

2025 Canadian Business Hall of Fame

Impact Report



The CANADIAN
Business Hall of Fame



JA
Canada

Member of
JA Worldwide

Thank you

from our President & CEO

On behalf of all of us at JA Canada, thank you for your invaluable support of the 2025 Canadian Business Hall of Fame Induction Ceremony and Celebration held on May 22. Your presence and partnership helped make this a truly remarkable evening – one that celebrated excellence, inspired leadership, and united a community committed to shaping Canada's future.

This year, four extraordinary Companions were inducted: Ryan Beedie, O.B.C., C.B.H.F., Jacynthe Côté, F.ICD, C.B.H.F., Pierre Lassonde, O.C., GOQ, C.B.H.F., and Larry Tanenbaum, O.C., Hon. LLD, C.B.H.F. These visionary leaders have each made transformational contributions to their industries, communities, and our country at large. Their achievements reflect the values of innovation, resilience, and purpose-driven leadership – marks of Canadian excellence on the global stage.

Your support as a sponsor is more than a contribution, it's an investment in the next generation of business leaders. Thanks to your generosity, JA Canada continues to deliver high-impact learning experiences to young people across the country. With over 500,000 youth engaged in financial literacy, work readiness, and entrepreneurship programs, we are empowering a new wave of leaders with the skills, confidence, and mindset to succeed in business and in life.

We are deeply grateful for your partnership, and we look forward to building on this shared success together. Please mark your calendar for our 2026 Canadian Business Hall of Fame Celebration on May 28, where we will once again honour Canada's most inspiring business leaders and the young talent they help to inspire.



Canada's Highest Business Order

Vision & Leadership | Economic Impact | Citizenship & Philanthropy | Role Model

The Order of the Canadian Business Hall of Fame (CBHF) is how our country recognizes & celebrates the achievements of Canada's business leaders for enduring contributions to the economic development and prosperity of Canada and impact on global business.

Honourees serve as exemplary role models, demonstrating the qualities essential for Canada's success and competitiveness in a global marketplace. Through their philanthropy and civic engagement, they also play a vital role in strengthening communities. As Companions, they inspire and mentor JA youth—the future leaders of Canada.



Congratulations to our 2025 Companions



Ryan Beedie

O.B.C., C.B.H.F.
President, Beedie



Jacynthe Côté

(F. ICD), C.B.H.F.
Chair, Board of Directors
RBC



Pierre Lassonde

O.C., GOQ, C.B.H.F.
Chairman Emeritus,
Franco-Nevada
Corporation



Larry Tanenbaum

O.C., Hon LLD, C.B.H.F.
Chairman &
Chief Executive Officer,
Kilmer Group of
Companies



**JA
Canada**

Member of
JA Worldwide

The Canadian Business Hall of Fame Induction Ceremony is the signature national fundraising initiative in support of JA Canada.

JA Canada inspires the next generation to realize their potential and make a positive impact in their communities. Through our network of local offices, we collaborate with educators, volunteers, and organizations across Canada to deliver immersive learning experiences to young people. JA commits to ensuring accessibility and inclusivity through programs that help youth build transferable skills in work readiness, financial health, and entrepreneurship. Success starts here.

Empowering the Next Generation **JA's Reach & Impact***

500,000 + Learning Experiences



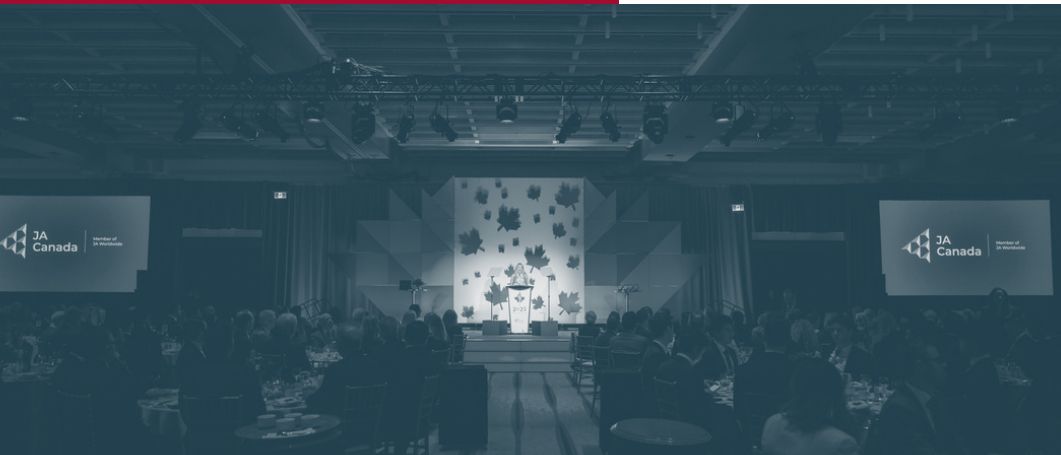
**24/25 academic year*

IMPACT SUMMARY

Canadian Business Hall of Fame Sponsorship...

