



**Wallace
McCain**

INSTITUTE
FOR
BUSINESS
LEADERSHIP

IMPACT REPORT

2025

PUBLISHED DECEMBER 2025



wallacemccaininstitute.com

OUR MISSION

We grow leaders through life-changing learning and connection.

OUR AMBITION

To become the most connected, respected, and influential community of entrepreneurial leaders in the country.

OUR VALUES

Built on Trust

Transformation requires truth. We create brave, confidential spaces where leaders can show up fully – and grow in the company of those who truly get it.

Stronger Together

The challenges of leadership aren't meant to be faced alone. Our community thrives through deep connection, honest support, and collective momentum.

Many Voices, One Table

We believe diverse experiences, perspectives, and industries strengthen every conversation. Everyone has a seat – and something valuable to offer.

Experience is the Teacher

Real learning happens in the doing. We create life-changing opportunities for leaders to stretch, reflect, and evolve through action.

Come as You Are

You don't have to have it all figured out. Ours is a safe place for real people, real conversations, and real growth.





FROM THE EXECUTIVE DIRECTOR

Friends,

We've all heard the saying, "People don't remember what you did or what you said – they remember how you made them feel."

A year ago, I stepped into this role with a deep conviction, shaped by my own experience: that the Wallace McCain Institute is so much more than a program. It's a place to stretch and grow, to celebrate wins, navigate hard seasons, and emerge stronger. **Most importantly, WMI is a place where entrepreneurs and business leaders can feel like they belong.**

A place where we can show up just as we are, without all the answers. Where we don't have to wear a brave face or pretend things are easy when they're not.

That kind of support system is rare. And it's transformative.

The magic that has existed "in forum" since the very first cohort 18 years ago continues to this day with our ELP18 and SEP18 groups. The model works because of the people in it – leaders who are serious about growth, generous with their perspective, and committed to each other's success.

We've reached a critical mass – and the numbers are powerful. 645 entrepreneurial leaders across Atlantic Canada, generating \$2.4B+ in annual revenue, surrounded by an ecosystem of mentors, sponsors, and champions that includes some of the most accomplished leaders in the country.

As we look to the future, I see a big opportunity: to build the most connected and collaborative entrepreneurial ecosystem in Canada – one that keeps the business and the leader at the centre, and mobilizes the right support at the right moments so more companies can stay here, scale here, and lead from here.

Our ambition is for Atlantic Canada to become the most connected, respected and influential community of entrepreneurs and business leaders in the country. And our targets reflect that – 1,000 members and \$5B in collective annual revenue across WMI companies by 2035.

The ingredients for that kind of transformational impact are already part of WMI's fabric: a genuine desire for personal and collective growth, a willingness to ask hard questions, and a community of builders who challenge each other to dream bigger and act bolder.

Now it's our job to build the infrastructure around that strength. As we advance the objectives in our strategic plan – creating new opportunities for deep connection and learning, partnering with the people and organizations who can unlock growth capital, expand market access, drive productivity, and strengthen the Region's talent pipeline – we'll need help.

Here's the truth: we are a small and mighty team. And to deliver on what we're aiming for in 2026 and beyond, we'll need to keep leaning on the generosity that has always defined this community – alumni who mentor, convene, host, sponsor, make introductions, share lessons, and raise their hand when asked.

And I'm committed to leading in a way that makes it easier for our community to step in – creating clearer lanes for meaningful contribution, and accepting help with the confidence and knowing that building something enduring is a team sport.

On the pages that follow, you'll see what our members accomplished in 2025 – and there's so much worth celebrating here.

But I hope what you feel is momentum: a community that strengthens leadership, accelerates growth, and expands what's possible for entrepreneurs across Atlantic Canada.

Thank you for what you made possible this year – and for leaning in with us as we build what comes next.



FROM THE CHAIR OF THE BOARD

A Year of Renewal, Alignment, and Momentum

The past year has marked a defining chapter in the evolution of the Wallace McCain Institute.

What began as a period of reflection has become one of renewal — grounded in clarity of purpose, strengthened partnerships, and a shared commitment to building Canada's most respected entrepreneurial leadership community.

Rebuilding with Purpose

Over the last twelve months, we have undertaken a comprehensive strategic reset. In close collaboration with our alumni leadership at The Order and our academic partner, the University of New Brunswick, we formally approved and launched a new long-term strategy that positions the Institute for sustained impact and relevance.

This work was not incremental. It was foundational.

The result is complete strategic alignment between WMI, The Order, and UNB — an outcome that cannot be overstated. This unity provides the platform we need to move decisively, invest confidently, and scale responsibly in the years ahead.

A Shared Vision for Impact

Our new strategy articulates a clear and ambitious aspiration: To become the most vetted, connected, and respected group of business owners and leaders in Canada.

To achieve this, we are focused on five integrated pillars:

- Alumni Support
- Program Innovation and Impact
- Brand, Outreach, and Ecosystem Partnerships
- Operations and Governance Excellence
- Financial Sustainability

Each pillar is supported by defined initiatives, milestones, and accountability — ensuring our ambition is matched by execution discipline.

A Year of Energy and Engagement

Equally important has been the renewed sense of excitement across our WMI community.

Membership engagement is strong and growing. Alumni participation is increasing. New pilots, partnerships, and platforms are underway — all designed to deepen connection, accelerate learning, and deliver measurable value to our members.

