

PIERRE L. MORRISSETTE INSTITUTE FOR ENTREPRENEURSHIP  
2010 ANNUAL REPORT



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MESSAGE FROM THE LEADERSHIP TEAM

# Leadership Report

**An increasingly strong and vibrant entrepreneurial spirit in Canada is creating unprecedented demand for entrepreneurship education. More business students than ever are seeking entrepreneurship programs and courses, including those who continue to pursue more traditional career paths in finance and consulting.**

The Pierre L. Morrisette Institute for Entrepreneurship continues to put considerable effort into anticipating and gauging this demand, and in 2010 we responded with a series of growth initiatives including new faculty, expanded course offerings and more outreach activities.

In the past three years, the Entrepreneurship faculty/team has increased from three to eight, allowing the Institute to expand the number and variety of entrepreneurship

electives for HBA and MBA students. This growth has also increased our research and case writing output, as well as the ability to accept and supervise a larger concentration of PhD students whose research focus includes entrepreneurship. In addition, the Institute was able to accept the

invitation to design and deliver a new entrepreneurship module specifically for Ivey's world class Executive MBA Program.

The Entrepreneurship Advisory Council, which supports the work of the Institute, welcomed new members Stephen Gunn, MBA '81, Melinda



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

Lehman, MBA '94 and Larry Rosen, MBA '81. Sadly, we bid farewell to Teddy Rosenberg, HBA '73 who passed away in 2009. Teddy served as Council's Teaching Committee Chair for many years. Her friendship, leadership and passion for entrepreneurship education are dearly missed.

Enthusiasm in the business community for the work of the Institute has flourished due to collaborative efforts by the Institute and Council to create opportunities to engage with Ivey students. In 2010, the virtual Entrepreneur-in-Residence program engaged 29 executives and entrepreneurs as advisors to HBA and MBA student teams in the development of business plans that, in many cases, lead to actual startups. The virtual EIR program is sparking such enthusiasm that the Institute is fielding calls from business people eager to become involved.

The Institute also developed partnerships with several Ivey Alumni Association (IAA) Chapters across the country. Not surprisingly, a significant number of alumni are entrepreneurs or work in professions such as finance and law that are closely linked to



David Wright, HBA '83  
Chair, Entrepreneurship Advisory Council

entrepreneurship. By organizing events with an entrepreneurship focus, IAA Chapters are engaging entrepreneurial alumni while building the Ivey brand. The sold-out popularity of the 2nd Annual Ivey Venture Forum co-hosted by IAA/Toronto, for example, is now being modeled in Vancouver and other markets.

The cumulative effect of all this growth is that the Institute is doing far more than educating tomorrow's entrepreneurs, who are destined to become the drivers of innovation and the backbone of the Canadian economy.

The Institute is also creating a vibrant network that connects faculty and students, researchers and practitioners, alumni and non-alumni – including Canada's most successful owner/leaders who have completed the QuantumShift™ executive program – to inspire, support, study, celebrate, share ideas and knowledge, and in doing so, lead the entrepreneurial wave that is sweeping the country.

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

**David Wright, HBA '83**  
Chair, Entrepreneurship Advisory Council

“The first time I knew I could be an entrepreneur was listening to Pierre Morrissette speak. Until then I didn't think I fit the entrepreneur mould. Pierre spoke about taking calculated risks, and that was the light bulb moment for me.”

*Becky Carlin, HBA '10  
Past President,  
HBA Entrepreneurship Club*



# Pierre Morrissette

**On May 7, 2010, Pierre Morrissette, MBA '72 gave the convocation address to the MBA Class of 2010.**

From his perspective as the founder and owner/leader of Pelmorex Media Inc, Pierre likened graduation – the celebration which marks a transition from student to alumnus – to the acquisition of a company, which marks a similar transition from the hard work of structuring and negotiating a business deal to the equally challenging work of leading and growing a new venture.

“You have worked very hard and this day celebrates all of the efforts and sacrifices which you have invested in order to graduate from Canada’s leading business school,” acknowledged Pierre. “But similar to closing a big acquisition, the real journey just begins now.”

“In preparing for the acquisition of a company, assumptions are made, spreadsheets prepared, negotiations concluded, and financing assembled.

In 2006, Pierre Morrissette 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.

Boards of directors and shareholders are sold on proceeding, and lawyers earn their fees. On the closing date, everyone feels a tremendous sense of accomplishment. However,” cautioned Pierre, “the benchmark for an acquisition’s success is not based on closing the deal. Rather, it is measured by delivering the intended results over time.”

