CONTENTS

Leadership Report .................................................................................................................. 3
Pierre L. Morrissette .................................................................................................................. 6
Teaching ..................................................................................................................................... 8
Scholarships ............................................................................................................................... 11
Inspiring a Tradition of Goodwill ........................................................................................... 12
Outreach .................................................................................................................................... 14
By the numbers .......................................................................................................................... 16
Business Families ...................................................................................................................... 18
Research ..................................................................................................................................... 20
Advisory Council ....................................................................................................................... 26
Ivey’s Investors .......................................................................................................................... 29
Connections ............................................................................................................................... 30

COVER PHOTO: (CLOCKWISE FROM TOP LEFT): IVEY MBAS COMPETE AT IBK CAPITAL – IVEY BUSINESS PLAN COMPETITION; IVEY MEDICAL TECHNOLOGY INNOVATION SYMPOSIUM; LEADER PROJECT IN MOLDOVA; IVEY VENTURE FORUM
MESSAGE FROM THE LEADERSHIP TEAM

Leadership Report

Our goal at the Pierre L. Morrissette Institute for Entrepreneurship is simple. We want to deliver a world-class education experience for Ivey students, enabled by leading edge research and partnerships with our alumni and other stakeholders in the domain of entrepreneurship. We are a service business in a knowledge industry so, as is the case in so many other endeavors, great people are the sine qua non for success. And over the course of the past few years, we have been building an incredible team that has advanced our progress and our impact in ever increasing ways.

Our people include our faculty and staff. We have been successful hiring some of the world’s best and brightest scholars in Entrepreneurship in each of the past three years. Our two most recent additions, Dr. Rob Mitchell and Dr. Brian Anderson bring our faculty complement to nine, which represents a balance of five research faculty and four teacher/entrepreneurs. With entrepreneurship content featured prominently in our HBA, MBA, MSc, EMBA and PhD programs along with New Venture Projects, a Business Families Centre and a dedicated Research Centre, we have an incredible foundation from which to continue our growth and evolution for years to come.

Building a world-class Institute wouldn’t be possible without the support of our alumni, including those who serve on
the Institute’s Advisory Council, the Ivey Alumni Association and the many volunteers in our Virtual Entrepreneur in Residence program. Ivey’s alumni network has always been one of its greatest assets and within that network an emerging cohort of Ivey Entrepreneurs has been gaining in size and influence. Many Ivey Entrepreneurs participated in the Entrepreneurship Certificate program while completing their degrees; others come from a variety of interests and backgrounds. But all share a passion for entrepreneurship and are contributing to economic growth and development through the companies they are building, the jobs they are creating, and their willingness to share their knowledge and energy with the generations of entrepreneurs that follow their path. A key element of entrepreneurship education is instilling confidence, and nothing inspires a nascent entrepreneur like the examples set by peers and fellow graduates who are making things happen. The willingness of our graduates to mentor students, share their knowledge and give of their time and resources is another critical part of our recipe for success.

And, of course, the alumni of tomorrow are the students of today. It goes without saying that Ivey attracts incredibly talented business students from across Canada and around the world. Many arrive with an interest in, or commitment to, entrepreneurship. Others discover it while they are here. And still others find their inner entrepreneur after graduation. As Ivey Entrepreneurs, they will continue the cycle of value creation, giving back, and fostering growth. As far as we’ve come so far, we can go much further still. Please join us on the journey.

Stewart Thornhill
Executive Director, Pierre L. Morrissette Institute for Entrepreneurship

David Wright, HBA ’83
Chair, Entrepreneurship Advisory Council
Passion and attitude are things you don’t necessarily learn, but the discipline of running a sound business is something you can and must learn. The ultimate objective of the Institute is to produce some very successful entrepreneurs.

Pierre L. Morrissette, MBA ’72
Chairman, President & CEO,
Pelmorex Media Inc
Co-Chair, Ivey Campaign for Leadership
Member, Ivey Advisory Board
In the spring of 1972, Pierre L. Morrissette received his MBA from the Ivey Business School and embarked on a career in banking and, later, communications, which led directly to his realizing a lifetime goal of creating and leading his own company.

In 1989, Pierre founded Pelmorex Media Inc. Soon after, the company purchased The Weather Network and MétéoMédia and, under Pierre’s direction, grew weather broadcasting into a national business enterprise that uses almost every technology available to deliver highly accurate and often specialized weather information.

Nearly 40 years after his graduation, Pierre continues to credit his time at Ivey, his MBA and the global Ivey network as integral to his success in business and as an entrepreneur. To celebrate this success, Pierre has made a priority of sharing his time, talents and resources with Ivey to help further entrepreneurship research and teaching with a view to enabling and inspiring future generations of Ivey entrepreneurs.

According to Pierre, “Entrepreneurship is the main engine of the Canadian economy and I am proud that Ivey is taking a leadership role in this area.”

Pierre, we salute your unwavering dedication to Ivey and to the work of the Pierre L. Morrissette Institute for Entrepreneurship.