Our alumni community now stands at 645 leaders, and we are building intentionally toward a future community of 1,000 highly-engaged entrepreneurial leaders and operators.

Governance, Partnership, and Readiness

Behind the scenes, we have strengthened governance, improved financial transparency, and launched joint transformation structures with The Order to ensure alignment translates into results. These changes have materially improved our readiness to execute, scale, and fund our ambitions. Just as importantly, our relationship with UNB remains strong and constructive, anchored in shared values and a common belief in the power of entrepreneurial leadership to transform organizations and communities.

Positioned for 2026 and Beyond

WMI enters the coming year in a position of confidence.

The strategy is clear.
The partnerships are aligned.
The community is energized.

We are no longer rebuilding — we are building forward.

On behalf of the Board, I want to thank our members, partners, funders, and volunteers for their trust, engagement, and belief in what WMI can become. The foundation is now firmly in place, and the opportunity ahead is substantial.

The best chapters of the Wallace McCain Institute are still to come.

Todd Hiscock (ELP9)
Chair, WMI Board of Directors

ABOUT WMI

We're the place business owners and entrepreneurial leaders across Atlantic Canada come to grow – as leaders, as peers, and as people. What makes the Wallace McCain Institute special is how we combine dynamic learning that strengthens leadership competencies with a deeply immersive peer experience – owner-to-owner, leader-to-leader.

We're not a networking organization; the value goes far deeper. But make no mistake: our network is world class, and our programs create meaningful one-on-one time with some of the most successful entrepreneurs in the country.



Our vision is a connected and collaborative entrepreneurial ecosystem in Atlantic Canada – one that puts the business and its leaders at the centre and works together to help them go further.

STRATEGIC DIRECTION 2026-2030



OPERATIONS & GOVERNANCE EXCELLENCE

STAFFING

SUCCESSION

SYSTEMS



FINANCIAL SUSTAINABILITY

NEW OFFERINGS

CAPITAL
READINESS

SHARED
RESOURCES
MODEL



PROGRAM INNOVATION & IMPACT

MULTI-YEAR
LEARNING

FLEXIBLE
DELIVERY

GLOBAL
STANDARDS



BRAND, ECOSYSTEM & OUTREACH

STORYTELLING

PARTNERSHIPS

INCREASED
ACCESS



ALUMNI SUPPORT

RESOURCES

CROSS-COHORT
CONNECTION

CUSTOM
EDUCATION

Our Focus: Strengthen our foundation while modernizing and expanding programs, supports, and partnerships that help members stay connected, keep growing, and drive measurable economic impact across Atlantic Canada.

2026

ACTIVATE MEMBERSHIP



2027

PARTNER TO PROBLEM SOLVE



2028-30

REGIONAL ECOSYSTEM



TEAM & MODERATORS

Our team of experienced business leaders from various backgrounds help guide entrepreneurs and executives through their business transformations.



Tracy Bell

EXECUTIVE DIRECTOR, WMI ELP12F



Janice MacPherson

DIRECTOR OF PROGRAMS, WMI ELP MODERATOR



Chantal Harris

PROGRAMS & OPERATIONS MANAGER ECHO 3.4



Heather Howe

OWNER, GEO HEALTH CONSULTING, SEP MODERATOR



Pierre Battah

EDUCATOR, PIERRE BATTAH LEADERSHIP, SEP MODERATOR



Nancy Mathis

PARTNER, PIVOTAL INPUT & Q5X, MODERATOR ECHO



Paul Johnson

PARTNER, PIVOTAL INPUT & CEO Q5X, MODERATOR, ELP & ECHO

BOARD OF DIRECTORS

WMI's fiduciary board is comprised of Alumni, as well as UNB-appointed and Independent Business Leaders from across Atlantic Canada.



Todd Hiscock

BOARD CHAIR CEO, BEAUFORT SOLUTIONS, INC. ELP9



Karen Cunningham

FINANCE CHAIR RETIRED VP FINANCE, UNB



Keith McIntosh

FOUNDER & CEO PLATO AND PQA ELP1



Ed Barrett

RETIRED CO-CEO & CHAIRMAN, BARRETT CORP.



Cathy Bennett

FOUNDER & CO-MANAGING PARTNER SANDPIPER VENTURES



Blair Hyslop

CO-CEO MRS DUNSTERS ELP10F



Brooke DeLong

FOUNDER CONNECTED STRATEGIC ADVISORY



WMI IMPACT

645

ATLANTIC
BUSINESS LEADERS

14K+

EMPLOYEES

\$2.4 B+

ANNUAL REVENUE
GENERATED BY
ELP ALUMNI

Grow Bigger Faster

The Wallace McCain Institute Alumni Community comprises hundreds of high-potential, growth-oriented Founders and CEOs, Family Business Leaders, and Strategic Executives and Decision Makers from across the Atlantic Region.

The Institute tracks alumni growth in revenue and company size annually and celebrates our high achievers with individual and forum awards.

Our CEOs in ELP are...



34%

more likely to
increase revenue



2X

as likely to hire
new employees



72%

more likely to pursue
growth through M&A

Quantitative data reported by ELP companies in June 2024

PROGRAMS

1

Access to firsthand knowledge of peers and mentors in a trusting environment.

2

What business leaders need, when they need it to facilitate growth.

3

Energy and confidence through community and peer support.