“Similarly, your graduation is the celebration of another ‘closing date’. You have earned a degree which significantly increases your chances for success, and you are joining Canada’s foremost network of business leaders... the Ivey Alumni. But this is only the beginning of your journey. You are in the driver’s seat and what you achieve in your career is now up to you.”

**Pierre L Morrissette, MBA '72  
Chairman/CEO/Founder, Pelmorex Media Inc  
Co-Chair, Ivey Campaign for Leadership  
Member, Ivey Advisory Board**





 The University of  
Western Ontario

“ 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. ~Pierre Morrissette”



# Learning that transforms lives

## STUDENT PERSPECTIVE

"It's easy to see that the spirit of entrepreneurship is alive and growing at Ivey. In my two years as an HBA student, I saw excitement in entrepreneurship courses, events and clubs double, and I am proud to have been a part of that excitement.

"I completed the Certificate in Entrepreneurship, sat on the Entrepreneurship Club Executive, competed at international business plan competitions and found future business partners.

"I am extremely grateful of the opportunities presented through the Institute, which is a source of inspiration and knowledge for young entrepreneurs and what attracted me to Ivey in the first place."

**Becky Carlin, HBA '10**  
**HBA Entrepreneurship Club President, 2009-2010**

## CERTIFICATE IN ENTREPRENEURSHIP

The Certificate in Entrepreneurship engages HBA and MBA students in the knowledge and practice of entrepreneurship, with a view to enabling aspiring young entrepreneurs to achieve their professional, economic and personal goals. The Certificate appeals to students who are committed to starting a new business as soon as feasible, or intend to launch or buy a new business at some point in the future, as well as those who understand many of the best employers seek employees with entrepreneurial skills and abilities.



### Entrepreneurship Education @ Ivey

Creativity & Opportunity Recognition (HBA)  
 New Venture Creation (HBA, MBA)  
 Managing High Growth Firms (HBA)  
 Entrepreneurial Marketing (HBA)  
 Leading Family Firms (HBA)  
 Entrepreneurial Finance (HBA, MBA)  
 Entrepreneurial Manager (MBA)  
 Integrating the Enterprise (EMBA)  
 Quantum Shift™ (Executive Program)

### Programs & Initiatives

Certificate in Entrepreneurship  
 Ivey New Venture Project  
 Entrepreneur-in-Residence Program  
 Innovation Week  
 Wes Nicol HBA Business Plan Competition  
 IBK Capital – Ivey Business Plan Competition  
 Entrepreneurial Awards & Scholarships  
 Scholarship Dinner  
 3x5 Dinners  
 LEADER Project  
 China & India Teaching Projects

### Entrepreneurship Faculty

#### Stewart Thornhill

Associate Professor  
 Executive Director, Pierre L. Morrissette Institute for Entrepreneurship  
 ERA Fellow in Entrepreneurship

#### Simon C. Parker

Associate Professor  
 Director, Driving Growth Through Entrepreneurship & Innovation Cross-Enterprise Leadership Centre  
 MBA '80 Professor in Entrepreneurship

#### Eric A. Morse

Associate Professor  
 Associate Dean – Programs

#### J. Robert Mitchell

Assistant Professor of Entrepreneurship

#### David Simpson, MBA '88

Director, Business Families Centre

#### Ron Close, HBA '81

Executive Entrepreneur-in-Residence  
 Director, Ivey New Venture Project

#### Bob Nourse, MBA '64

Guest Lecturer, MBA

#### Michael Meagher

Guest Lecturer, HBA

# Scholarships

Supporting academic excellence and entrepreneurial distinction at Ivey.

The Pierre L. Morrisette 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.