In 2006, Pierre shared his success with Ivey’s Institute for Entrepreneurship through a gift of $2.5 million. In recognition and appreciation, the Institute was renamed the Pierre L. Morrissette Institute for Entrepreneurship. In July 2010, he once again stepped up his tremendous support of the Institute with an additional $2 million gift, bringing his total Ivey Campaign for Leadership commitment to $5 million. $500,000 of his new donation supported Ivey’s new building.

Pierre is highly respected within the communications industry and broader business community

- Co-Chair of the Ivey Campaign for Leadership
- Chairman of the Advisory Board of Meteorological Services of Canada
- Ernst & Young Entrepreneur of the Year – Media & Entertainment, Ontario Region (2010)
- Pelmorex is consistently ranked among Canada’s 50 Best Managed Companies

Pierre continues to be an engaging and motivating speaker at Ivey alumni and student events

- QuantumShift™ Executive Program
- MBA 2010 Convocation Address
- Ivey Campaign for Leadership Official Launch
- New (ad)ventures MBA Recruiting Events
- EMBA Executive Program

To further research in entrepreneurship and inspire students in the pursuit of entrepreneurship at Ivey, Pierre has funded a number of scholarships:

- Pierre L. Morrissette Doctoral Scholarships
- Pierre L. Morrissette HBA Award in Entrepreneurship
“Business leadership is not about creating personal wealth but rather creating value for all stakeholders including customers, distributors, suppliers, employees, the public at large, government and, yes, shareholders too.”

“I went to Ivey to get my MBA and thereby establish a foundation of business skills which would increase my chances for success. That decision was the best one I ever made and Ivey has not let me down. I attribute much to Ivey for the success I have achieved.”

“I would like to think that Ivey is becoming the go-to place for entrepreneurship education in Canada. It’s an area where Ivey is, and can continue to be, a leader. When you consider that 60% of the economy is driven by entrepreneurship, that’s a significant contribution to Canada’s prosperity.”
Learning that transforms lives

<table>
<thead>
<tr>
<th>Entrepreneurship Teaching Faculty</th>
<th>Course Development &amp; Teaching</th>
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<tbody>
<tr>
<td>Brian Anderson</td>
<td>Assistant Professor of Entrepreneurship</td>
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<tr>
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<td>Innovation, MSc</td>
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<td>Creativity and Opportunity, HBA</td>
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<td>New Venture Creation, HBA</td>
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<td>Oana Branzei</td>
<td>Assistant Professor, Strategy</td>
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<td>Social Innovation, HBA</td>
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<td>Social Enterprise, HBA, MBA</td>
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<tr>
<td>Ron Close, HBA ’81</td>
<td>David G. Burgoyne Faculty Fellow</td>
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<td>Director, Ivey New Venture Project</td>
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<td>John R. Currie Executive Entrepreneur-in-Residence</td>
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<td>Ivey New Venture Project, HBA, MBA</td>
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<tr>
<td>Ken Hardy, HBA ’63</td>
<td>Professor Emeritus, Marketing</td>
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<td>Entrepreneurial Marketing, HBA</td>
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<td>Jim Hatch</td>
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<td>QuantumShift™, Ivey Executive Program</td>
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<td>Mike Meagher</td>
<td>Lecturer</td>
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<td>Managing High Growth Companies, HBA</td>
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<td>Rob Mitchell</td>
<td>Assistant Professor of Entrepreneurship</td>
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<td>Donald G. &amp; Elizabeth R. Ness Faculty Fellow in Entrepreneurship</td>
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<td>New Venture Creation, MBA</td>
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<td>Eric Morse</td>
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<td>Bob Nourse, MBA ’64</td>
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<td>Simon Parker</td>
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<td>MBA ’80 Professor in Entrepreneurship</td>
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<td>Entrepreneurial and Growth, MSc</td>
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<tr>
<td>Dave Simpson, MBA ‘88</td>
<td>Director, Business Families Centre</td>
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<td>Leading Family Firms, HBA</td>
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<td>Entrepreneurial Finance, HBA, MBA</td>
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<td>QuantumShift™, Ivey Executive Program</td>
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<tr>
<td>Stewart Thornhill</td>
<td>Associate Professor</td>
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<td></td>
<td>Executive Director, Pierre L. Morrissette Institute for Entrepreneurship</td>
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<td>Strategic Analysis &amp; Action, MBA, EMBA</td>
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<td>Global Leadership Development, Ivey Executive Program</td>
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<td>TDBFG Leadership Academy, Ivey Executive Program</td>
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<tr>
<td>Christopher Williams</td>
<td>Assistant Professor, International Business</td>
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<td>Venturing in International Firms, MSc</td>
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*PIERRE L. MORRISSETTE INSTITUTE FOR ENTREPRENEURSHIP*
“Women entrepreneurs may be more resilient than men following sudden terrorism outbreaks. When necessity pushes them into entrepreneurial roles, women are opportunity-oriented, resourceful and highly motivated.” ~ Oana Branzei on new enterprise in developing economies, Western News, February 8, 2011