Building sound business judgment is a core focus of WMI's programming. Participants in their first year meet monthly in a retreat setting for 24-48 hours. Each meeting includes goal setting, accountability, peer coaching, speakers, workshops, and deep dives into participants' challenges. WMI runs three types of peer groups:

ENTREPRENEURIAL LEADERS PROGRAM (ELP)
for CEOs & Business Owners

STRATEGIC EXECUTIVES PROGRAM (SEP)
for Senior Executives & Managers

FAMILY BUSINESS PEER TO PEER GROUP (EChO)
for Family Successors



**Trust
Confidence
Community
Perspectives
Peer Group
Deep Dives**

AWARDS & RECOGNITION 2025

2025 Order of New Brunswick
VIVA Therapeutics
Danielle Pelletier ELP8

2025 Kings Counsel Outstanding Legal Practice
Resonance Inc.
Trisha Perry ELP15



Inclusivity & Empowerment Award
Bloom Funding
Colum Connolly ELP14



Saint John Region Chamber

Entrepreneur of the Year Award
JTR Commercial Services
Matthew Joyce
ELP10Th

Emerging Business Award Winner
Moncton Region Chamber Commerce
LUX kbs Inc.
Paris Malenfant, ELP7

Entrepreneur of the Year
Sussex Chamber Commerce
Mrs Dunsters
Blair Hyslop ELP10F
Rosalyn Hyslop ELP11Th

2025 Canada Beer Cups Award
Good Robot
English Bitter/Pale Ale-Together We Brew
Good Robot Ultra Light IPA (Hoppy Lager)
Angus Campbell ELP11Th
Joshua Counsil ELP12Th
Doug Kehoe ELP15



3rd Place
Foghorn Brewery Tabula Rasa in the Hazy Pale Ale and Session Hazy IPA category
Steve Russell, ELP12Th

2nd Place
Tire Shack Brewery
Secret Society in British Stout
Alan Norman, ELP15



Women in Construction- Marilou Savoie

Acadian Construction
Marilou Savoie 2ic5

Safety Excellence

Acadian Construction
David Savoie ELP5
Marilou Savoie 2ic5



Gold Seal Employer

Acadian Construction



Atlantic Food & Beverage: Supplier of the Year
Navigate Food Safety Solutions
Maureen Hanley, ELP12Th



EY Winning Women North America
Women X: Canada's Most Powerful Women



Steele Veterinary Group
Virtual Veterinary Solutions
Dr. Lesley Steele, ELP7



AWARDS & RECOGNITION 2025



Laura Araneda (ELP6), Dallas Mercer (ELP10F) and Jacqueline Durnford (SEP18) Top 50 Women over 50



Danielle Pelletier (ELP8), front, with her team, as she receives the 2025 Order of NB



Trisha Perry (ELP15 & Order President) was appointed King's Counsel 2025



Cornel Ceapa (ELP1) won for all three caviars at the World Caviar Awards 2025 in Monaco



Jake Augustine (ELP11Th) presented with the King Charles III Coronation Medal



Matthew Joyce (ELP10) JTR Commercial Services for winning Entrepreneur of the Year at the Saint John Chamber 2025 Outstanding Business Awards

atlantic
BUSINESS

**TOP
50
CEO
AWARDS**



Mark Wood OCEAN SONICS
ELP10F



Sarah Robinson HOST MANAGEMENT
ELP14



Mike Randall PORTFOLIO
ELP17



Alan Norman TIRE SHACK BREWING
ELP15



Stephanie Hovey ALLIED THERAPY
ELP17



Billy English KINDRED HOME CARE
ELP7

atlantic
BUSINESS

TOP 50 CEO AWARDS



**Sacha
Boulet-Devost**

CAPTURE
THERAPEUTICS
ELP11TH



**Nadine
Bernard**

INDIGEVISOR
ELP17



JA Hall of Fame NB 2025 Inductee

Dr. Lesley Steele

FOUNDER, OWNER & CEO, STEELE VETERINARY GROUP



The JANB Business Hall of Fame showcases the most inspiring leaders that represent the heart and soul of business in New Brunswick. We are excited to welcome Dr. Lesley Steele, alongside her fellow inductees, as the 2025 JANB Business Hall of Fame Laureates!

Dr. Lesley Steele is CEO of Steele Veterinary Group, the largest independently-owned network of veterinary hospitals in Atlantic Canada. Lesley is committed to building a legacy of entrepreneurs in the veterinarian industry in New Brunswick, with a focus on female veterinarians.

Dr. Steele is a model example of entrepreneurial power at work in NB.

Lesley Steele
ELP7



JA Hall of Fame PEI 2025 Inductee



Kim Green is a dynamic entrepreneur and former Owner & CEO of Kays Wholesale Inc., a position she held until the successful sale of the business in December 2021. In 2022, Kim expanded her entrepreneurial ventures by acquiring the Olde Village Bakery in North Rustico.

She has been an active member in the local community through her roles as former Mentor in Residence at the Start Up Zone, and a mentor with Island Food Partnership.