AWARD	DONOR	RECIPIENT
<b>HBA</b>		
<b>ACE HBA Award in Entrepreneurship</b>	Ian Aitken, HBA '87	Nick Yang, HBA '11 Jordan Peckham, HBA '11 Johnathon Quinn, HBA '10
<b>John R. Currie HBA Award in Entrepreneurship</b>	John R. Currie, HBA '60	Kim Wallace, HBA '10
<b>Gudewill Scholarships for Entrepreneurship</b>	Gudewill Family	Becky Carlin, HBA '10 William Richman, HBA '11
<b>Pierre L. Morrisette HBA Award in Entrepreneurship</b>	Landmark Communications and Pierre Morrisette, MBA '72	Laurie Anne King, HBA '10
<b>Tevya Rosenberg HBA Scholarship in Entrepreneurship</b>	The Late Teddy Rosenberg, HBA '73	Ellen Zhu, HBA '11
<b>MBA</b>		
<b>Benjamin D. Anyon MBA Award in Entrepreneurship</b>	David Anyon, EMBA '97	Neha Agrawal, MBA '10
<b>Hydrogenics MBA Award in Entrepreneurship</b>	Pierre Rivard, MBA '83	James Pan, MBA '10
<b>Nelson M. Davis Scholarship</b>	Nelson M Davis Trust Fund c/o Bruce Lloyd	Andrew Baines, MBA '10 Patrick Smith, MBA '10
<b>Schulich Award for Entrepreneurship</b>	Seymour Schulich	Ryan Hall, MBA '10 Piyush Sehgal, MBA '10
<b>PhD</b>		
<b>Pierre L. Morrisette Doctoral Scholarships</b>	Pierre Morrisette, MBA '72	Fei Zhu, PhD candidate Michael Sartor, PhD candidate Matthias Tietz, PhD candidate

Anton Rabie, HBA '94,  
President & co-CEO, Spin  
Master Ltd in conversation  
with Ivey Executive  
Entrepreneur-in-Residence  
Ron Close, HBA '81.

A photograph of two men sitting on a stage for a panel discussion. The man on the left is wearing a brown jacket over a purple checkered shirt and blue jeans. The man on the right is wearing a dark suit and is holding a piece of paper while gesturing with his hand. In the foreground, the backs of several audience members' heads are visible, looking towards the stage. A small table with a glass of water and a microphone is positioned between the two men.

“ I am an Ivey  
Entrepreneur. ”

# Case Study:

## COGNERTIA EDUCATIONAL SOLUTIONS INC

**For Clayton Feick, a former management consultant and account manager, Ivey was the obvious choice. The School's reputation, case method of teaching and incomparable alumni network made his decision to pursue an Ivey MBA a natural choice. For Jason Fenn, a practicing lawyer, the attraction was Ivey's one year program, high calibre of student admissions, and unique combination of general management and entrepreneurship programs.**



While Clayton and Jason were both inspired to attain an Ivey

MBA to advance their respective careers, each also dreamed of pursuing entrepreneurship at some point in the future. Little did they know that an opportunity to launch a new venture would arise before they completed their degree.

Throughout 2009, global markets battled the most serious economic downturn in recent memory. As they discussed the recession's causes and effects with their peers and classmates, they realized many people had been

severely impacted due to a lack of understanding of the basic principles of personal financial management, such as household budgeting and mortgage amortization, as well as difficulty with the more complex decision-making required for sound investment planning. In addition to this realization, hiring freezes by many firms, and the demise of some others, meant that viable career opportunities were considerably limited, even for graduates of Canada's most prestigious MBA program.

They had learned from their courses in entrepreneurship that a thorough and unbiased assessment of a problem could reveal potential for the successful launch of a new venture business solution.

And while the two classmates had met less than a year ago at Ivey, each was certain that the other would be an ideal business partner – the number and intensity of collaborative projects undertaken during their MBA studies had created a strong bond of trust and integrity.

Jason and Clayton, along with fellow New Venture Project (NVP) group members Todd Zeligman and Ryan Goren, began in-depth research into the creation of a financial literacy education program designed specifically for young adults. Their timing could not have been better. In June 2009 the federal government launched a financial literacy task force and in October 2009 the Province of Ontario mandated that financial literacy be included in grades 4 – 12 curriculum.

Supported by significant personal investments of time and resources, the partners conducted comprehensive interviews with public and private

sector educators and government representatives, secured a web designer, and began development of their prototype. They tapped their professional networks for assistance and expertise, and found additional support from the extensive network of Ivey alumni.

As their network grew, interest for their financial literacy education program also increased. Jason and Clayton soon realized that while they would be able to continue to manage the operations and marketing aspects of their new venture, they required support in the form of a distribution partner and external financing to ensure the ultimate success of the business.

In the spring of 2010, Jason and Clayton considered their options. They could finance the company as a joint venture, look for an equity partner, commission royalties for use of their program, or seek a buyer. With respect to distribution, they could sign with a major educational resource publisher or partner with a niche distributor, distribute exclusively online or through a mix of print and electronic publications.

It was time to decide which financing and distribution options would create the best growth conditions for Cognertia Educational Solutions Inc.



