

FOCUS GROUP PROGRAM ANNOUNCED BY THE WALLACE McCAIN INSTITUTE

SAINT JOHN, October 16, 2007

The G. Wallace F. McCain Institute for Business Leadership announced today that it will hold a series of targeted private focus group meetings across New Brunswick. In each region, entrepreneurial leaders will be invited to attend a 2-hour evening meeting and provide their input on the theme "What do I need for my venture to prosper in NB?" The sole mandate of the Wallace McCain Institute is to deliver on these needs.

The output from the focus groups will clarify the specific programs and activities of the Institute. "You can think of the Institute as a start-up business. It has identified a market need and has initial ideas for a product", commented Nancy Mathis, the Executive Director of the Institute. "To continue that analogy - the focus groups will gather the 'design specifications' from the 'target customers' so that the 'product' that is developed meets their needs." In this case, the customers are the entrepreneurial leaders in the province who will drive the economic engine in 2026.

There is a second goal of these meetings, and that is to network these emerging leaders together. Participants in each group will have some commonality – such as sector or stage. Mathis expects that some of the meetings may result in the creation of peer-to-peer groups that choose to continue to gather on a monthly basis. In thriving entrepreneurial areas such as Waterloo, organizations like Communitech run 30 peer-to-peer groups each month. "It's a place to bring the questions, problems and issues that you face into a forum where your roundtable peers can diagnose the problem and find solutions", says Iain Klugman, Executive Director of Communitech. Klugman is a firm believer in the power of these experiences and has expanded the peer-to-peer groups from 4 to 30 over the last 4 years.

"The peer-to-peer environment is very powerful", affirmed David Ganong, CEO of Ganong Brothers. "I place a high value on the monthly forum activity that I was able to participate in for 20 years as a member of YPO." YPO (Young Presidents Organization) is the world largest peer network at 20,000 members, but it has steep membership criterion. To join YPO, the company must have at least \$1M in payroll and a third party valuation of \$10MUS.

The Wallace McCain Institute will be centered on peer-to-peer programs. The flagship offering will be an annual one-year program with 15 of the top emerging entrepreneurial leaders in the province. "The class of 2008 will begin in July and meet for 12 weekend modules spread over the year" says Mathis. "Once we have a clear picture of the needs, we will select the themes for the modules and attract the best speakers, established NB business leaders and facilitators to deliver the experiential weekends."

Entrepreneurs are encouraged to contact Nancy Mathis at nancy.mathis@mccain-institute.com for more information on the focus group in their area.

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.

Initial press release on the donation: <http://www.unb.ca/news/view.cgi?id=1014>

For more information, contact Nancy Mathis at nancy.mathis@mccain-institute.com.