... made **2025**
Induction
Celebration
possible.

... engaged
700
business &
youth
leaders.



... generated
32,000+ press
release and
media
impressions.



... inspired
Canadians
with **624,000**
Globe & Mail
readers.

... powered
500,000+
learning
experiences.

The CANADIAN Business Hall *of* Fame

A Night to Celebrate Canada's Business Leaders



From left to right: Pierre Lassonde, Jacynthe Côté, Jim Leach, Heather Hiscox, Larry Tanenbaum, and Ryan Beedie.

The 2025 Class of Companions was inducted into the Canadian Business Hall of Fame on May 22, 2025

Photo (L to R): Companions Pierre Lassonde, Jacynthe Côté, followed by Jim Leach (Chancellor, CBHF), Heather Hiscox (Senior Host, CBC News Network) and Companions Larry Tanenbaum and Ryan Beedie.

As the signature fundraising event for JA Canada, this celebration helps fuel hands-on, immersive learning experiences for youth across the country. These programs build the skills and confidence young people need to succeed in business and in life. This special evening honoured outstanding business leaders and inspired the next generation of future leaders who are made for Canada.

Ryan Beedie, C.B.H.F., and Cindy Beedie

Peter Brown, C.B.H.F., Co-Presenting Sponsor, Peter & Joanne Brown Foundation

Larry Tanenbaum, C.B.H.F., Judy Tanenbaum and children

Members of Selection Committee/ Companions of CBHF and JA Leadership

Keira Spitzer, JA Student Speaker

Jacynthe Côté, C.B.H.F., Denis Dion and children

Goodmans LLP, Co-Presenting Sponsor,

Pierre Lessonde, C.B.H.F.,

Celebrating business leaders
who are made for Canada

Canadian Business Hall of Fame inductees' values and commitment to community inspire the next generation of entrepreneurs

**THE
GLOBE
AND
MAIL** 



Four headshots of speakers are displayed in a row. From left to right: Ryan Beattie, a man with dark hair and a beard; Jacynthe Côté, a woman with blonde hair and glasses; Pierre Lussipede, a man with grey hair; and Larry Tannenbaum, an older man with white hair. Each headshot is positioned above a red rectangular nameplate containing the speaker's name in white text.

Ryan Beattie

Jacynthe Côté

Pierre Lussipede

Larry Tannenbaum

The screenshot shows the Cision website's 'News' section. The main headline is 'Prominent Canadian companies join as lead sponsors of Canadian Business Hall of Fame'. The Cision logo is visible in the top left and bottom right corners of the image.

Goodmans LLP and the Peter
and Joanne Brown Foundation
join as presenting sponsors of
the Canadian Business Hall of
Fame Celebration (CBHF)

The Canadian Business Hall of Fame welcomes over 700 Guests for the 46th Induction Ceremony & Celebration in support of JA Canada

The Canadian Board of Directors of *Environ* (ENR) has selected the following six individuals as distinguished leaders in the field of environmental protection. The award takes place yearly in Toronto, with present awards going to individuals from the United States, Canada, Europe and elsewhere. The award is named after the late Sir Robert McNamara, who served as U.S. Secretary of Defense and President of the World Bank. The award is presented to individuals who have made significant contributions to the field of environmental protection and who have been recognized by their peers.

The 2005 recipients are: **Ryan Beaulieu**, President of the International Association of Petroleum Engineers (IAPE), who has been instrumental in the development of the IAPE's environmental policy and has been a leading voice in the industry's efforts to improve its environmental performance; **John B. Boudreau**, President of the International Association of Petroleum Engineers (IAPE), who has been instrumental in the development of the IAPE's environmental policy and has been a leading voice in the industry's efforts to improve its environmental performance; **John B. Boudreau**, President of the International Association of Petroleum Engineers (IAPE), who has been instrumental in the development of the IAPE's environmental policy and has been a leading voice in the industry's efforts to improve its environmental performance; **John B. Boudreau**, President of the International Association of Petroleum Engineers (IAPE), who has been instrumental in the development of the IAPE's environmental policy and has been a leading voice in the industry's efforts to improve its environmental performance; **John B. Boudreau**, President of the International Association of Petroleum Engineers (IAPE), who has been instrumental in the development of the IAPE's environmental policy and has been a leading voice in the industry's efforts to improve its environmental performance; **John B. Boudreau**, President of the International Association of Petroleum Engineers (IAPE), who has been instrumental in the development of the IAPE's environmental policy and has been a leading voice in the industry's efforts to improve its environmental performance.