“Entrepreneurs ‘go where the money is’ so it should be no surprise that Western Canada shows great success rates for entrepreneurs.” ~ Dave Simpson, National Post, October 18, 2010

“The net increase in optimism about the Canadian economy reflected in the spring 2011 index captures the forward-looking view of Canadian entrepreneurs. They see positive prospects for their own businesses and they expect growth in the overall economy.” ~ Stewart Thornhill on the Ivey Entrepreneurs Index, The Globe and Mail, May 3, 2011
IVEY NEW VENTURE PROJECT (INVP)

INVP is an entrepreneurial, team-based field project that takes HBA and MBA students through the process of developing and refining an idea for a new venture, researching and analyzing that opportunity, writing a detailed and compelling business plan, and presenting a business plan pitch to an external venture review panel.

“INVP allowed me to learn by experiencing real-life scenarios rather than preaching theory. Armed with the tools and experience that I developed through INVP, I am confident in my ability to not only identify and analyze a business idea but also to formulate a solid go-to-market strategy.”

Gunpreet Rekhi, MBA ’11

ENTREPRENEUR-IN-RESIDENCE PROGRAM

Ivey EIRs are people with an outstanding track record, as owner-leaders or through their involvement in start-ups, who share their expertise and exceptional knowledge with students enrolled in the Ivey New Venture Project (INVP). There are currently more than 60 EIRs committed to coaching Ivey students in the development of business plans ready to take to market.

“My work with the Ivey EIR program has been an exciting and rewarding experience. It is gratifying to be collaborating with bright, enthusiastic people who truly believe in the work they are undertaking.”

Michael Shulist
Founder, Shulist Group, Inc.
Scholarships

The Pierre L. Morrissette Institute for Entrepreneurship is fortunate to enjoy the support of alumni and friends who are committed to celebrating academic excellence in entrepreneurship. To that end, the Institute is pleased to offer scholarships and awards for students who have excelled in entrepreneurship programs and studies at Ivey.

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<thead>
<tr>
<th>AWARD</th>
<th>DONOR</th>
<th>RECIPIENT</th>
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<tbody>
<tr>
<td>Advancing Canadian Entrepreneurship HBA Award</td>
<td>Ian Aitken, HBA ’87</td>
<td>Trevor Koverko, HBA ’12 candidate</td>
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<td>John R. Currie HBA Award in Entrepreneurship</td>
<td>John R. Currie, HBA ’60</td>
<td>Jamie Wang, HBA ’11</td>
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<td>Gudewill Scholarships for Entrepreneurship</td>
<td>Gudewill Family</td>
<td>Daniel Berry, HBA ’12 candidate</td>
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<td>Kalen Emsley, HBA ’11</td>
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<tr>
<td>Pierre L. Morrissette HBA Award in Entrepreneurship</td>
<td>Landmark Communications and Pierre Morrissette, MBA ’72</td>
<td>Nishka Gupta, HBA ’12 candidate</td>
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<td>Tevya Rosenberg HBA Scholarship in Entrepreneurship</td>
<td>The Late Teddy Rosenberg, HBA ’73</td>
<td>Krysten Coombs, HBA ’12 candidate</td>
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<td>Hydrogenics MBA Award in Entrepreneurship</td>
<td>Pierre Rivard, MBA ’83</td>
<td>Shuai Zhong, MBA ’11</td>
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<td>Nelson M. Davis Scholarship</td>
<td>Nelson M Davis Trust Fund c/o Bruce Lloyd</td>
<td>Al-Karim Hemraj, MBA ’11</td>
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<td>Gunpreet Rekhi, MBA ’11</td>
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<td>Schulich Award For Entrepreneurship</td>
<td>Seymour Schulich</td>
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<td>Neil Lane, MBA ’11</td>
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<td>Navjeet (Bob) Dhillon Scholarship</td>
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<td>James Thomas, MBA ’11</td>
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<td>Pierre L. Morrissette Doctoral Scholarship</td>
<td>Pierre Morrissette, MBA ’72</td>
<td>Fei Zhu, PhD candidate</td>
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<td>Matthias Tietz, PhD candidate</td>
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<td></td>
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<td>Bahareh Tehrani, PhD candidate</td>
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C H A M P I O N I N G E N T R E P R E N E U R S H I P I N C A N A D A
INSPIRING A TRADITION OF Goodwill

On a blustery January evening, Ivey HBA students Kalen Emsley and Dan Berry donned their best attire and headed to Toronto to attend the 2011 Entrepreneurship Scholarship Dinner. Dan and Kalen had recently been awarded $10,000 scholarships in recognition of their entrepreneurial and academic achievements. This night, they would meet one of their benefactors Geoff Gudewill, MBA ’83, President of Axicon World Imports Inc.