Kim was inducted into the PEI Business Hall of Fame on May 22

Kim Green
Kays Wholesale Inc
ELP11F

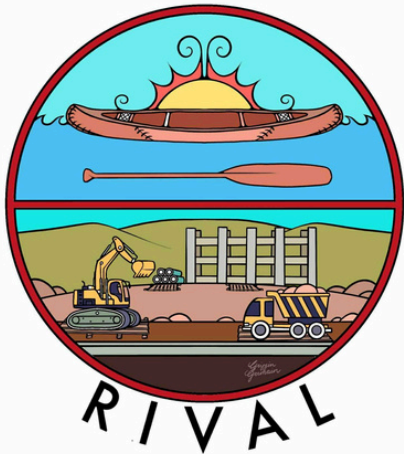


A Family Legacy in the Making: The Launch of RI-Val Construction

Andy Savoy, ELP15, Cade Savoy (EChO3.4)



Ri-Val Team pictured at their recruitment event at Tobique First Nation Employment & Training team at Southern Victoria High School



Andy Savoy (ELP 15), alongside his son Cade Savoy (EChO 3.4), is proud to announce the launch of Red Island Valcon Joint Venture Inc. (RI-Val Construction) a new construction venture built on collaboration, experience, and community connection.

RI-Val Construction is the result of a partnership between lifelong friends Dana Francis and Beaver Paul, bringing together a combined 80 years of construction experience.

The company is majority-owned and led by Red Island Contractors Inc., with Valcon Ltd. as a minority partner, positioning RI-Val Construction for sustainable growth and strong leadership from day one. For Andy, launching this venture alongside his son Cade makes the milestone especially meaningful, reflecting a shared commitment to hard work, legacy, and opportunity.

Find more at their website: <https://rivalconstructioninc.ca/>



WMI X Junior Achievement PEI



At this year's JA PEI Business Hall of Fame Gala, Dave McGuire, owner of Bogside Brewing and a member of our ELP18 forum, met Xavier Beck, a JA Company Program student and founder of Classix Boards. Xavier was participating in the Student Marketplace, showcasing his handcrafted wood products and entrepreneurial drive.

Impressed by Xavier's craftsmanship and initiative, Dave took the relationship beyond conversation and into action, commissioning Xavier to build custom butcher block tables and stools for Bogside Brewing's new location in New Glasgow. The quality of the finished pieces spoke volumes.

With Bogside's next location set to open in Summerside, Dave is already planning to work with Xavier again.



Stories like this highlight the powerful role entrepreneurs can play in shaping the future of business through Junior Achievement. When experienced leaders step forward as mentors, customers, and champions, they help young entrepreneurs gain confidence, credibility, and hands-on experience that can't be taught in a classroom alone.

Across Prince Edward Island, Junior Achievement continues to connect students with business leaders who are willing to share their time, insight, and opportunities. By doing more with Junior Achievement whether through mentorship, program involvement, or supporting student ventures entrepreneurs help build a stronger, more resilient business community for the future.

This is Junior Achievement in action: creating pathways, building relationships, and preparing the next generation of business leaders to succeed.

Teeing Up National Recognition for Island Golf

Sam MacPhail, SEP16



2025 HIGHLIGHTS

Record 505,810 rounds played
13% YOY increase

Golf PEI's Reservation Centre
25% Revenue increase YOY

Web Engine Revenue Increase 26% YOY

International Spotlight:
Golf PEI's success featured on TSN
([Watch the video clip here](#))

Represented PEI at Orlando PGA Show

2025 Tourism PEI Leadership Award Winner

In 2025, Sam MacPhail's impact on Golf PEI went well beyond the scorecard. He helped drive a province-wide shift in how golf tourism is positioned, marketed, and experienced on Prince Edward Island – and the results speak for themselves.

At the heart of that shift was a sharper, data-driven game plan. Sam introduced centralized tracking and performance analytics across PEI's golf operations, giving course operators clearer visibility into what was working (and what wasn't). That meant smarter decisions on yield management, customer service, and marketing spend. Just as importantly, the insights weren't kept in a back pocket – they were shared. Operators aligned around common performance goals, strengthening a culture of transparency, collaboration, and continuous improvement.



Equally transformative was Sam's work in building cross-industry partnerships. Golf PEI collaborated with accommodations, local breweries, tourism boards, and cultural attractions to create integrated travel experiences.

These co-branded offerings moved the narrative away from golf as a standalone activity toward PEI as a fully immersive destination extending visitor stays and increasing local spend across sectors.

Crucially, Sam also elevated the voice of operators across the Island. By strengthening communication channels and involving course owners in strategic decisions, he fostered a sense of shared purpose and accountability. Golf PEI became a platform for collective action, not just a booking service.

Award-Winning Leaders Building Community Through Craft

Alan Norman, ELP15



Alan Norman, ELP15, and his partner Jerrica had an extraordinary year — one defined not only by business success, but by their ongoing commitment to building a community-centered brewery that gives back.

This year, Alan and Jerrica were recognized by Atlantic Business Magazine's Top 50 CEOs in Atlantic Canada, an honour they both earned for the second time. Their leadership continues to distinguish them as industry trailblazers who are reshaping what a brewery can be: a gathering place, a champion of local causes, and a catalyst for community connection.

They also received a major industry award together, reflecting the strength of their partnership and the impact of the business they've built. The award presentation featured a video highlighting their journey and community efforts a testament to how deeply their work resonates beyond the walls of the brewery.

But perhaps their most meaningful achievements in 2025 happened behind the scenes.

Alan and Jerrica donated their venue multiple times for charity events and community fundraisers, contributing over \$8,000 of in-kind support. These events raised more than \$65,000 directly for local charities a reflection of how their space has become a hub for generosity and positive change. Alongside this, they provided over \$5,000 in monetary donations, supporting organizations aligned with their values and the needs of their community.

