

## **NEWS RELEASE**

### **New Brunswick Business Council and the Wallace McCain Institute of Business Leadership Announce Roundtable on Entrepreneurship - presented by Bell Aliant, St. Andrews, February 2008**

December 13, 2007 -- The New Brunswick Business Council and the Wallace McCain Institute of Business Leadership, today jointly announced that they will co-host a Roundtable on Entrepreneurship in 2008. The Roundtable was a key recommendation stemming from the FullSail Summit held earlier this year in Moncton to strengthen New Brunswick's entrepreneurial culture.

"Our members recognize they are instrumental in realizing the vision of building on our province's entrepreneurial heritage," said Business Council Chair Ed Barrett. "We are committed to playing a leadership role in continuing the dialogue and fostering an environment where entrepreneurs are supported and can thrive."

The Roundtable will bring together emerging entrepreneurs with experienced and established business leaders, with three primary goals:

1. To support the creation of more NB-based enterprises
2. To raise awareness of the importance of entrepreneurship in securing New Brunswick's future prosperity
3. To facilitate communication between players in the New Brunswick economy

Roundtable participants will explore and develop an inventory of issues that emerging entrepreneurs need to understand and master in order to succeed. Issues will range from understanding and gaining access to capital markets, to developing leadership potential in themselves and others, to effective networking.

Derek Oland, Chair of Wallace McCain Institute for Business Leadership, explained that the topics that spark the most dialogue and interest will be put to use in the Institute's first year of operations.

"As a newly launched Institute, we know we need to develop a program that meets the needs and realities of our economy and those trying to build businesses in New Brunswick. We believe the Roundtable is the ideal environment from which to gain insights that can be refined to become the nucleus of a curriculum the McCain Institute will employ in the first year of its program," said Mr. Oland.

The Roundtable on Entrepreneurship will be sponsored by Bell Aliant and will take place in St. Andrews at the Fairmont Algonquin on February 22<sup>nd</sup> and 23<sup>rd</sup>. "Through our communications networks we touch every community in New Brunswick and see daily the tremendous potential that exists right across this province for new growth and innovation," said Bell Aliant CEO Stephen Wetmore. "For a healthy and vibrant economy it's important for large enterprises like ours to step up and share insights, networks and know-how."

Members of both the New Brunswick Business Council and the Wallace McCain Institute for Business Leadership were invited to participate in the Roundtable and to sponsor an emerging entrepreneur. Currently, emerging entrepreneurs from around the province are being selected to participate. Participants can be in various stages of development, all have demonstrated the following characteristics:

- ability to move a concept or idea to commercial reality
- dedication to New Brunswick and its economic growth
- involvement in bettering their local community
- significant growth potential

### **About the New Brunswick Business Council**

The New Brunswick Business Council is comprised of the heads of nineteen of the Province's Leading enterprises. They came together two years ago to work toward helping to ensure a more prosperous and stable future for New Brunswick. Entrepreneurship is one of four building blocks the Council has identified as being key to building a stronger and more confident New Brunswick.

Wesley Armour, Armour Transportation

Ed Barrett, Barrett Corporation

Normand Caissie, Imperial Manufacturing Group

Dick Carpenter, Heritage Developments

Andrea Feunekes, Remsoft

Yvon Fontaine, Université de Moncton

David Ganong, Ganong Bros. Ltd.

David Hay, NB Power

Bernard Imbeault, Pizza Delight Corporation

James Irving Jr., J.D. Irving Limited

Denis Losier, Assumption Life

Allison D. McCain, McCain Foods Ltd.

John McLaughlin, University of N.B.

Derek Oland, Moosehead Breweries

Gerry Pond, Mariner Partners Inc.

Jean-Claude Savoie, Groupe Savoie Inc.

Kelly Shotbolt, Flakeboard Company Limited

Robbie Tozer, Atcon Group Inc.

Stephen Wetmore, Bell Aliant Regional Communications

Michael Wilson , Atlantic Industries Ltd.

### **About the Wallace McCain Institute**

The focus of the Wallace McCain Institute is to support the next generation of senior business leaders in the province to meet the complex challenges facing New Brunswick. The program will be a catalyst for shifting the business culture of the province and advancing the values of entrepreneurship and innovation. The development and deepening of relationships and networks is fundamental to how the Institute will deliver on its mandate.

Programs will range in depth – from a very intensive cohort program where high potential leaders will interact in a series of experiences, to one-off workshops and lectures on themes relevant to New Brunswick business issues. The program will use innovative pedagogy to convene people, share best practices, assist in the

application of learning, and inspire change. The activity of the institute will be province wide with a physical presence at Beaverbrook House in Saint John.

Management Committee:

Derek Oland	Executive Chairman, Moosehead Breweries Ltd
Barry Bisson	President, Shad Valley
Jane Fritz	VP Academic, University of New Brunswick
Gilles LePage	Past CEO of the Mouvement des Caisses Populaires Acadiennes

Fellows :

John McLaughlin	President, University of New Brunswick
Gerry Pond	Chairman, Mariner Partners
Francis McGuire	Director, CEO and President, Major Drilling Group International
Rob Austin	Professor, Harvard Business School
Kevin Malone	Former Clerk of the Executive Committee and Secretary to Cabinet, Province of New Brunswick

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