In 1997, Geoff along with brothers Nick, MBA ’74, Sam, HBA ’77 and Peter, HBA ’73, established the Gudewill Scholarships for Entrepreneurship to allow budding entrepreneurs to experience Ivey while continuing their entrepreneurial path.

“My brothers and I were blessed with the opportunity to attend Ivey. We were exposed to an exceptional business education which paved the way for each of us, in turn, to launch our own business,” says Geoff. “By the late 1990’s we were each in a position to consider giving back, and decided what better way than to provide young entrepreneurs with the same opportunity we’d had, to attend the Ivey School of Business.”

Which is exactly what the Gudewill Scholarships for Entrepreneurship have done. “Without this scholarship, I wouldn’t be at the Richard Ivey School of Business,” stated Dan Berry, HBA ’12 candidate and founder of a successful online marketing company. “Everything that comes after this point, I can give credit back to this scholarship.”

Over the past 15 years, Geoff and his brothers have not only continued to fund the Gudewill Scholarships for Entrepreneurship but also made every effort to connect with and mentor the young men and women selected to receive this prestigious award. Which is why Geoff gladly agreed to make the mid-winter trip from BC to Toronto, to attend the Scholarship Dinner and meet Kalen and Dan.

Like the Gudewill brothers, Kalen Emsley, HBA ‘11, hails from an entrepreneurial family that’s also begun a tradition of attending Ivey. In 2007, Kalen and his brother, Derrick Emsley, HBA ’12 candidate, launched a carbon offset company which they continue to manage. Inspired by the kindness and commitment of Geoff and his brothers, Kalen “hopes to someday mirror the support he’s received by setting up his own scholarship“ and continue the tradition of goodwill.
Geoff Gudewill, MBA '83 enjoying the 2011 Entrepreneurship Scholarship Dinner alongside Ivey student award recipient Dan Berry, HBA '12 candidate.
Outreach that builds the Ivey Brand

EXTERNAL PARTNERS & AFFILIATES

To ensure our students, alumni and friends have access to the newest, most innovative and in-depth entrepreneurship information, the Institute collaborates with external partners and affiliates to enhance the Entrepreneurship at Ivey experience.

- BNN's The Pitch
- Business Family Centres at Business Families Foundation affiliated Universities: Alberta, UBC, Dalhousie, Tec de Monterrey, McGill
- Canadian Association of Family Enterprise – National Family Business Day; Future Leaders Program
- CAP C – HBA1 Program Event
- de Gaspé Beaubien Foundation
- Financial Post Magazine ‘On the case’ series
- Great Lakes Entrepreneurship Network affiliated Universities: Illinois, Indiana, Ohio State, Minnesota, Syracuse, Wisconsin
- Happen! – MBA Program Event
- Ivey Alumni Association – Ivey Venture Forum; Networking Events
- Junior Achievement – JA Scholarship & Regional Awards Program
- KPMG Enterprise – QuantumShift™; QuantumShift™ Fellows; Ivey Entrepreneurs Index; Leading Family Firms
- LEADER Project
- Loewen Partners – CEO Summit
- TechAlliance – Entrepreneur 1.0
- University of Texas at Austin – Venture Labs Investment Competition
- MaRS/U of T – The Next 36
- Wes Nicol Foundation – HBA Business Plan Competition
LEADER PROJECT

In 1991, Ivey MBA students recognized that the market economy emerging in the former USSR would require fresh managerial skill. They responded by travelling to Moscow and Leningrad to instruct Soviet officials and hopeful entrepreneurs in basic finance, accounting, marketing and general management. Thus began LEADER Project – Leading Education And Development in Emerging Regions.

In 2003, with the support of Ivey Entrepreneurship faculty members, LEADER introduced a 2-week entrepreneurial program which enabled student instructors to better meet current business needs in developing economies by engaging local, young entrepreneurs.

The Institute is proud to be a committed and vital supporter of LEADER Project through ongoing program funding, curriculum development and representation on LEADER’s advisory board.

“"If I can enable the youth of our world with the opportunity for self-fulfillment, then I believe I will have put my skills and resources to good use. This goal is what has largely inspired me to pursue my degree at Ivey, and I see it as a large part of my responsibility as an Ivey graduate and hopeful business leader.” Scott Innes, HBA’ 12 candidate (centre)

IVEY ENTREPRENEURS INDEX

Launched in partnership with KPMG Enterprise, the Ivey Entrepreneurs Index is based on a short survey of five questions distributed to owner-managers of high growth Canadian companies. Entrepreneurs are asked what they expect will happen in their private companies over the next 12 months, covering their outlook for revenue, profits, hiring, and borrowing. The survey also includes the general question “Do you expect the Canadian economy as a whole to grow?”

Right: Ivey Professor Stewart Thornhill with Dennis Fortnum, National Leader of KPMG Enterprise at the November 2010 launch of the Ivey Entrepreneurs Index.
By the numbers...