Clayton Feick,  
MBA '10  
& Jason Fenn,  
MBA '10

# By the numbers...

**10** Faculty delivering entrepreneurship education

**269**

Certificates in Entrepreneurship awarded since Program inception

**\$205,000**

Scholarship funds supporting entrepreneurship

**14**

Ivey New Venture Projects teams launched their business in the past 5 years

**6**

Doctoral candidates with a declared interest in Entrepreneurship

**59%**

Students enrolled in entrepreneurship electives

**19**

Scholarships in support of Ivey students engaged in entrepreneurship

**311**

Entrepreneurship cases published by Ivey Publishing since the launch of the CELC

**33%**

of cases published by Ivey Publishing relate to entrepreneurship

# 500+

Participants at  
Entrepreneurship  
events

# 44

Media items  
related to  
Entrepreneurship  
at Ivey

# 285

Quantum Shift Fellows

# 29

Entrepreneurs-  
in-Residence

# 14

Faculty  
research  
papers

# \$221,050

External research funds secured by entrepreneurship Faculty

# 23%

Students who completed  
Ivey New Venture Project

# 12

Partnerships  
with affiliated  
organizations

# 19

Ivey alumni running Profit 100 Fastest  
Growing Companies

# Outreach

## that builds the Ivey Brand

### IVEY VENTURE FORUM

Canada's economic health depends in large part on the development and long-term viability of innovative new ventures, and the successful launch of many start ups depends in turn on a vibrant and well-funded private investment community.

When the high-tech sector imploded more than a decade ago, the number and size of venture deals in Canada

plummeted, and the sector has yet to fully recover. According to a recent study from Deloitte, Canadian entrepreneurs receive three times less capital funding than their U.S. competitors. This lower level of funding in Canada makes it more difficult for fledgling Canadian start-ups to evolve into globally competitive enterprises.

Founded in 2008, the Ivey Venture Forum (IVF) was launched to enhance

awareness of the state of the VC industry in Canada and facilitate financing and staffing of early and seed-stage entrepreneurial firms. IVF is hosted in collaboration with the Ivey Alumni Association.

### IVEY ALUMNI ASSOCIATION CHAPTER EVENTS

While a significant proportion of the Institute's time and resources are dedicated to educating and enabling students, the relationships we develop with the next generation of Ivey entrepreneurs do not end at graduation. Ivey's extensive Alumni Association network provides an ideal forum by which the Institute can continue to engage and support entrepreneurial alumni.

In partnership with the IAA/Toronto Chapter, the Institute co-hosts the annual Ivey Venture Forum which attracts over 200 investors, entrepreneurs and industry experts who participate in a day of





new venture company presentations, interactive panel discussions and professional networking. Seed-stage companies selected to present at the Forum have gone on to secure investment funds and receive national recognition for outstanding industry achievements.

The Institute also collaborates with IAA chapters on smaller, regional events which highlight a particular aspect of entrepreneurship or feature a successful owner/leader 'in conversation' with the Ivey alumni.

#### IVEY ENTREPRENEUR

In a perfect world, the Institute would be able to connect directly with alumni entrepreneurs and supporters worldwide. In the real world, we

keep in contact via Ivey Entrepreneur, the Institute's newsletter. Published three times a year, Ivey Entrepreneur allows the Institute to stay connected to thousands of alumni, supporters, friends, affiliates and sister-organizations via print and electronic distribution channels.

Each issue of Ivey Entrepreneur features research championed by an Ivey faculty or PhD graduate, highlights recent Institute programs and events, and shares profiles of entrepreneurial-minded students and alumni entrepreneurs.

First published in 2000, the Ivey Entrepreneur newsletter has been supported by a grant from the HBA Class of 1970.



STUDY, SUPPORT AND CELEBRATE

# Business Families Centre



Dave Simpson with Bernie Bierbaum,  
President, CAFE Southwestern Ontario

Families in business must learn and grow together, which is why Ivey's Business Families Centre (BFC) seeks to engage all members of the business family – from the entrepreneurial founders who contemplate succession planning as they seek to transition out of active leadership; to second and third generation owner-leaders who must innovate and respond to continually evolving industries,

economies and consumer preferences; to Generation Y who, on the threshold of launching their careers, are often faced with the complex decision of whether or when to enter the family firm.

The BFC is also committed to helping family-controlled businesses remain entrepreneurial, a key factor in ensuring long term viability, and to fostering deeper understanding of the strengths and challenges of the business, the family and the complex relationship that ties one to the other.

