your business.

In addition to discussing potential avenues for improvement, our passionate team of CR&SD professionals will show you in the next few issues of The Network real cases of how a few simple steps can make a big difference in developing your green strategy.

Please feel free to contact us to share your own experiences and challenges. We hope you’ll gain fresh insights into how our practice operates and how we can be of assistance to you!



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Deloitte congratulates Johanne Gélinas, who, on October 20, 2009, received the 2009 Prix Femmes d'affaires du Québec award in the «Manager or Professional, Private Enterprise» category. Each year, the Réseau des femmes d'affaires du Québec gives out awards in nine categories to women entrepreneurs, professionals, and executives working in all regions of Quebec. Congratulations Johanne!



# The green page

## The SAQ embraces sustainable development: from transportation and computer hardware to employee well-being

The engagement recently carried out by Deloitte's Consulting team on behalf of the SAQ is a perfect example of how sustainable development is everybody's business. The SAQ had already developed a strategic sustainable development plan, in association with our corporate responsibility and sustainable development team. Concerned about playing a proactive role in implementing the plan, the SAQ's IT department then mandated Deloitte to carry out an in-depth analysis of its sustainable development practices.

Following the analysis, to which all of the department's leaders and business line representatives contributed, a number of concrete recommendations were formulated:

- Improve video conferencing capabilities to minimize meeting-related travel.
- Increase IT hardware capacity and consolidate existing equipment to reduce energy consumption.
- Evaluate the storage time of electronic data to reduce the number of storage units required.
- Extend the scope of IT employee well-being programs by including sustainable development incentives.
- Examine how IT can facilitate the Leadership in Energy and Environmental Design (LEED) certification process for the SAQ's new distribution centre.

Sébastien Blais, advisory partner in charge of the IT sustainable development engagement, offered this assessment: "The SAQ has decided to take concrete action with a view to making a real difference and to positioning itself as one of Quebec's top retailers in terms of sustainable development. Deloitte is pleased and proud to have contributed to this high-potential project!"

## Did you know?

The recent Forrester report noted, "Deloitte's green IT staff has doubled over the past 12 months and the firm anticipates significant growth over the next four to five years. The firm is a genuine partner that does business with numerous IT hardware and software providers, including HP, SAP and Sun. Deloitte offers unique tax and financial advisory services and its professionals frequently identify financing and repayment mechanisms aimed at accelerating infrastructure investments. And in light of its audit experience, the firm is able to prepare its clients for the assurance and compliance processes associated with existing and future regulatory regimes."

## Marking the conclusion of Deloitte's 150th anniversary celebrations

Did you know that a tree honouring Deloitte has been planted on the Place Ville Marie esplanade in Montreal? To mark the conclusion of the firm's 150th anniversary celebrations, the SITQ, which owns the building, presented Deloitte with a magnificent magnolia in recognition of our longstanding partnership. The SITQ also wanted to pay tribute to our contributions to the development and success of Place Ville Marie, which has been home to Deloitte's Montreal offices for more than 35 years.

# News from you

## Entrepreneurship and relaxation

We'd like to tell you a little about Guillaume Lemoine, Deloitte alumnus and HEC graduate, who worked for two years in Strategy & Operations of the Consulting practice at the firm's Montreal office. Like some of you, Guillaume decided to seek new challenges, which, in his case, turned into a great adventure: opening the Strøm Nordic Spa on Nuns' Island! Since his area of expertise at Deloitte was developing business, growth and strategic plans, he had all the right cards to play when it came time to put together his own business plan.

Guillaume had been looking for the ideal site for several years when an opportunity finally presented itself in the Montreal area. "We were lucky because the major players in the spa industry weren't available when the Nuns' Island Golf Club wanted to sell off a portion of its land. It's located just a few minutes from downtown on a magnificent tree-lined site on the shores of Lac des Battures. It offers the best of both worlds: the tranquility of nature and close proximity to the big city," he says. And that's when the adventure really began: agreements had to be signed with partners and financial backers. In addition, the site of the future spa also needed extensive work and attention to detail during the construction phase.

Mr. Lemoine and his spouse are now the proud owners of the Strøm Nordic Spa, which officially opened for business on June 9, 2009. Overseeing a team of more than 60 employees, they recently launched their advertising platform. And they've only just begun! They hope to continue their adventure when they undertake the second phase of their project: "We have enough room to double the size of the spa on Nuns' Island. And why not pursue our growth strategy by opening up a second Nordic spa in another major North American city?"

If you'd like to check in with Guillaume, be sure to visit him at Strøm Nordic Spa on Nuns' Island. And then just sit back and relax!

[www.stromspa.com](http://www.stromspa.com)

## Jacques Drouin and ProSep honoured again!

In the last issue of *The Network*, we congratulated Jacques Drouin, President and CEO of ProSep, on being named one of the Top 40 Canadians under 40™. Jacques and his company have now been honoured with a Deloitte Technology Fast 50™ award, marking the 18,000% increase in the company's sales! These prestigious awards are given to the top 50 technology companies in Canada posting the fastest growth over the previous five years.

Jacques also won a Leadership Fast 50™ award, which is given to Canada's most elite technology companies, as well as a Technology Green 15 award™, which honours companies creating innovative, important and economically viable intellectual property in the booming green technology sector.

