

## **Wallace and Margaret McCain Give \$2 Million to Create New Brunswick Business Institute**

Fifty years ago, Wallace McCain made an investment that changed the world. In 1956, he co-founded McCain Foods, which has become a global leader in frozen food. Now, half a century later, Dr. McCain is making another investment that has the potential to change New Brunswick.

Dr. McCain and his wife, Margaret, are making a \$2 million contribution to the University of New Brunswick's *Forging Our Futures* campaign to create the G. Wallace F. McCain Institute for Business Leadership — a new UNB-based organization that will promote the same entrepreneurial spirit that made Wallace McCain a business legend.

The gift is the second largest donation to the *Forging Our Futures* Campaign by a living donor.

“Wallace McCain is synonymous with business leadership and entrepreneurial success,” said John McLaughlin, UNB president and vice-chancellor. “As co-founder of McCain Foods, a New Brunswick-based business that has taken on the world, and chairman of Maple Leaf Foods, a globally competitive food processor, he exemplifies the vision, energy, and determination required to excel in business.”

The G. Wallace F. McCain Institute for Business Leadership will promote entrepreneurship in all fields of study at UNB, further the aims of the business community in New Brunswick and Atlantic Canada, work with government to improve public policy for business, and stand as the champion for entrepreneurship and business leadership in the region. Experts from both business and academia, serving as Fellows of the Institute, will be invited to lecture, give workshops and seminars, chair roundtables and business summits, and bring best practices from around the world. Special attention will be paid to the development of women entrepreneurs, recognizing not only the barriers but also the unusually high success rate women experience in small business.

“My family and I are proud to be building upon UNB’s strong foundation for providing excellence in business education,” said Dr. McCain. “It is widely known throughout Canada that the culture of the Atlantic Provinces inspires leadership and entrepreneurship. It is those qualities, so important to our national economy, that we hope to stimulate with our donation to the proposed Institute For Business Leadership.”

The Institute will be a broad-based, multidisciplinary network with university-wide responsibilities, serving as the focal point for high-level programs and activities on entrepreneurship, business innovation and leadership development. The institute will build on UNB’s strengths: the faculties of business administration in Fredericton and business in Saint John, the leadership programs of Renaissance College, the International Business and Entrepreneurship Centre, and the J. Herbert Smith Chair in Technology Management and Entrepreneurship.

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“The knowledge and the will are present to address the critical business issues facing this province and region,” said Dr. McLaughlin. “What is needed now is the catalyst. The G. Wallace F. McCain Institute for Business Leadership at UNB will be the means by which we start that transformation.”

G. Wallace F. McCain, O.C., was born and raised in Florenceville, N.B. He received a BA from Mount Allison University in 1951. He has also received honorary degrees from Mount Allison University (LL.D. in 1973), University of King’s College (D.C.L. in 1987), and UNB (D.Litt. in 2002).

Margaret McCain served as Lieutenant-Governor of New Brunswick from 1994 to 1997. She received an honorary doctor of laws degree from UNB in 1993.

Wallace McCain was appointed chairman of Maple Leaf Foods Inc. following the acquisition of the company in April 1995. Dr. McCain was president and co-chief executive officer of McCain Foods Limited until 1995 and is currently its vice-chairman and director of other associated companies within the McCain Foods Group. He is also a director of the St. Michael’s Hospital Board and Brookfield Asset Management.

Dr. McCain has received numerous distinctions and honours during his career: Officer of the Order of Canada, 1995; Canadian Business Hall of Fame, 1993; New Brunswick Business Hall of Fame, 1997; Order of New Brunswick, 2003; and Canadian International Executive of the Year, 2003.

Maple Leaf Foods Inc. is a leading Canadian food processing company committed to delivering quality food products to consumers around the world. Headquartered in Toronto, the company employs more than 23,000 people at its operations across Canada, and in the United States, Europe and Asia. Maple Leaf Foods Inc. reported sales of \$6.4 billion in 2005.

*Forging Our Futures* is the most important development campaign in UNB’s more-than-200-year history. It will make strategic investments in students, faculty, facilities and programs. The campaign will strengthen UNB’s position as a national university that is fundamentally important to the economic, social and cultural well-being of the province, the region and the country. Officially launched in June of 2005, *Forging Our Futures* is the largest fundraising campaign in New Brunswick history. More information on the campaign can be found online at [www.unbfutures.ca](http://www.unbfutures.ca).

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