At Ivey, HBA and MBA students learn about the influence and impact that family-controlled companies have had on the economies of both Canada and the world, gain insight into the motivations of successful business family owner-leaders, and perhaps be 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

## STUDY

The BFC provides opportunity for both Ivey students and members of multi-generation business families to explore the unique relationship between family-controlled firms and the people who run them through the Leading Family Firms (LFF) curriculum and Roadmap video case series.

Business family members receive valuable tools and perspectives to take back to their family firms, while Ivey students gain insight into the strengths and challenges of family-led firms which will assist them in supporting family firms as advisors, consultants and financiers.

The BFC also provides academic content to the Canadian Association of Family Enterprise (CAFE) 'Future Leaders Program' which hosts regional forums for young, next generation business family members to help prepare them to lead the family enterprise.

## SUPPORT

Through institutional and corporate alliances, the BFC supports organizations that are already doing impactful work in the business family sector. Together with Loewen & Partners the BFC presents 'CEO Summit', a semi-annual round table discussion and lecture series aimed at introducing entrepreneurial families to the world of private equity.

The BFC has also collaborated with Northwood Family Office, to host a 'Family Office' conference, featuring prominent Canadian business family leader and Ivey supporter Pierre L. Morrissette, MBA '72 and BFC founding patrons Philippe and Nan-b de Gaspé Beaubien.

## CELEBRATE

It has become a much-anticipated tradition that each October, Ivey's BFC and CAFE's Southwestern Ontario Chapter co-host 'National Family Business Day' celebrations.

This year's gala event, attended by over 200 business family members and professionals in affiliated sectors, featured noted family business author David Bork who shared practical tips from his 'Little Red Book' for families and business.

The keynote address was followed by the awarding of "Business Family of the Year" to Flanagan Foodservice Inc, Canada's largest independently owned and operated foodservice distributor, which is run by the second generation leadership team of four Flanagan brothers.



“

My experience with Ivey's Business Families Centre far exceeded my expectations.

One of the most valuable experiences was attending a CEO Round Table presented by Loewen & Partners Inc and the Institute, further demonstrating Ivey's reach beyond the classroom to help entrepreneurs and business families alike.

I look forward to continuing to work with Ivey's Business Families Centre as I move through my career within my family's business.”

Brandon Wedlock,  
MBA '10  
4th Generation  
Wedlock Paper Converters  
Limited

DRIVING GROWTH THROUGH ENTREPRENEURSHIP AND INNOVATION

# Research Centre



Simon Parker

Launched in 2005, the Driving Growth through Entrepreneurship & Innovation Research Centre (the Centre) exists to engage faculty whose unique research interests intersect in meaningful ways, and to support doctoral researchers through academic supervision, scholarships and access to research data sets. While the primary focus of the Centre is research in the form of journal articles, books and cases, the Centre also responds to media, hosts workshops and facilitates outreach initiatives.

The work of the Centre is supported by Ivey and the Institute, and is complemented by research funding awarded by external agencies and governments.

**Simon Parker, Associate Professor**  
**Director, Driving Growth through**  
**Entrepreneurship & Innovation Research Centre**  
**MBA '80 Professor in Entrepreneurship**

## THOUGHT LEADERSHIP

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, Director

Oana Branzei

Craig Dunbar

Adam R. Fremeth, HBA '00

C.A. (Chris) Higgins

J.M. (Jane) Howell

Darren Meister

J. Robert Mitchell

Eric A. Morse

Derrick J. Neufeld, PhD '97

Claus Rerup

Michael Rouse

Stewart Thornhill

R.E. (Rod) White, HBA '74

## PUBLICATIONS

**Branzei, O., Abdelnour, S.**, 2010, Another Day, Another Dollar: Enterprise Resilience Under Terrorism in Developing Countries, *Journal of International Business Studies*, forthcoming.

**Abdelnour, S., Branzei, O.**, 2010, Fuel-Efficient Stoves for Darfur: The Social Construction of Subsistence Marketplaces, *Journal of Business Research*, forthcoming.

**Le Ber, M., Branzei, O.**, 2010, Towards a Critical Theory of Social Value Creation in Cross-Sector Partnerships, *Organization*, forthcoming.

**Le Ber, M., Branzei, O.**, 2010, Value Frame Fusion in Cross-Sector Interactions, *Journal of Business Ethics*, forthcoming.

