

MANAGEMENT COMMITTEE

The Management Committee is chaired by Derek Oland. It meets quarterly to oversee and guide the operation of the institute and its programs. The members for 2008 are pictured below:



Derek Oland
Executive Chairman
Moosehead Breweries
Saint John, NB



Barry Bisson
President
Shad International
Waterloo, Ontario



Greg Kealey
Provost & VP Research
University of New Brunswick
Fredericton, NB

FELLOWS

Experts from both business and academia, serve as Fellows of the Institute. They are invited to lecture, give workshops and seminars, chair roundtables and business summits, and bring best practices from around the world.



Robert Austin
Associate Professor
Harvard School of Business
Boston, Massachusetts



Francis McGuire
President & CEO
Major Drilling Group International Inc.
Moncton, NB



John McLaughlin
President and Vice-Chancellor
University of New Brunswick
Fredericton, NB



Françoise Morissette
Author of "Made in Canada Leadership"
Faculty and Fellow, Industrial Relations Centre
Queen's University



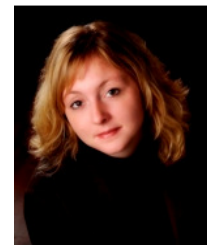
Gerry Pond
Chairman
Mariner Partners
Saint John, NB

STAFF



Nancy Mathis
Executive Director
Fredericton, NB
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Trisha Coady
Program Manager
Moncton, NB
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ABOUT THE WALLACE MCCAIN INSTITUTE

The focus of the G. Wallace F. McCain Institute at the University of New Brunswick is to support the next generation of senior business leaders in the province to meet the complex challenges facing New Brunswick. The program is 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 delivers on its mandate.

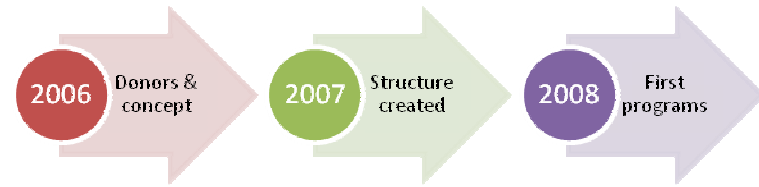


Overview



HISTORY

During the *Forging our Futures* campaign, John McLaughlin, President and Vice-Chancellor of the UNB, received a donation for the support of entrepreneurship from Derek Oland, Executive Chairman of Moosehead Breweries Ltd. With seed financing in place and an idea, John approached Wallace McCain, Chairman of Maple Leaf Foods. Wallace and his wife Margaret contributed \$2.0M and the G. Wallace F. McCain Institute for Business Leadership was born.



MISSION

- The Wallace McCain Institute helps entrepreneurs develop the understanding, tools, and relationships needed to grow their businesses, creating new opportunities for economic and social progress across New Brunswick.
- The Institute creates an environment where entrepreneurs develop a network of likeminded peers and a deeper understanding of the keys to successful entrepreneurialism.
- Participants work closely with each other and some of Atlantic Canada's top business icons, drawing inspiration and encouragement.

PROGRAMS

Programs range in depth – from a very intensive entrepreneurial leadership 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. All of the Institute's programs use an innovative mentorship approach to convene people, share best practices, assist in the application of learning, and inspire change. The activities of the institute are province-wide with a physical presence at Beaverbrook House in Saint John.

FLAGSHIP ENTREPRENEURIAL LEADERSHIP PROGRAM

A small, exceptional group of high potential entrepreneurs are invited each year to this challenging program, where insights are exchanged and experiences are shared. Participants in the ELP program have businesses that are on average 5-8 years old and are ready to "bust-out" with new products, export, plant expansion, and/or hiring. They may not have much, if any, formal business education and may feel like they are "accidental entrepreneurs" who are just following a passion and now are running a business. They would increase their chances of success by adding on the honest, open, experiences of other entrepreneurs who have dealt with similar issues. The ad (right) resonated with the applicants of this program.

EChO

New Brunswick has the highest density of multi-generational family businesses in Canada. It is critical to assure that these businesses will continue to be headquartered in the province. The next generation faces unique challenges as they establish their own identity as part of, or external to, the family business(es). As such, the WMI is establishing EChO to provide a network of peer to peer support to the next generation of family business leaders in New Brunswick.



Ready to **expand** and grow your business to new heights in New Brunswick?

Craving **interaction** with people that will share their business experiences and challenge your thinking?

Feeling **alone** and under-equipped to handle challenges?

Working **"in"** the business rather than "on" the business?

www.WallaceMcCainInstitute.com

RUBBER ROOM AND ONE-2-ONE

One of the Institute's primary goals is to assist the entrepreneur living with a personal or business challenge through meaningful and relevant mentorship. Whether a dreamer or in an advanced stage of growth, the rubber room brings together a group of business leaders to brainstorm about your needs, your options, and your future.

Do you need to speak one on one with an HR specialist or a high level financial analyst? Through the institute's 'mentor bank', business leaders in various sectors who have generously offered their time and expertise, will assist you in navigating your way through any number of challenges.

ROGERS EXECUTIVE IN RESIDENCE PROGRAM

In the fall of 2007, Ted and Loretta Rogers donated \$100,000 over 5 years for the establishment of an Executive-in-Residence Program. The first Resident Executive, Paul Johnson, was announced in July 08. Paul visits NB every month to consult one on one with entrepreneurs living a personal or business challenge. This program offers a highly customized and personal experience with the goal of assisting individual companies with their strategic growth.

ACHIEVEMENT PLUS...My Summer Company

The Institute also develops a pipeline of new entrepreneurs. Achievement Plus (A+) is for teens 16-19 who want to start their own summer company. The program includes 10 weeks in the summer of hands-on mentoring sessions running 3 hours each week in a peer to peer group environment. A+ builds on Junior Achievement participants and experience teens obtain through being enrolled in entrepreneurship classes in high school.



ROUNDTABLES

To help sustain local business leadership, the Institute organizes roundtables on topics such as Entrepreneurship, Leadership, Innovation, Succession, and Youth Entrepreneurship. These events are run on a cost recovery basis either through registration fees or sponsorship. Sponsored events to date have been by-invitation-only.

INNOVATION SERIES (2009)

Innovation is necessary in every organization to keep it relevant and productive. Yet, when surveyed, 100% of both employees and CEOs felt that their organization could "do more". The barriers to innovation are deeply rooted throughout the hierarchy and a holistic approach must be used to unleash the innovation potential and produce a measureable benefit. (3 part workshop)

CASE DAY (ANNUAL EVENT)

In the fall of 2007, Francis McGuire donated his chairmanship salary from NB Power to the Wallace McCain Institute at UNB. The donation was targeted to fund the creation of business cases on NB companies by MBA students across the province. Through a \$300k federal grant, the resulting cases from the McGuire project and transforming them into tools for the K-12 classrooms. Case Day brings the MBA participants together with entrepreneurial educators to learn more about the use of case based instruction. Dr. Robert Austin on Harvard Business School leads the training.