<table>
<thead>
<tr>
<th>13</th>
<th>16</th>
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<tbody>
<tr>
<td>Faculty delivering entrepreneurship education</td>
<td>External Partnerships and Affiliations</td>
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<table>
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<th>332</th>
<th>21</th>
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<tbody>
<tr>
<td>Certificates in Entrepreneurship awarded since 2005</td>
<td>Entrepreneurship courses available to Ivey HBA, MBA, MSc and EMBA</td>
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<th>$175,250</th>
<th>16</th>
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<tr>
<td>Scholarship funds awarded to entrepreneurial-minded Ivey students</td>
<td>Scholarships supporting entrepreneurship at Ivey</td>
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<th>25%</th>
<th>120</th>
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<tr>
<td>Ivey Publishing cases related to entrepreneurship</td>
<td>People attended Family Business Day Celebrations</td>
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<th>4</th>
<th>11%</th>
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<tr>
<td>Doctoral candidates with a declared interest in Entrepreneurship</td>
<td>HBA students completed Leading Family Firms program</td>
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<tr>
<td>Statistic</td>
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<tr>
<td>50+</td>
<td>Media items related to Entrepreneurship at Ivey</td>
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<td>QuantumShift™ Fellows</td>
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<td>Virtual Entrepreneurs-in-Residence</td>
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<td>499%</td>
<td>MBA ’11 students completed Ivey New Venture Project</td>
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<td>16</td>
<td>Articles accepted for publication in Tier 1 journals</td>
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<td>19</td>
<td>Ivey alumni running Profit 100 Fastest Growing Companies</td>
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<td>662</td>
<td>Entrepreneurship cases available through Ivey Publishing</td>
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<td>49</td>
<td>New ventures launched by Ivey alumni, 3 and 6 years out</td>
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<tr>
<td>1962</td>
<td>Entrepreneurship cases available through Ivey Publishing</td>
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During the keynote address of the 2011 Family Business Day celebration, former Ontario Premier David Peterson provided a key takeaway for our audience of business families. He shared valuable life lessons he learned from his father’s business and political career, and described the transition that occurred when his father asked him to lead the family electronics firm. He also described the values he learned from his parents that led to political success. But most importantly, he reminded the audience that all the business success in the world doesn’t amount to much “if you don’t get the family right.”

Ivey’s Business Families Centre (BFC) exists in large measure to provide the tools, information and experiences that assist business families and their advisors with this special balance. Support for a successful business, coupled with good governance planning for the family, combine to create long term success. Ivey’s BFC is committed to providing this support.

In addition to our outreach programs for business families, Ivey HBA and MBA students study the economic impact that family-controlled companies have had across Canada and throughout the world, gain insight into the motivations of successful business family owner-leaders, and are perhaps inspired to one day launch or return to their own family firm and, in so doing, continue the Ivey tradition of studying, supporting and celebrating business families.

Dave Simpson, MBA ’88
Director, Business Families Centre

OUTREACH

The BFC again held Leading Family Firms, an intensive 2-day development program which invites business family owner-leaders, spouses, children and trusted advisors to engage each other in enhancing family ties with a view to strengthening the family enterprise. Participants complete the Roadmap to...
**Success** video case series and debate Ivey case studies written specifically for business families.

New this year, BFC presented *The Family Cottage* featuring Mike Bondy, National Director of Succession Planning for Collins Barrow. Mike discussed potential challenges surrounding succession of family cottage ownership, a recurring irritant when dealing with business families. The session also provided insights not only for current owners, but also investment and tax strategies for prospective buyers in this fortuitous (for Canadians) climate of a high Canadian dollar and low US property values.

BFC Director Dave Simpson also facilitated several workshops on Entrepreneurial Business Families for clients including Dominion Securities, RONA, CAFE and a gathering of regional farm advisors.

**CASE WRITING**

A key mandate of Ivey’s Business Families Centre is to continually develop new and relevant cases which examine the unique dynamics of launching, leading and transitioning a family-controlled business. Ivey Publishing currently offers more than 60 cases which explore the complexities of family owned and operated firms.

**PARTNERSHIPS**

The BFC continues to work in partnership with a number of organizations and associations which support family-led business.

The BFC is collaborating with the Business Families Foundation, our founding partner, to help revive their website (www.businessfamilies.org) as a more useful tool for business families. BFC was also invited to evaluate new material developed by the Monterrey Institute of Technology in Mexico which will be used to establish on-line learning programs based on the Roadmap Video Case Series. A prototype was launched in April 2011, with distribution and licensing processes to follow as the education strategy evolves.

In partnership with the Canadian Association of Family Enterprise (CAFE), BFC co-hosted our 6th *National Family Business Day*. In addition to a keynote address by former Ontario Premier David Peterson, London-based Hayman Construction was recognized as Family Business of the Year. Founded in 1872, this 5th generation family-led firm has shaped its community through the construction of significant buildings and infrastructure throughout southwestern Ontario.