### Congratulations on your success!

For further information on the Technology Fast 50 awards, please visit the website <http://en.fast50.ca>



# News from you

## Keeping in touch

### Find out where your former colleagues are working now

**Charles Dupuis**

Manager, Production Systems  
Canada Post Corporation

**Tamer El-Zyadi**

Finance Director  
Marketel

### Appointments and honours: Deloitte alumni

**Pierre Brunet, FCA**

Director, Métro Inc.  
Honorary doctorate, University of Montreal

**Marc Lamy**

Chief Financial Officer  
iBwave Solutions

**Éric Thibault**

Vice-President, Administration and Finance  
Société immobilière du Québec

**Jay Wells**

Chief Financial Officer  
Molson Canada

To contact members of the Deloitte Alumni Network, visit the online directory at <http://www.deloitte.com/ca/alumni>.



## Do you have news?

Don't hesitate to send us news about Deloitte alumni. Relevant information can be sent to **Marie-Eve Ducharme** at 514-393-5094 or [mducharme@deloitte.ca](mailto:mducharme@deloitte.ca).



# News from us

## Alain Côté, appointed FCA and Chair of the Ordre des comptables agréés du Québec (OCAQ)

A worthy Deloitte representative was appointed chairman of the Quebec Order of Chartered Accountants (OCAQ) at the organization's most recent meeting on September 12, 2009. Alain Côté, managing partner of the firm's Montreal office, will hold the position for a two-year term (2009-2011).

"Needless to say, I am very honoured by this appointment and I am proud to be representing both Samson Bélair/Deloitte & Touche and the OCAQ over the next two years," said Mr. Côté.

Although very pleased, Mr. Côté takes a clear-eyed view of his new duties: "I am acutely aware of the challenges and opportunities that will be facing the accounting profession during my term in office: the issues of public accountancy, succession planning, practical training extension, standardization and IFRS are but a few examples. I hope that the combination of my experience and that of the other board members will serve to advance the profession for the benefit of all current and future CAs in Quebec."

## Conference lunch with the Chambre de commerce gaie du Québec (CCGQ)

This past April 7, in collaboration with Deloitte, the CCGQ held a conference lunch on the volatility currently facing the markets. Speaking at the event was the sponsor of Deloitte's Quebec chapter of our LGBT network. He presented the foundations of the financial crisis that is at the heart of the current economic situation as well as the main issues that may affect the Canadian and U.S. economies in 2009 and 2010. He also presented tactical and strategic recommendations aimed at helping Quebec businesses adapt to an economic recession. The forty or so people in attendance were unanimous in their comments; the event was a success! We expect to hold a second session updating the crisis and its recovery soon. If you're interested in participating, just email us at [lgbtquebec@deloitte.ca](mailto:lgbtquebec@deloitte.ca).

## Tax management advisory services: a new line of unique and innovative services

Given the hardening of the tax authorities' attitudes in the current economic environment, cutting-edge corporate tax services are increasingly important in managing risk and overall productivity. Deloitte's new line of tax management advisory services is designed to help our clients' tax managers and teams harmonize their tax and operational strategies in accordance with their internal risk profiles.

This new service line will enable us to deliver added value to our clients by proposing high-quality tax solutions previously unavailable on the Canadian market, focusing primarily on managing tax risks, selecting and implementing tax-related technologies, developing accounting processes and methods and providing information on income taxes, strategic tax reviews and tax planning.

"The launch of this new service line is excellent news for our tax practice in the current economic climate," said Pierre Baraby, Director of Operations, Tax at Deloitte's Montreal office.

To create this new service line, our risk management, advisory, technology and processes, accounting and tax return preparation services were consolidated. It should be noted that 800 of our clients in Canada are already using our in-house software, which forms the cornerstone of our tax return preparation services.

# News from us

## Financial advisory newsletter: forging closer ties with our clients

Last March, Deloitte's business valuation and transaction services practices launched a brand new monthly newsletter geared towards private companies and consisting of short articles on topics associated with business valuations and business sales/purchases.

The goal is to educate and inform clients, targets and business contacts about the wide range of potential factors influencing a company's fair market value and to promote the benefits of the firm's experience in the areas of business valuation and transaction services. "This simple tool demonstrates the depth of Deloitte's expertise that is available to private companies. We believe that our current and potential clients and business partners will be pleasantly surprised when they realize how wide our range of services is," said Luc Guertin, Senior Manager, Financial Advisory Services, Mergers & Acquisitions at Deloitte's Laval office and a key collaborator on this project.

To sign up for the newsletter, please send an email to [deloittesp@deloitte.ca](mailto:deloittesp@deloitte.ca).

## Deloitte.ca updates its look: check out our new website design

Our online marketing team and content managers across Canada have been working behind the scenes for countless hours to update our external website and give it a fresh new look. Be sure to check out the new navigation and drop-down menus. This marks the culmination of several years of work by Deloitte Touche Tohmatsu.

## Making an impact

On September 26, 2009, some 4,700 Deloitte employees, together with their friends and relatives, stepped out of their offices to engage in a variety of community-minded activities, including making ribbons to promote breast cancer research, cleaning up parks, repainting walls and planting trees.

With its emphasis on community service, Impact Day is a unique opportunity to encourage the firm's employees to work together towards a common goal: helping others.



Join more than 10,000 Canadian alumni today! [www.deloitte.com/ca/alumni](http://www.deloitte.com/ca/alumni)

**Letters, comments or suggestions for articles should be sent to**

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