**Lim, D., Morse, E.A., Mitchell, R.K., Seawright, K., Kristie, K.**, 2010, Institutional Environment and Entrepreneurial Cognitions: A Comparative Business Systems Perspective, *Entrepreneurship Theory and Practice*, 34 (3), 491-516.

**Parker, S.C.**, 2010, Contracting Out, Entrepreneurship and Public Policy, *Scottish Journal of Political Economy*, May, 57 (2): 119-144.

**Parker, S.C.**, van Witteloostuijn, A., 2010, A General Framework for Estimating Multidimensional Contingency Fit, *Organization Science*, March/April, 21 (2): 540-553.

Robson, P.A., Wijbenga, F., **Parker, S.C.** 2009, Entrepreneurship and Policy: Challenges and Directors for Future Research, *International Small Business Journal*, 27 (5) 531-535.

**Parker, S.C.**, 2010, Intrapreneurship or Entrepreneurship?, *Journal of Business Venturing*, forthcoming.

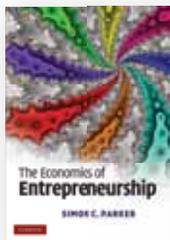
**Parker, S.C.**, van Praag, M., 2010, Status and Entrepreneurship, *Journal of Economics & Management Strategy*, forthcoming.

**Parker, S.C.**, van Witteloostuijn, A., Storey, D.J., 2010, What Happens to Gazelles?, *Small Business Economics*, forthcoming.

**Rerup, C.**, 2009, Attentional Triangulation: Discovering and Learning from Unexpected Rare Crisis, *Organization Science*, 20 (5): 876-893

Salvato, C., **Rerup, C.**, 2010, Beyond collective entities: Multi-level research on organizational routines and capabilities, *Journal of Management*, forthcoming.

**Rerup, C.**, Feldman, M., 2010, Organizational Schema: The Role of Trial-and-Error Learning, *Academy of Management Journal*, forthcoming.



**Parker, S.C.**, 2009, *The Economics of Entrepreneurship*, Cambridge, England: Cambridge University Press.



“Ivey’s PhD Program has allowed me to meet and share ideas with doctoral students across a wide range of management areas. It’s invaluable to be able to discuss the same topic but from a completely different perspective.”

~ Matthew A. Wong, PhD Candidate, General Management (Entrepreneurship)

## CASE WRITING

Over 300 business cases relating to entrepreneurship have been published by Ivey Publishing since the launch of the Centre. In 2010, entrepreneurship cases accounted for 33% of total cases published and over 10% of external sales revenue.

## DOCTORAL SUPPORT

The Centre provides scholarships valued at \$25,000 in support of doctoral research in entrepreneurship and innovation.

**Marlene Le Ber**, *SSHRC Doctoral Fellow*. Faculty advisor: Oana Branzei

**Sunil Godse**, Faculty advisor: Stewart Thornhill

**David Maslach**, Faculty advisor: Oana Branzei, Claus Rerup

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

**Matthew Wong**, Faculty advisor: Eric Morse

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

## RESEARCH FUNDING

**Parker, S.C.**, “Entrepreneurship, Incumbent Organizations and Performance”

The aim of this research is to improve our understanding of venture performance in the context of entrepreneurship and intrapreneurship. Total Awarded: \$58,500

**Rerup, C., Zbaracki, M.**, “Risk and Rare Failure in the Marine Industry” This research will help improve our understanding of the organizational challenges of managing risk in apparently low-risk settings. Total Awarded: \$97,750

Lim, D., **Morse, E.A.**, Mitchell, R.K., 2010, SSHRC-SRG, Social Sciences and Humanities Research Council of Canada, ‘Entrepreneurial cognitions and new venture growth’. Total awarded: \$44,800

**Le Ber, M.** 2009, SSHRC Doctoral Fellowship, Social Sciences and Humanities Research Council, “Social Innovation through Cross-Sector Models of Collaboration”. Total awarded: \$20,000