LEADERSHIP AWARDS

The following individuals were named as distinguished leaders in the field of environmental protection:

- Ryan Beaulieu**, President of the International Association of Petroleum Engineers (IAPE), who has been instrumental in the development of the IAPE's environmental policy and has been a leading voice in the industry's efforts to improve its environmental performance.
- John B. Boudreau**, President of the International Association of Petroleum Engineers (IAPE), who has been instrumental in the development of the IAPE's environmental policy and has been a leading voice in the industry's efforts to improve its environmental performance.
- John B. Boudreau**, President of the International Association of Petroleum Engineers (IAPE), who has been instrumental in the development of the IAPE's environmental policy and has been a leading voice in the industry's efforts to improve its environmental performance.
- John B. Boudreau**, President of the International Association of Petroleum Engineers (IAPE), who has been instrumental in the development of the IAPE's environmental policy and has been a leading voice in the industry's efforts to improve its environmental performance.
- John B. Boudreau**, President of the International Association of Petroleum Engineers (IAPE), who has been instrumental in the development of the IAPE's environmental policy and has been a leading voice in the industry's efforts to improve its environmental performance.
- John B. Boudreau**, President of the International Association of Petroleum Engineers (IAPE), who has been instrumental in the development of the IAPE's environmental policy and has been a leading voice in the industry's efforts to improve its environmental performance.

the program, you get to meet students, share ideas and connect.

Linda Day, an ASJ student in B.C., has also found the experience of ASJ to be a great learning opportunity. "I've been able to gather like-minded individuals to have a cooperative relationship with me."

Like this year's honorees – who demonstrate that business success and social responsibility go hand in hand – ASJ students are encouraged to use their business acumen to create positive change in their communities. Program Honorees emphasize environmental resilience and sustainability, social justice, and the importance of addressing real societal challenges. Through the program, students are able to connect with other students from the country and take ownership through entrepreneurship. Honorees are also able to share their ideas with the business sector close to their hearts, as shown by the following examples.

Decadence, a business created by six Southern Ontario students, is a social enterprise that uses playing cards promoting sustainability, culture and well-being – and is a great example of how business can be used to create positive change.

"Mental health and building connections across our different backgrounds and cultures is a huge part of who we are as a group, so we incorporated that aspect into our product," says Cayla, a member of the Decadence team. "Our challenge is to create a social enterprise that can help people and how prevalent they are across Canada."

STUDENT VIEWS

Kristina, a student in Ontario in Chapter 4, a business model for ASJ students in Manitoba. The team produced and sold a line of Canadian-themed clothing, including embroidered hoodies and leather accessories.

The company's goal was to connect customers with the history of Canadian culture while also helping to

protect the planet by using recycled material. A portion of the proceeds was donated to an environmental charity. The project was directed to an environmental company, Chiper, team leader Sandra Patozin says. "I'm now understanding the amount of work that is behind a business, and how much it takes to make a product. It's important to happen between leaders to effectively and efficiently produce a good quality product."

Lisa Morgado, also a member of the Chiper team, emphasized another key business lesson. "Good businesses are important to reinstate community."

These students may one day stand on the Canadian business threshold to their own companies and start their own business. Like the distinguished BCBF leaders, these aspiring entrepreneurs share the values of industry that are made for Canada.

The 2025 Canadian Business Awards of Fame Induction Ceremony and Celebration will be held Friday, May 22, in Toronto, and will be available on YouTube. For more information, visit www.cbmf.ca/induct.

Sponsorship Thank You



The CANADIAN
Business Hall of Fame

Presenting

Goodmans^{LLP}

**PETER & JOANNE
BROWN
FOUNDATION**

Achievers

Beedie/

Franco Nevada
The GOLD Investment that WORKS

KILMER GROUP

**NATIONAL
BANK**
FINANCIAL MARKETS

RioTinto

Scotiabank.

Advocates

BARCLAYS

FAIRFAX
FINANCIAL HOLDINGS LIMITED

MLSE

Mentors

cg/ Canaccord
Genuity

CGI

CIBC

**Coca-Cola
Canada
Bottling
Limited**
Canada's local bottler

Deloitte.

OMERS

**PIERRE
LASSONDE
FAMILY
FOUNDATION**

**POWER
CORPORATION
OF CANADA**

RIO + CAN
REAL VISION. SOLID GROUND.