“What Anne & I enjoyed most about the Leading Family Firms program was the openness of the dialogue by the participants. The course materials were very good at tapping into the actual issues families face, and the environment allowed everyone to feel comfortable sharing their own perspectives and experiences.”

Colin McDougall, MBA ’06
Founder and President, Viking Management
Entrepreneurship

CROSS-ENTERPRISE LEADERSHIP CENTRE

The Entrepreneurship Cross-Enterprise Leadership Centre (the Centre) exists to engage faculty and doctoral students who undertake research in entrepreneurship, and to promote interdisciplinary research about entrepreneurship. The Centre supports faculty research through grants and initiatives, and it supports doctoral researchers through academic supervision, scholarships and access to research data sets. While the primary focus of the Centre is to encourage its members to publish research in journal articles, books and cases, the Centre is also actively involved in disseminating the work of its members through the media, workshops and various outreach initiatives.

The work of the Centre is supported by Ivey and the Pierre L. Morrissette Institute for Entrepreneurship, and is complemented by research funding awarded by external agencies and governments. The Centre serves as a forum for Ivey faculty with a diverse range of research interests to cultivate collaborative theories, develop teaching cases and advance research for publication in peer-reviewed journals.

Simon C. Parker
Associate Professor, MBA ’80 Professor in Entrepreneurship, Director, Entrepreneurship Cross-Enterprise Leadership Centre

“...Entrepreneurship is an integral part of economic change and growth. Yet entrepreneurship has only recently come to be regarded as a field. A complete view of it recognizes its multi-disciplinary academic underpinnings, drawing from economics, finance, business studies, psychology and other subjects. This heterogeneous provenance reflects the multi-dimensional nature of entrepreneurship, which partly contributes to the elusiveness of the entrepreneur...”

Centre Members

Simon Parker*, Centre Director
Associate Professor
MBA ‘80 Professor in Entrepreneurship

Brian Anderson
Assistant Professor of Entrepreneurship

Oana Branzei
Associate Professor of Strategy
David G. Burgoyne Faculty Fellow

Craig Dunbar
Associate Professor

Adam Fremeth
Assistant Professor

Chris Higgins*
Professor

Jane Howell
Professor
J. Allyn Taylor & Arthur H. Mingay Chair in Leadership

Darren Meister
Associate Professor
Faculty Director, HBA & MSc Programs

Rob Mitchell
Assistant Professor of Entrepreneurship
Donald G. & Elizabeth R. Ness Faculty Fellow in Entrepreneurship

Eric Morse
Associate Professor

Derrick Neufeld*
Associate Professor

Claus Rerup
Associate Professor

Stewart Thornhill*
Associate Professor
Executive Director, Pierre L. Morissette Institute for Entrepreneurship

Rod White*
Associate Professor
Associate Dean, Faculty Development & Research

*Research Merit Award for exceptional productivity and achievement in research publications.

Faculty Research Funding

Centre faculty members were awarded over $987,000 in research funding, including $285,050 in SSHRC grants:

Lim, D., Mitchell, J.R., Morse, E., Mitchell, R.K., “Entrepreneurial cognitions and new venture growth”. ($128,800 non-Ivey held SSHRC)

Parker, S.C., “Entrepreneurship, incumbent organizations and performance”. ($58,500 SSHRC)

Rerup, C., Zbaracki, M., “Risk, rare failure and regulation: a field study”. ($97,750 SSHRC)

Branzei, O., “Social technologies: opportunities and constraints for value creation at the intersection of socially-responsible markets and social movements”. ($150,000)

Vrendenburg, H., Escobar, L., Fremeth, A.R., Rinfret, L., “Achieving a low-carbon, globally competitive energy economy: removing barriers and cultivating enablers to innovation in Canada’s oil sands and heavy oil industry”. ($109,800 plus $442,800 non-Ivey held)

Journal & Board Affiliations

International Entrepreneurship and Management Journal
Journal of Business Venturing
Journal of Economics and Management Strategy
Journal of Management Inquiry
Organizational Science
Organizational Studies
Small Business Economics
Strategic Management Journal
The Leadership Quarterly
The Strategic Entrepreneurship Journal

Case Writing

Entrepreneurship case studies comprise 25% of all cases published by Ivey Publishing and 12% of Ivey’s top selling cases. Recently published entrepreneurship cases include:

AskTheDoctor.com
Rob Mitchell, Neha Khera

LumiSmart: Answering the Call for Negawatts (A) and (B)
Stewart Thornhill, Ellen Brown

MusicJuice.net: The Challenges of Starting Up a New Internet Venture
Simon Parker, Rocky Liu

Play On! Building the Entrepreneurial Opportunity (A) and (B)
Rob Mitchell, Ken Mark

Renewable Energy Co
Oana Branzei, Stewart Thornhill, Adam Reeds

Ring-a-Wing (A) and (B)
David Simpson, Colin McDougall

SACD: Super Audio Compact Disc
Simon Parker
**RECENT PHD PLACEMENTS**

**Vanessa Strike**  
Assistant Professor  
Rotterdam School of Management, ERASMUS University (The Netherlands)  
Thesis: *Mindful Governance: The Role of Most Trusted Advisor in Family-Controlled Firms*