Their philosophy is simple but powerful: they strive to be "not just a brewery, but a true community space that changes your perception of what beer can be."

Their recognition affirms that vision and celebrates the impact they continue to create in the place they've chosen to call home.



Delivering Results: \$27M in Funding Secured for High-Impact Organizations

Colum Connolly, ELP14



Bloom Funding helps organizations grow their impact – and measure what matters. To date, the firm has secured more than \$27 million for clients, combining technical rigour with the kind of clear, compelling communication that turns complex work into fundable priorities.

As a Certified B Corp, Bloom Funding is evaluated not only on client outcomes, but also on how it supports employees, strengthens community, and champions more equitable access to opportunity.

That commitment shows up in flexible work models and values-led partnerships designed to ensure the team's internal culture reflects the future it's working to build – one where diverse perspectives drive innovation and shared success.

Accomplishments & Awards 2025

B Corp Certification

Innovate NB:
Inclusivity and Empowerment Award

Canadian Business Excellence Award for
Private Business (CBEA)

2025 BASA Awards:
Small Business of the Year in Professional
Services

2025 BASA Awards:
LGBTQIA-owned Business of the Year



Bloom Funding's strength lies in a team that pairs deep subject-matter expertise with real alignment to clients' missions. The firm crafts Canada Revenue Agency claims with precision and strategy to maximize results, while also building narratives that resonate with funders and partners.

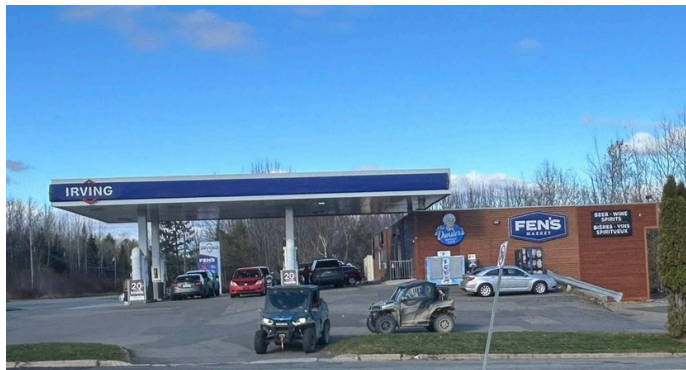
By weaving evidence-based insights with authentic storytelling, Bloom Funding helps organizations articulate the urgency of a non profit organization's cause, demonstrate value, and show measurable difference in the communities they serve – with a focus on long-term relationships and lasting impact.

From Mentorship to Partnership: How WMI Connections Sparked a New Rural Retail Model

Blair Hyslop, ELP10F, Rosalyn Hyslop, ELP11Th



1215 Shediac Rd, Moncton



467 Landegger Drive, Nackawic

One of the most powerful outcomes of WMI's Entrepreneurial Leaders Program (ELP) is something no curriculum can plan for: the meaningful, long-lasting relationships that quietly shape the future of Atlantic Canadian businesses. A defining example of this is the partnership between Dwight Fraser, long-time ELP sponsor and mentor, and Blair Hyslop (ELP10F), co-owner of Mrs. Dunster's.

For more than a decade, Dwight has sponsored ELP cohorts, supporting each incoming group with his time, expertise, and genuine commitment to the growth of entrepreneurs. Blair was part of one of those cohorts. At the time, neither knew they would one day collaborate, but the trust built through WMI laid the groundwork for what became a transformative business opportunity.

A Chance Realization in Sussex

The spark came years later, during a visit to Sussex. Dwight noticed a gas station property with potential, a space that could serve the community in a bigger way. Just down the road was the headquarters of the beloved food brand Mrs. Dunster's. The early pieces of an idea clicked: Why not connect the two? Why not use the extra space to bring Mrs. Dunster's products directly to customers in a fresh, accessible format?

It was the kind of insight that emerges when people truly understand each other's strengths; it's something the ELP environment cultivates intentionally.

Dwight brought his decades of experience in the quick service restaurant industry, and Blair brought what he calls his focus on what he's truly great at: donuts and baked goods people love. Add in Scott Fraser's operational expertise (Scott is Dwight's son), and the concept for a new addition to Fens Market emerged.

Today, Dwight and Scott operate the stores while Blair focuses on what he does best, creating the products customers love. It's a powerful example of how WMI mentorship can evolve into meaningful business opportunities that strengthen communities.

From Talent to Traction: Strengthening Sales Leadership in Atlantic Canada

Mark Haines-Lacey ELP14, Kent Murphy 2iC5

Tera Gillen SEP17



Atlantic Growth Solutions (AGS) builds and runs revenue systems for ambitious and scaling B2B companies across North America.

AGS combines outbound execution, RevOps architecture, HubSpot expertise, sales training, and talent acquisition into one offering.

Mark Haines-Lacey (ELP14) is Principal and CEO at AGS. Mark joined the company as CSO in 2019 and was also the company's first customer.

Together with the VP of Growth & Operations Tera Gillen (SEP17) AGS helps organizations build revenue engines that last. They focus on creating alignment, accountability, and momentum; so growth becomes predictable, repeatable, and sustainable.



At its core, Atlantic Growth Solutions is about more than revenue. It's about building confident leaders, empowered teams, and businesses positioned to thrive in an ever-changing market.