Role Models

Agnico Eagle • Air Canada • Avande • Cogeco The Fund • Colliers • EY • Irving Oil • KPMG
Lafarge Canada • Maple Leaf Foods • Porter Airlines Inc. • PwC • Southdown Builders Limited • TD
Teck • TMX Group • TorQuest Partners • University of Toronto • University of Utah

Reception Sponsor



Legacy Video Sponsor



Media Sponsor



Selection Partner

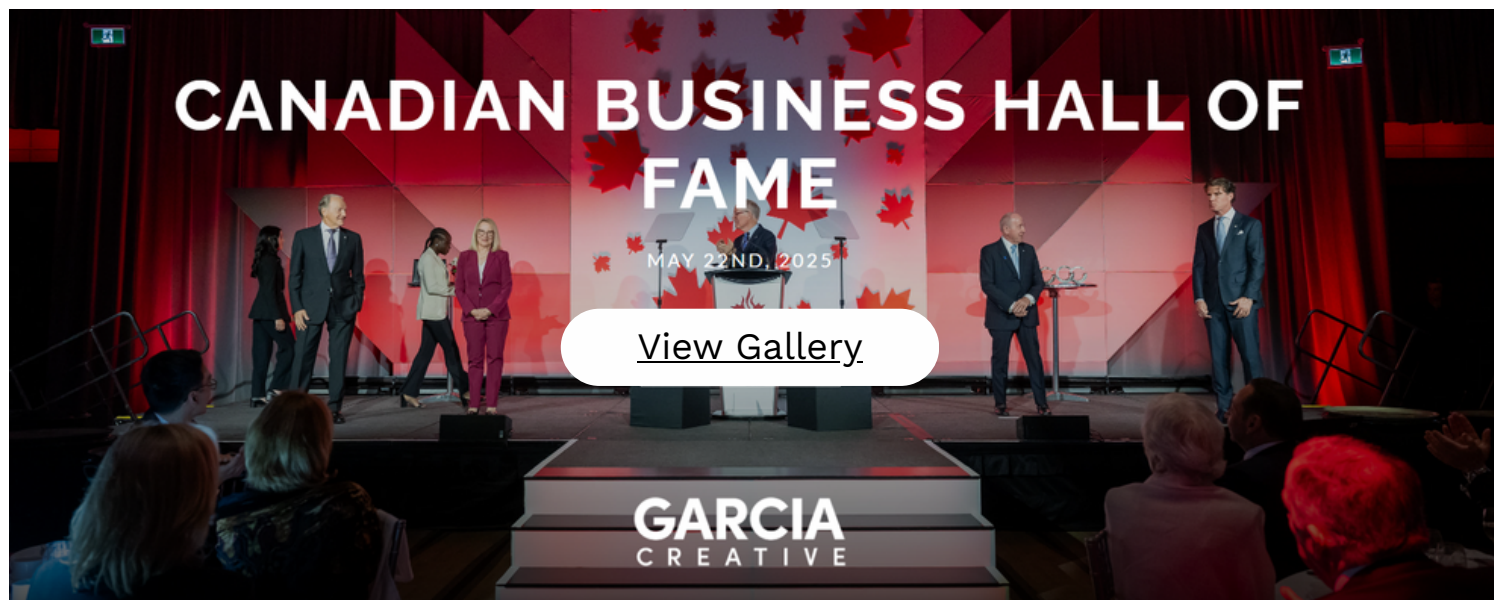


Brand Recognition

- ☒ Featured in Globe & Mail
 - Meet this year's Inductees to the Canadian Business Hall of Fame
 - Celebrating business leaders who are made for Canada
- ☒ Press Releases
 - Corporate Canada shows unprecedented support for the Canadian Business Hall of Fame
 - Goodmans LLP and the Peter and Joanne Brown Foundation join as presenting sponsors of CBHF

- ☒ Social Media Posts
- ☒ Brand recognition on event signage, presentation, celebration video
- ☒ Brand recognition on www.cbhf.ca
- ☒ Mention by emcee and Board Chair
- ☒ Listing in annual report 2025 (effective December 2025)

Legacy Videos and Photos



The **Canadian Business Hall of Fame** Celebration is the signature national fundraising event of



Member of/Membre de
JA Worldwide

JA Canada prepares students for future success by providing learning experiences that focus on one or more of its key pillars (focus areas):



Financial Health



Entrepreneurship



Work Readiness



Facilitated
Programs



Self-Directed
Online Programs



Student Events

 **Donate or Get Involved**
<https://jacanada.org>



Experiential Learning Delivered by Volunteers

"As part of our commitment to JA, our team members volunteer their time to deliver financial education workshops across the country to help make the ambitions of these students a reality.

- **Jeffrey Nold, CIBC Foundation**, Director of Employee Engagement and Partnerships



Investing in Youth Success

"Reshaped my leadership philosophy. I learned that being a leader is not about standing in the spotlight, but being the metronome that keeps the team in sync. Leadership is about knowing how to harmonize the strengths of your team to move toward a shared goal!"

-**Chris Tao** , 2025 Recipient, JA South Western Ontario

SAVE THE DATE

Thursday, May 28, 2026
Metro Toronto Convention Centre



***Watch the Full 2025
Event Video Here:***



*Contact us for Early
Bird Sponsorship
Opportunities at
info@cbhf.ca*