**Dominic Lim**  
Assistant Professor  
Faculty of Business, Brock University (Canada)  
Thesis: *Dynamic Resource-Based View of Entrepreneurial Firm Growth: An Integrative Theory of Sustainable Growth*

**Taiyuan (Terry) Wang**  
Assistant Professor of Entrepreneurship  
Instituto de Empresa (Spain)  
Thesis: *Building Competitive Advantage Through Entrepreneurial Action*

**Marlene Le Ber**  
Visiting Scholar  
Erb Institute for Global Sustainable Enterprise, University of Michigan  
Thesis: *Cross-Sector Models of Collaboration for Social Innovation*

**DOCTORAL SUPPORT**

The Centre offers scholarships valued at $25,000 in support of doctoral research in entrepreneurship and innovation.  
Current holders of these scholarships are as follows:

**Bahareh Tehrani**, *Pierre L. Morrissette Doctoral Scholarship*.  
Faculty advisor: Stewart Thornhill

**Matthias Tietz**, *Pierre L. Morrissette Doctoral Scholarship*.  
Faculty advisor: Simon Parker

**Matthew Wong**  
Faculty advisor: Eric Morse

**Fei Zhu**, *Pierre L. Morrissette Doctoral Scholarship*.  
Faculty advisor: Stewart Thornhill

Pierre Morrissette (centre) with doctoral scholarship recipients Bahareh Tehrani (left), Fei Zhu and Matthias Tietz (right).
OUTREACH & PARTNERSHIPS

The mandate of the Entrepreneurship Cross-Enterprise Leadership Centre includes the dissemination of its core research beyond university classrooms, study halls and academic conferences, in order to further the study and enhance the practice of entrepreneurship in Canada and around the world.

This past year, the Centre introduced a number of outreach initiatives which support this mandate.

**Ivey welcomes BCERC to Canada – June 2014**

The Richard Ivey School of Business has been selected to host the 34th annual Babson College Entrepreneurship Research Conference (BCERC), which attracts over 400 of the top entrepreneurship faculty and researchers from around the world.

Founded by Babson College (Babson Park, MA) in 1981, BCERC is considered by many to be the premier entrepreneurship research conference. *Frontiers of Entrepreneurship Research*, which contains the conference proceedings, is the most comprehensive collection of empirical research papers on entrepreneurship. BCERC and its affiliated Doctoral Consortium rotate annually among top schools throughout Europe and North America; 2014 will mark only the second time in over 30 years that the conference will be hosted by a Canadian university.

We are delighted to have been selected by Babson College to host this prestigious meeting and look forward to showcasing Ivey’s new School facility in June 2014.
**Outreach & Partnerships**

**Great Lakes Entrepreneurship Network (GLEN)**

Faculty and doctoral researchers from leading universities in the Great Lakes area gathered at Ivey in May 2011 for a two-day conference to discuss the latest breakthroughs in cutting-edge entrepreneurship research. The inaugural gathering of GLEN was attended by delegates and presenters from Indiana University, University of Minnesota, Ohio State University, Syracuse University, University of Wisconsin and Western’s Ivey School of Business.

“Entrepreneurship research is a fast-growing field,” says Simon Parker, Associate Professor of Entrepreneurship and Director of Ivey’s Entrepreneurship Cross-Enterprise Leadership Centre. “GLEN was initiated to gain insights from this research, give feedback on people’s ideas and suggest ways to move forward.”

The inaugural meeting of GLEN was a resounding success according to faculty and student participants. Subsequent meetings will rotate among the partner Schools.

“The Great Lakes Entrepreneurship Network was a thoroughly enjoyable and worthwhile gathering. GLEN provided opportunity for faculty interested in entrepreneurship research to get an advance look at promising scholars at the collaborating schools.”

Harry J. Sapienza  
Curtis L. Carlson Chair in Entrepreneurial Studies  
Professor of Strategic Management/Organization  
Carlson School of Management, University of Minnesota

“GLEN was fantastic. It was incredible listening to top entrepreneurship scholars discuss and debate; people at the top of their game doing what they do best. Another great aspect was meeting doctoral students from other schools. We might be colleagues one day, so it was nice to meet them and share our experiences.”

Matthew A. Wong  
PhD candidate in Entrepreneurship  
Richard Ivey School of Business, UWO

Ivey Professor Simon Parker (centre) with doctoral researchers Marcus Wolfe, Anand Titus, Sola Lawal and Jenny House of Indiana University.
OUTREACH & PARTNERSHIPS

Ivey Medical Technology Innovation Symposium

Organizations, whether public or private, need to create and sustain a culture of continuous innovation.

Recognizing the immense challenges faced by Canadian medical technologies innovators, the Ivey Entrepreneurship Centre and Ivey International Centre for Health Innovation partnered to host a two-day symposium on medical technology innovation with the aim of sharing knowledge and insights about current issues facing entrepreneurs and managers in the medical technology sector.