Atlantic Growth Solutions recently strengthened its impact through a strategic partnership with Sandler Training, one of the world's most respected sales and leadership training organizations. This partnership enhances AGS's ability to deliver proven sales methodologies alongside customized coaching, leadership development, and go-to-market execution support.

By combining Sandler's globally recognized frameworks with AGS's hands-on, execution-focused approach, clients gain a powerful advantage: practical tools, reinforced behaviours, and a scalable system that drives long-term performance.





2024-2025 Sponsors

Delivering our best-in-class, immersive ELP experience requires significant investment – the true breakeven cost is \$25,000+ per participant. Even when CEOs see the life-changing impact, that price tag can be a real barrier.

That's where our ELP sponsors step in. Through \$5,000 contributions, they help make ELP accessible to more deserving CEOs by lowering participant costs. Our sponsors also lean in personally – making themselves available to connect, share hard-won insights, and offer guidance along the way.

This combination of financial support and leadership mentorship has become a foundational part of the ELP experience. Sponsors share our belief that investing in the Region's high-growth entrepreneurs will create dividends for generations – and we're already seeing the results.

Sponsors receive a charitable donation tax receipt for their gift.

"ONB is proud to work alongside the Wallace McCain Institute to support entrepreneurs as they lean into achieving ambitious growth goals for themselves and their companies. When we invest in entrepreneurs, we are investing in people and their ideas – and in return we benefit from long-term impacts that drive economic growth in New Brunswick."



Traci Simmons
CEO, Opportunities NB

Thank You to our Incredible Sponsors

Allison McCain
Andre Levesque
Andrea Feunekes
Bill Barrett
Billy English
Blair & Rosalyn Hyslop
Bud Bird
Christopher Gilliss
David O'Brien
David Doucette
Derek Oland
Dr. Bob Hatheway
Dwight Fraser
Ed Barrett
ELP9
Francis McGuire
Frank McKenna
Keith McIntosh
Lesley Steele
Marco Gagnon
Michael McCain
Paul Mazerolle
Rob Normandeau
Scott McCain
Stefanie Corbett
Tanya Chapman
Todd Hiscock
Traci Simmons

McCain Foods Limited
LCL Excavating
Remsoft
Personal, Barrett Corporation
Kindred Home Care
Mrs. Dunsters
Bird Holdings Ltd.
Personal
Personal
Roynat Capital | Scotiabank
Moosehead Breweries Limited
Canadian Orthodontic Partners
Franchise Management Inc.
Personal, Barrett Corporation
Personal (Group donation)
Personal
TD Bank Group
Plato, PQA
Steele Vet Group
GOW Group
McCain Capital Incorporated
University of New Brunswick
SeaFort Capital
JSM Capital Corporation
Innovation PEI
The Chapman Group
Beaufort Solutions
Opportunities NB

**To learn more contact our Executive
Director Tracy Bell at:** tracy@wallacemccaininstitute.com

Entrepreneurial Leaders Program (ELP)

For Business Owners in Atlantic Canada



**Wallace
McCain**

INSTITUTE
FOR
BUSINESS
LEADERSHIP

Meet our ELP18 Cohort

Awesome entrepreneurs from across Atlantic Canada, ready to grow, lead, and support each other - and our Region - through deep connection, learning, peer coaching and shared ambition.



Agamani Chakrabarty

Founder
ASBB Consulting
Yarmouth, NS



April Logue

Owner, Partner
Riptide Intermodal &
Logistics
Quispamsis, NB



Austin Mackenzie

Founder, CEO
The Heavy Cup,
Stratford, PE



Brian Burton

CoFounder,
CoCEO INSTINCT
New Glasgow, NS



Chad McGarity

Owner
SteadyMedia
Fredericton, NB



Colin Bradford

CEO
Struc-3D, R.E.A.L.
Consulting,
Rothesay, NB



Dave Crane

CEO
D&L Crane Holdings
Stratford, PE

Program Moderators & Team



Paul Johnson
Executive In Residence
& ELP Moderator



David McGuire

Founder
Bogside Brewing
Montague, PE



Denis Duquette

CEO
Uproar Productions
Moncton, NB



Jeff Mundee

Founder, CEO
Spandrel Interactive
Fredericton, NB



Jennifer Greene

Partner, Owner
Toss Solutions
Moncton, NB



Janice MacPherson
ELP Moderator



Tracy Bell
Executive Director
WMI



Jonathan Smith

Owner
Wayside Sunrooms
Bouctouche Cove, NB



Kevin Ansems

CoFounder
Union.dev Software
Bedford, NS



Lynn Sullivan

CoCEO, CoOwner
Gouldings Wholesale Ltd
St John's, NL



Chantal Harris
Program & Operations
Manager



Mike Babineau

President
Bella Hospitality Group
Fredericton, NB



Riley Oickle

CEO & Founder
RentalConsulting.com
Dartmouth, NS

Strategic Executives Program (SEP)

For Senior Executives & Entrepreneurial Leaders



**Wallace
McCain**

INSTITUTE
FOR
BUSINESS
LEADERSHIP

Meet our SEP18 Cohort

Sept 2025-June 2026

Leaders from growth-focused organizations, ready to hone their skills and support each other - and our Region - through deep connection, learning, peer coaching and shared ambition.

