

**NEWS RELEASE**  
**For Release on Friday March 10 at 6:00am**

***NEW BRUNSWICK BUSINESS COUNCIL PUBLISHES OPEN  
LETTER TO NEW BRUNSWICKERS***

“It is time for New Brunswickers to take a clear hard look into the future”, says the newly formed New Brunswick Business Council.

The CEOs and Chairmen of some of the Province’s leading corporations warn that while Canada and New Brunswick have enjoyed a long period of post-war prosperity, we cannot afford to be complacent. We are facing massive challenges as a result of changes in the international economy, and we will need to engage in an ambitious program to increase our ability to compete.

In issuing their own call to action, the business leaders welcomed Premier Bernard Lord’s recent challenge of setting five ambitious goals in five years, and pledged to participate along with other citizens and stakeholders in a process of renewal. They are prepared to contribute in the effort to improve educational and wellness outcomes, to attract new investment, and to strengthen entrepreneurial capacity in the Province.

“ We are New Brunswickers who have our homes and families in this Province, who have invested here, and who maintain our corporate head offices here. We believe New Brunswick has a proud tradition, has contributed greatly to the success of this Country, and has the potential to perform much more strongly on a number of fronts. We want to be part of an effort for renewal which the people of this province know is needed”, said Chairman and spokesperson for the Council, David Ganong.

The Council hopes to work with government and others, toward:

- encouraging growth in the number of innovative companies based in the Province;
- fostering the development of entrepreneurial skills among New Brunswickers;
- helping more New Brunswickers take full advantage of educational opportunities;
- investing in the wellness of our own employees, their families, and all New Brunswickers;
- contributing to a stronger policy dialogue in New Brunswick; and
- encouraging New Brunswick to think bigger and for the longer term.

**Contact for more information:**

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The open letter and this press release can be found on-line at:  
[http://www.ganong.com/whats\\_new/press\\_releases.html](http://www.ganong.com/whats_new/press_releases.html)

## Background

The New Brunswick Business Council is a newly formed group of Chief Executive Officers and Chairmen of leading New Brunswick based companies, including the two largest post-secondary institutions.

The Council is a non-partisan body whose purpose is to promote the development and long-term interests of the Province by:

- Creating a structure for discussion, analysis, and action
- Working to build public policy capacity and awareness
- Helping to develop and implement a long-term plan for development of the Province
- Supporting governmental initiatives to build a stronger more independent New Brunswick
- Encouraging and mentoring entrepreneurship, including the establishment of more head offices in the Province
- Facilitating the development of a positive business environment
- Working with others to develop sources of investment capital
- Promoting a positive image of New Brunswick

The NB Business Council is comprised of Chief Executive Officers and Chairmen of important companies with their head offices in this province. Members are leaders who have made commitments, both business and personal, to the health and prosperity of the New Brunswick community.

## NB Business Council Members

Wesley Armour

Armour Transportation

Ed Barrett

Barrett Industries

Normand Caissie

Imperial Manufacturing Group

Yvon Fontaine

Université de Moncton

Jay Forbes

Aliant Inc.

David Ganong

Ganong Bros. Ltd

Jim Irving  
J.D. Irving Limited

Denis Losier  
Assumption Life

Allison D. McCain  
McCain Foods Ltd.

John McLaughlin  
University of N.B.

Derek Oland  
Moosehead Breweries

Gerry Pond  
Mariner Partners Inc.

Kelly Shotbolt  
Flakeboard Company Limited

Robbie Tozer  
Atcon Group Inc.

Bernard Imbeault  
Pizza Delight Corporation

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