The symposium, which feature more than 30 panelists and speakers from around the world, served as a valuable learning platform for academics, entrepreneurs and industry experts to discuss and debate the issues that stand as barriers and drivers to the development of the medical technology industry and the use of innovative technologies to address the sustainability of our health care system.

REFEREEED ARTICLES


CHAPTERS

### Entrepreneurship Advisory Council 2010-2011

<table>
<thead>
<tr>
<th>Name</th>
<th>Degree</th>
<th>Affiliation</th>
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<tr>
<td>David Wright*, Chair</td>
<td>HBA ’83</td>
<td>Agora Consulting Partners Inc</td>
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<td>Ian Aitken</td>
<td>HBA ’87</td>
<td>Pembroke Management Ltd</td>
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<td>Bruce Barker*</td>
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<td>Bennett Jones LLP</td>
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<td>Andrew Barnicke</td>
<td>HBA ’83</td>
<td>DTZ Barnicke Investment Group</td>
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<td>Michael Boyd*</td>
<td>MBA ’76</td>
<td>Corporate Advisor &amp; Director</td>
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<td>Ron Close</td>
<td>HBA ’81</td>
<td>Richard Ivey School of Business</td>
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<td>Connie Clerici</td>
<td>QS ’08</td>
<td>Closing the Gap Healthcare Group</td>
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<td>Bob Dhillon</td>
<td>EMBA ’98</td>
<td>Mainstreet Equity Corp</td>
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<tr>
<td>Stephen Gunn</td>
<td>MBA ’81</td>
<td>Sleep Country Canada</td>
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<tr>
<td>Jim Hall</td>
<td>HBA ’71</td>
<td>James Hall Advisors Inc</td>
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<td>Pamela Jeffery</td>
<td>HBA ’84</td>
<td>The Jeffery Group Ltd</td>
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<td>MBA ’88</td>
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<tr>
<td>Melinda Lehman</td>
<td>MBA ’94</td>
<td>Happen!</td>
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<tr>
<td>Pierre Morrissette**</td>
<td>MBA ’72</td>
<td>Pelmorex Media Inc</td>
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<td>Eric Morse</td>
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<td>Richard Ivey School of Business</td>
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<td>Alexa Nick~</td>
<td>MBA ’95</td>
<td>Customer Realities Group Inc, myPractice Canada Inc, myPractice LLC</td>
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<tr>
<td>Robert Peterman*</td>
<td>MBA ’02</td>
<td>Global Clean Technology, TMX Group Inc</td>
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<tr>
<td>Larry Rosen**</td>
<td>LLB/MBA ’82</td>
<td>Harry Rosen Inc</td>
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<td>John Rothschild</td>
<td>MBA ’73</td>
<td>Prime Restaurants of Canada Inc</td>
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<tr>
<td>Paul Sabourin**</td>
<td>MBA ’80</td>
<td>Polar Securities Inc</td>
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<td>Stephen Suske</td>
<td>MBA ’77</td>
<td>Suske Capital Management</td>
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<td>Stewart Thornhill*</td>
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<td>Richard Ivey School of Business</td>
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<tr>
<td>Michael White</td>
<td>MBA ’00</td>
<td>IBK Capital Corp</td>
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The Advisory Council exists to help further the vision and aims of the Pierre L. Morrissette Institute for Entrepreneurship at the Richard Ivey School of Business. It acts as a powerful and visible body of leadership, influence and support within the constituencies the Institute serves.

The Advisory Council uses its network to provide a link to the individuals and organizations with resources, knowledge and contacts that the Institute requires to achieve its objectives and fulfill its mission.
INFLUENCE

LEADERSHIP

SUPPORT

CHAMPIONING ENTREPRENEURSHIP IN CANADA
You can either lead on price or you can lead in product differentiation. Small businesses, because they are more flexible than bigger companies, are ideally positioned to do the latter.

You Can’t Compete on Price, But You Can Compete

_The Globe and Mail_ interviews Rob Mitchell about the advantages small businesses have over larger competitors, May 11, 2011
Ivey’s Investors

We are pleased to recognize and thank the following donors who have generously given to the Pierre L. Morrissette Institute for Entrepreneurship between May 1, 2010 and April 30, 2011.

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Craig Shannon, MBA ’80
Stewart Thornhill

Other Contributions
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Mark Singh, MBA ’80
Maide Yazar, MBA ‘80

Every effort has been made to ensure complete accuracy of this publication. If any errors are noticed, please contact entrepreneurship@ivey.ca and accept our apologies in advance. Each and every gift makes a difference and is deeply appreciated by the School.
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Pierre L. Morrissette Institute for Entrepreneurship

Richard Ivey School of Business

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We all benefit from our time at Ivey and giving back to this great institution will benefit the leaders of tomorrow; that is the Ivey way.

Pierre L. Morrissette, MBA '72