Program Moderators & Team



Pierre Battah
Executive In Residence



Heather Howe
Moderator



Tracy Bell
Executive Director



Chantal Harris
Program & Operations
Manager



Andrew Ahearn
Director of Engineering and
System Strategy
Saint John Energy
Saint John, NB



Fahad Khan
Plant Director
NTI Boilers Inc.
Saint John, NB



Jerry Wiseman
Harbour Master
Port Saint John
Saint John, NB



Patrick McQuaid
Director of Operations
Aresenault Bros Construction
Cornwall, PEI



Ashley Ricketts-Szo
Controller
Stor-It Systems Ltd
Oromocto, NB



Jacob Kilpatrick
Civil Engineering Team
Lead
Engineering by Houghton
Saint John, NB



Laura Ritchie
Director of Institutional
Advancement
Beaverbrook Art Gallery
Fredericton, NB



Peter Bourque
Director of Estimating
Acadian Construction Ltd
Moncton, NB



Yan Savoie
Vice President & Chief
Operating Officer
Supreme Homes
Tracadie-Sheila, NB



Brett McLean
Chief Administrative Office
Town of Rothesay
Rothesay, NB



Jacqueline Dunford
Director of Operations/
Practice Lead
The Porter O'Brien Agency
Fredericton, NB



Mathieu Bourgoin
Project Manager
GOW Group Inc
Grand-Falls, NB



Roisin Connolly
VP Strategy & Client
Relations
Bloom Funding
Saint John, NB



Chris Scribner
Director of Production
Spandrel Interactive Inc
Fredericton, NB



Jennifer Dixon
Assistant Director
Authentic Home Building
Rothesay, NB



Nancy Sharma
Operations Manager
Atlantic Grown Organics
Summerside, PEI



Samuel Desjardins
Director, Payments and Fraud
UNI Coopération financière
Grand Falls, NB



THE ORDER

WALLACE MCCAIN INSTITUTE

About The Order of WMI:

When participants graduate from their first year, they become part of our alumni group. The ORDER of WMI is the not-for-profit alumni association of the ELP, EChO, and SEP/2iC programs at the Wallace McCain Institute. The ORDER's goal is to Connect and Grow entrepreneurs and leaders across the Greater Atlantic Area.



Joanna Jennings

PROGRAM
DIRECTOR
ELP12F

Board of Directors

PRESIDENT



Trisha Perry

PARTNER
RESONANCE HR LAW
ELP15

VICE-PRESIDENT



Greg MacFarlane

CEO
GRAMKO
ELP15

TREASURER



Lisa Robichaud

CPA, FORMER
VP FINANCE
MEASURAND
SEP/2iC4



Laura Araneda

PRESIDENT & CEO
HIT DRILLING INC
ELP6



Jennifer Estey

FOUNDER & ED
THE ESTEY ART
INITIATIVE
ELP9



Stephanie Hovey

FOUNDER & CEO
ALLIED THERAPY LTD
ELP17



Nadine Bernard

CEO
INDIGEVISOR
ELP17



Shane McConchie

GENERAL MANAGER
MCCONCHIE
TRUCKING
ECH03.4



Tim Ryan

PRINCIPAL
FUNDY
ENGINEERING &
CONSULTING
ELP7



Yennah Hurley

FOUNDER KV OASIS
YOUTH CENTRE,
YENNAH HURLEY
CONSULTING
ELP3



Ken Reynolds

PRESIDENT
MATRIX MECHANICAL
GROUP
ELP14



Sam MacPhail

CEO
GOLF PRINCE
EDWARD ISLAND
SEP16



Andrew Button

FOUNDER & CEO
MASHUP LAB LTD
ELP12F





This year marked an important period of alignment, reflection, and growth for The Order and the broader WMI community. Early on, the alumni survey made it clear that we had an opportunity to strengthen connection, clarify value, and create a more cohesive experience across both organizations. That input became the foundation for everything that followed.

In response, The Order and WMI moved forward together to develop a Joint Strategic Plan, our first fully-unified roadmap. This collaboration represents a meaningful turning point. We now share one clear direction, one collective vision, and a reinforced sense of partnership as we enter the next stage of growth.

Over the past year, we also focused on building the structure needed to bring this vision to life. We strengthened governance, renewed committee engagement, and began developing resources to support alumni throughout their leadership journeys. At the same time, a fresh sense of momentum emerged across the region. Meetups brought members together in every Atlantic province, and alumni continued to support one another in meaningful and authentic ways. These moments remind us why this community matters and how deeply it shapes leadership across our region.

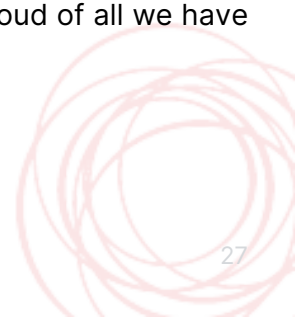
We also expanded engagement efforts, improved communication, and placed greater emphasis on celebrating member achievements. These initiatives helped us showcase the influence of our alumni as leaders, mentors, innovators, and community builders. That impact is reflected throughout this year's report.

This year also marked a significant milestone for The Order as we welcomed our first-ever employee, Joanna Jennings, as Program Director. Joanna, an ELP graduate and longtime member of our community, embodies the values and spirit of The Order. She has already made a tremendous contribution by bringing structure, energy, and a member-centered approach to everything she leads. Her role will be essential as we implement our new strategic plan, and we are deeply grateful for the progress she has made in such a short time.

