

Loonie continues parity drive

Financial Post

OTTAWA — The Canadian dollar broke through 94 cents US yesterday to its highest level since last September, leading some observers to declare the currency is “grinding” its way to parity, while other analysts suggest the Bank of Canada might extend its commitment to keep interest rates at historic lows to offset the impact of a stronger loonie.

The currency hit as high as 94.42 cents US before a sell-off, and ended the trading session lower at 93.74 cents US, 17 basis points less than the previous close.

Factors pushing up the dollar were the overall weakness in the U.S. currency and lower levels of risk aversion among investors, who are of the opinion that a recovery — and perhaps a robust one — is underway.

“We are likely to grind higher toward parity,” said Michael Woolfolk, New York-based senior currency strategist at Bank of New York Mellon.

He added the road to parity with the U.S. currency could happen sooner if the Bank of Canada were to raise interest rates before the U.S. Federal Reserve.

The Canadian dollar's rise has been among the chief concerns for the Bank of Canada, which has warned that “persistent strength” in the currency could threaten an economic recovery.

Ex-EnCana chief honours doctor

\$1.375-million fellowship set up to train future eye specialists

DARRON KLOSTER
Times Colonist

Former EnCana Corp. president and chief executive Gwyn Morgan is honouring the Vancouver doctor who saved him from total blindness by establishing a \$1.375-million fellowship to train future eye specialists.

Morgan, a North Saanich resident, announced the William H. Ross Fellowship in Vitreo-Retinal Excellence yesterday in Vancouver, saying he wants to ensure young doctors at St. Paul's Hospital can continue to train under Ross and gain “from his outstanding expertise and contributions.”

Morgan had already lost the sight in one eye after a surfing accident in Costa Rica in 1995 caused severe retinal damage. In May 2008, Morgan said he was taking his ritual morning run while on a business trip in England when blood starting pouring from his other eye. He was rushed to hospital and

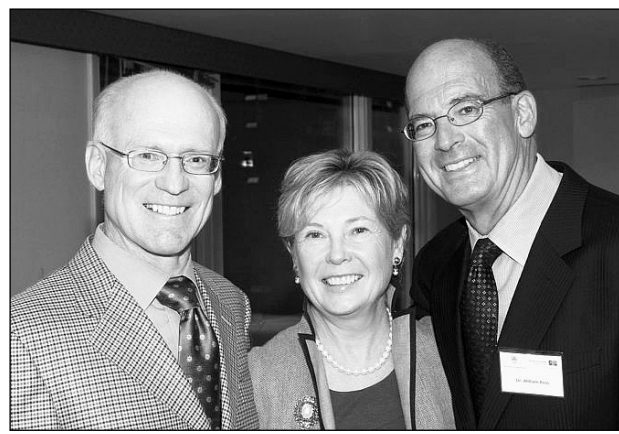
referred by doctors to “the best in the world — Dr. Ross in Vancouver.”

After a year of treatments, Ross successfully repaired Morgan's healthy retina, prompting Morgan and his wife Patricia Trottier, through their foundation, to set up the fellowship.

It will pay the salary of a second-year ophthalmology resident at the University of British Columbia's Faculty of Medicine every year for the next 25 years.

Morgan admitted the spectre of total blindness was frightening. “The whole summer [of 2007] I'd get up every morning and walk in my garden and down to the ocean. I was much more appreciative of the simple things. Any bird, a flower was more vivid because you weren't sure how much longer it would be available to you,” Morgan said in an interview from his waterfront home.

After many visits to Ross and meeting others in his waiting room, Mor-



UNIVERSITY OF BRITISH COLUMBIA
Gwyn Morgan, left, Patricia Trottier and Dr. William H. Ross announce the fellowship.

gan said he gained a deep respect for Ross's personal attention to all his patients and the knowledge that has made him one of North America's most respected vitreo-retinal specialists.