## LEADERSHIP, INFLUENCE AND SUPPORT

# Entrepreneurship Advisory Council 2009-2010

<b>David Wright*</b> , Chair	HBA '83	Agora Consulting Partners Inc
<b>Ian Aitken</b>	HBA '87	Pembroke Management Ltd
<b>David Anyon</b>	EMBA '97	Corporate Advisor & Director
<b>Bruce Barker*</b>		Bennett Jones LLP
<b>Andrew Barnicke</b>	HBA '83	DTZ Barnicke Investment Group
<b>Michael Boyd*</b>	MBA '76	Argosy Bridge Fund
<b>Ron Close</b>	HBA '81	Richard Ivey School of Business
<b>Bob Dhillon</b>	EMBA '98	Mainstreet Equity Corp
<b>Bill Di Nardo</b>	HBA '91	Eventi Capital Partners
<b>Stephen Gunn</b>	MBA '81	Sleep Country Canada
<b>Jim Hall</b>	HBA '71	James Hall Advisors Inc
<b>Melinda Lehman</b>	MBA '94	Happen
<b>Pierre Morrissette**</b>	MBA '72	Pelmorex Media Inc
<b>Eric Morse</b>		Richard Ivey School of Business
<b>Alexa Nick~</b>	MBA '95	Customer Realities Group, myPractice Canada Inc, myPractice LLC
<b>Robert Peterman*</b>	MBA '02	TMX Group Inc
<b>Larry Rosen**</b>	MBA '81	Harry Rosen Inc
<b>John Rothschild</b>	MBA '73	Prime Restaurants of Canada Inc
<b>Paul Sabourin**</b>	MBA '80	Polar Securities Inc
<b>Stephen Suske</b>	MBA '77	Suske Capital Management
<b>Stewart Thornhill*</b>		Richard Ivey School of Business
<b>Michael White</b>	MBA '00	IBK Capital Corp

\*Advisory Council Executive

\*\*Ivey Advisory Board

~Ivey Alumni Association Board



The Advisory Council exists to help further the vision and aims of the Pierre L. Morrisette 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.





One of the benefits of creating value is that it creates an opportunity to give back. In fact, giving back has been one of the most satisfying elements of my career.