In 2026, our focus turns to deepening the value of alumni membership, strengthening transitions from WMI programming into The Order, and building the supports needed for alumni to stay connected and thriving. We know there is still a great deal of work to do, but we are ready. We are grateful to be the next generation of stewards of WMI and to carry forward a legacy that has shaped leaders across Atlantic Canada for decades.

Thank you to the alumni, volunteers, board members, and partners who continue to make this community exceptional. Your commitment is what keeps the culture of WMI vibrant and enduring. I am proud of all we have achieved this year and excited for what lies ahead.

Respectfully,
Trisha Perry
President of The Order of The Wallace McCain Institute
ELP15





FIRESIDE CHATS

The ORDER convenes virtual fireside chats with some of the most senior and successful voices in business, policy, and entrepreneurship from across the country.

These two-way, personal, confidential conversations give our community rare access to candid insights – how seasoned leaders think, decide, and lead through complexity – while creating space for meaningful dialogue and real connection.



**DAVID
ALWARD**

FORMER NB
PREMIER



**PETER
MCKAY**

FORMER FEDERAL
MINISTER



**MAX
KOEUNE**

PRESIDENT & CEO
MCCAIN FOODS



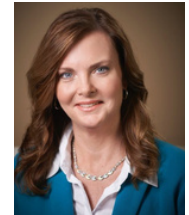
**DWIGHT
FRASER**

CEO FMI GROUP
COFOUNDER
FENS MARKET



**FRANK
MCKENNA**

FORMER NB
PREMIER
DEPUTY CHAIR
TD BANK



**LESLEY
STEELE**

CEO STEELE VET
GROUP, VIRTUAL
VETERINARY
SOLUTIONS



**SUSAN
HOLT**

PREMIER OF NEW
BRUNSWICK



**DOUG
FORD**

PREMIER OF
ONTARIO



**TIM
HOUSTON**

PREMIER OF NOVA
SCOTIA



**STEVE
BELYEA**

CO-FOUNDER & CEO
VICTORY ADVANCED
TECHNOLOGIES



**MICHAEL
LEE CHIN**

PORTLAND
HOLDINGS



**ANNETTE
VERSCHUREN, OC**

NRSTOR INC



**CHRIS
DEIR**

CHIEF NUCLEAR OFFICER
PORTLAND INVESTMENT



**DHIRENDRA
SHUKLA**

CHAIR, DR. J. HERBERT SMITH CENTRE
CO-FOUNDER GRAY WOLF ANALYTICS

TESTIMONIALS

What blew me away was how quickly they became people I trusted - not just in business, but in life. I don't make new friends easily as an adult, and here I was, suddenly surrounded by people who understood exactly what I was going through, who actually got it.

And the thing is, they're not just supportive - they're sharp. Everyone in that room is insanely good at what they do. They challenge me, they give me new ways of looking at things, and sometimes they just give me the confidence I didn't realize I needed. That combination of real friendship and real expertise is a game changer.

So if you're on the fence like I was, just give it a shot. You won't regret it.

Kevin Ansems
Union.dev
ELP18



The ELP program has given me fresh perspectives from my group on different parts of my life and business that I don't think I would've gotten anywhere else.

Riley Oickle
rentalconsulting.com
ELP18



After 35 years in business, the most important lesson I gained from the program was how dangerous complacency can be for both employers and employees. It can lead to missed opportunities, stagnation, safety risks, and ultimately, a lack of growth.

Recognizing this has made me more proactive in seeking improvement and fostering a culture of continuous learning and adaptation within my team.

This shift in mindset will help us stay competitive and forward-thinking in a constantly changing business.

Stacey Sutherland
Sutherland Excavating Ltd.
SEP17



No matter the industry you are in, almost everything comes down to people and communication.

Having a cohort of people to discuss with, consult and get perspectives from is invaluable as a developing strategic executive.

Chelsea Brake
Beauceron Security
SEP17



ELP has been such a positive experience, both as a leader and as an entrepreneur. The ability to speak openly with peers who understand the pressures and responsibilities of building a business has been invaluable.

Every session pushes me to think bigger, lead with more intention, and show up better for my team, my family, and my community. I am so fortunate to have the opportunity to grow forward with this amazing group.

Dave Crane
Stratford & Souris Quick-stop,
Power Flow Inc.
ELP18

Get ready because you will, Grow Bigger, Faster! My personal growth, as a leader, since beginning my WMI journey has been immeasurable.

When applying for the program, I questioned my ability; I quickly learned there was no need for questioning. Being placed within a unique group of individuals, with the same goal, ready to support one another, makes you feel unstoppable!

April Logue
Riptide Logistics
ELP18



I never realized how much faster I could move until I joined ELP.

Having access to experts on everything from marketing to technology adoption means I can cut through noise and focus on execution.

Add to that the collective wisdom of entrepreneurs tackling hiring and retention in real time, and it feels like I've accelerated years of learning into months.

Jeff Mundee
Spandrel Interactive
ELP18





**Wallace
McCain**

INSTITUTE
FOR
BUSINESS
LEADERSHIP



For more information, please contact:

*The Wallace McCain Institute is housed
within the University of New Brunswick
(UNB) and is a registered non-profit*

tracy@wallacemccaininstitute.com
info@wallacemccaininstitute.com
wallacemccaininstitute.com