Ross is considered the pioneer in the development of surgical materials used in repairing retinal detachments. His many publications have provided insight into the management of retinal detachments, the timing of surgery and the prognosis for good visual recovery.

“Dr. Ross has advanced the knowledge and skills

of medical students, ophthalmology residents, and fellows now caring for patients in hospitals around the world,” said Dr. Frederick Mikelberg, the head of ophthalmology and visual sciences at UBC.

Ross said he was “awed by the generosity” of Morgan and Trottier and “humbled” to have a fellowship named in his honour. “It has been my pleasure to train some of the world's leading vitreo-retinal specialists at St. Paul's Hospital and UBC over the past 24 years. This new fellowship ensures the next genera-

tion of specialists will continue to advance the medical education, clinical research and care of patients with retinal diseases in B.C. and around the world,” he said.

Morgan engineered one of the largest mergers in Canadian oilpatch history in 2002 by combining Alberta Energy Corp. and PanCanadian Petroleum into EnCana Corp., now North America's largest natural gas producer. He has been recognized as Canada's Outstanding CEO of the Year and also as Canada's Most Respected CEO.

Trottier is a community leader and former investor relations/corporate communications executive. She's a former chair of Calgary's Economic Development Authority and sits on the board of advisers at the University of Victoria business school. She also manages the Morgan Trottier Foundation, which also provides scholarships for technology and engineering students.

They are expecting a second grandchild later this year, a new addition Morgan said he will be grateful to see.

Oilsands industry urged to use Facebook and Twitter

U.S. public relations expert says balanced message must be spread

Canwest News Service

BANFF, Alta. — The Canadian oil and gas industry needs to embrace such social media as Facebook and Twitter to reach a skeptical audience and spread a more balanced message about their product, an American public relations expert urged yesterday.

Industry has been rely-

ing on mainstream media to publicize more positive aspects of oil and gas when most people access their news at least eight different ways, including social media, Richard Edelman told an audience at the Global Business Forum in Banff.

“You've got to be in the game,” Edelman, head of New York-based Edelman Public Relations said.

“You have to go where the conversations are.”

Current communications practices being used by the Canadian oilsands sector simply aren't enough to change negative public perception of the industry by the time a global climate change summit in Copenhagen gets started in December, he said.

“There is insufficient understanding of the benefits, there is insufficient understanding of environmental protections, the opposition is defining you,

and now is the time to act,” he exhorted the audience. “Otherwise the impression will be frozen in time.”

Edelman has represented the American Petroleum Association, which now has a Facebook presence on the Internet. Using the popular social media is crucial to engaging younger people, he said.

Industry is good at engaging politicians but not with real people and it's real people who are putting pressure on politi-

cians regarding misconceptions about the oil and gas industry, he said.

Edelman called for more transparency from industry and emphasized the need to go beyond mainstream media to communicate its message.

“Let's cut to the chase,” he said. “The oilsands are a critical resource, not just for this province, but for the United States, and arguably for the world. And you have a very important role to play in explaining how and why that is going to work.”

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- Waterwheel Memsie
- Montebueno Rioja or Cats Among Pigeons

4-6 pm:

Nando's flame-grilled chicken on site offering nibbles

6-8 pm:

- Washington Hills Gewürztraminer & Syrah
- Coppola Wines (Bianco) & Grant Burge Barossa Shiraz

SATURDAY

1-4 pm:

- Merridale Cider; Normady, - Traditional & Merriberry

2-6 pm:

Winemaker Michael Bartier pouring Honest John's White & Red, Pinot Noir & Riesling

3-6 pm: Kuma Sushi from Bear Mountain will be offering nibbles

SUNDAY

2-6 pm:

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2-6 pm:

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Bardosa Tempranillo/Grenache
\$14.99 (Reg. \$15.99) **Save \$1**
(Case \$170.89) **Save \$21.00**

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(Case \$108.19) **Save \$11.70**

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