*Pierre Morrissette, MBA '72*

## ENSURING A BRIGHT FUTURE IN ENTREPRENEURSHIP

## 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, 2009 and April 30, 2010.

**\$250,000-\$499,999**

Pierre L Morrissette, MBA '72

**\$100,000-\$249,999**

TD Bank Financial Group

The Estate of Tevya G Rosenberg, HBA '73

**\$25,000-\$49,999**

KPMG Enterprise

Kathleen & Bill Troost, MBA '75

**\$10,000-\$24,999**

Lisa Colnett, HBA '81

Ron Close, HBA '81

Geoff Gudewill, MBA '83

Nick Gudewill, MBA '74

Peter Gudewill, HBA '73

Sam Gudewill, HBA '77

IBK Capital Corp

Paul Sabourin, MBA '80

Spin Master Ltd

The Wesley & Mary Nicol Charitable Foundation

**\$5,000-\$9,999**

Ian Aitken, HBA '87

David Anyon, EMBA '97

David Wright, HBA '83

**\$2,500-\$4,999**

Andrew W Barnicke, HBA '83

Mark Cho

CIBC World Markets

Paul Healey

Robert MacDonald

Eric Morse

Karl Pfister

Stephen Suske, MBA '77

Andy Vivian

**\$1,000-\$2,499**

Bruce Barker

Michael M Boyd, MBA '76 & Shelagh Donovan, HBA '79

Jeff Bradfield

Catharine Buckingham

Bonnie Chu

Jeff Dossett, HBA '83 & Sue Dossett, MBA '84

Claire Duboc, EMBA '97

Randy Fretz, MBA '80

Wayne Gale

Michael Going

Jim Hall, HBA '71

Les Hine

Peter Joe

Vik Khanna

Losani Homes Ltd

Paul Loucks

Gayle MacDonald

Maxine MacLure, MBA '80

Darren McDougall

Stephen McIntosh

Alexa Nick, MBA '95

Dan Nixon, MBA '80

Robert Olsen, MBA '88

Christopher Pfaff

Running Room Canada Inc

Sanimax

Craig Shannon, MBA '80

SWT Group

Rick Thurston

Gord Wiebe

Roberta Wilton

**Other Contributions**

J Byron Adams

Bill Blake, MBA '80, PhD '87

Conventry Connections Inc

Gazoo Mobile Solutions Inc

Jim Graham

Sandra Greer

Robert Jamieson

Aimo R Kuronen, MBA '80

Brad H Lambert, MBA '80

Melinda Lehman, MBA '94

Dominic Lim, PhD '09

Chris Lumb

Craig & Tina MacKinlay, MBA '80

Jeff Moore

Sean O'Regan

Robert Peterman, MBA '02

David & Dorothy Preston

Hugh C Ralph, MBA '80

Andree Savoie

Scott Shawyer

Michael J Soligo

Norman D Thomas, HBA '71

Stewart Thornhill

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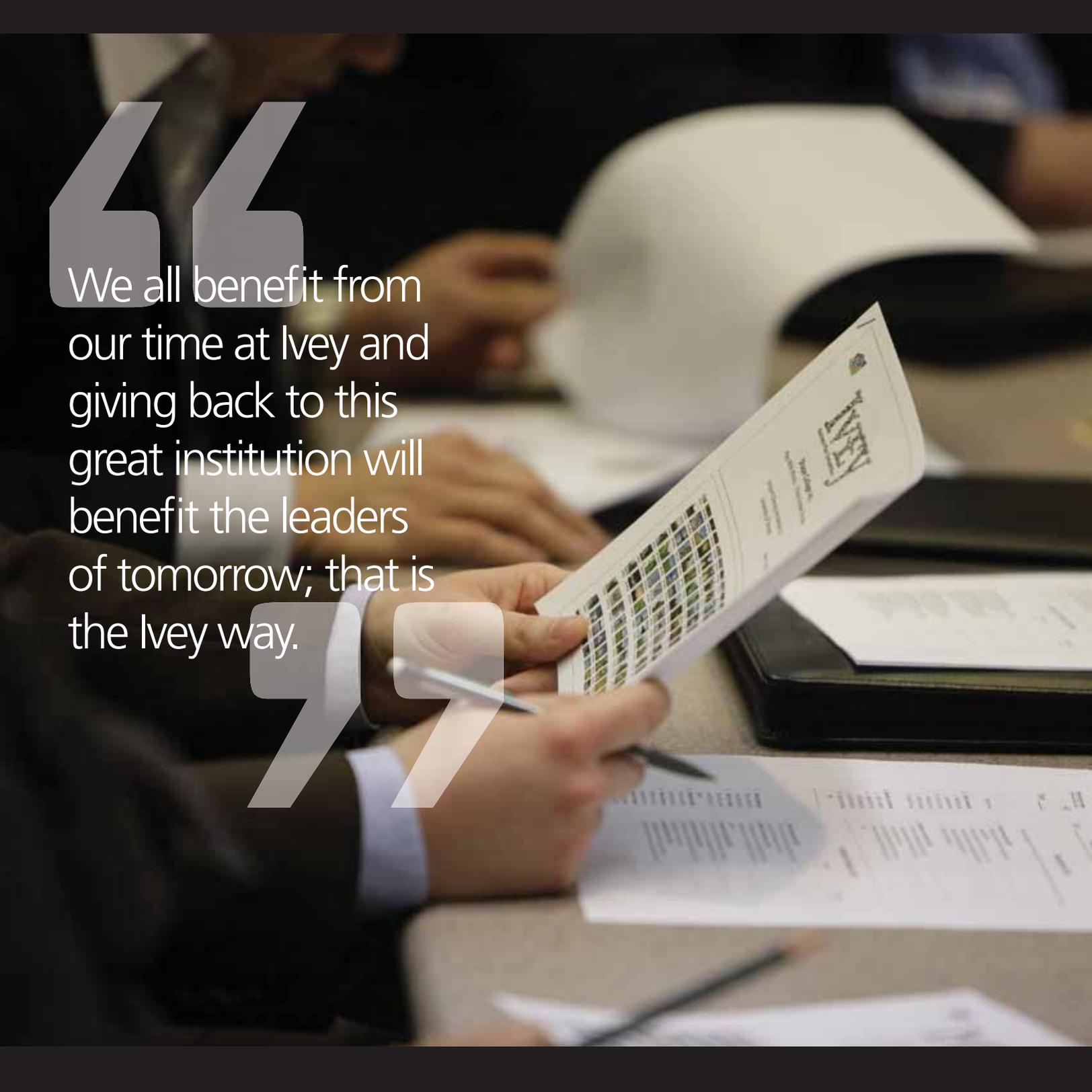
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Pierre L. Morrissette Institute for Entrepreneurship

Richard Ivey School of Business

The University of Western Ontario

London, Ontario, Canada N6A 3K7

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**Pierre L. Morrissette**  
**Institute for Entrepreneurship**  
Richard Ivey School of Business  
The University of Western Ontario  
London, Ontario, Canada N6A 3K7  
[entrepreneurship@ivey.uwo.ca](mailto:entrepreneurship@ivey.uwo.ca)  
[www.ivey.uwo.ca/entrepreneurship](http://www.ivey.uwo.ca/entrepreneurship)