



Canadian Business History Association (CBHA)/ Association Canadienne Pour L'histoire des affaires (ACHA)

2023 Progress Report





The CBHA is the organization for Canadian business historians and professionals looking to build connections with the past, and for the future.

The CBHA/ACHA's objectives include:

To Preserve

- Improve the quality, quantity, and access to Canadian business history material and archives.
- To establish a central site, or have archival expertise available, for the study of Canadian business history.

To Present

- Make Canadian business history more accessible to the general public.
 - Support academic and scholarly research and publication on Canadian business history both domestically and internationally.

To Engage

- Business community members in discussion of particular issues affecting their city or community.
- Encourage the study of business history in academic institutions in Canada.
- Accelerate the presentation and dissemination of relevant corporate histories, industry histories, and business leadership biographies.





Board of Directors:

Updates: The CBHA board underwent significant change during 2023 – with the organization graciously thanking Mark Bonham, a founding Board Member, and Jason Russell for all of their contributions and welcoming Sanjeev Sharma, Ryan Manucha and Elsbeth Heaman to the board. In addition – those monitoring progress carefully will note new responsibilities/titles. Expect to see more change in 2024 as responsibilities become more defined and the board operationalizes its vision & mission.

Executive:

- **Dimitry Anastakis** - Chair of the Board
- **Joe Martin** – President
- **Sanjeev K Sharma** – Treasurer
- **Ryan Manucha** - Secretary

Directors:

- **Donica Belisle**
- **Tabitha Fritz** – Co-lead of Business Development Portfolio
- **Jeremy Mosher** – Lead of Communications Portfolio
- **Don Nerbas**
- **J. Andrew Ross** – Leading Archivist Engagement
- **Stephen Salmon**
- **Mona Zhang** - Co-lead of Business Development Portfolio





Volunteers

- As the CBHA prioritizes growth – we would like to recognize and welcome the new volunteers who are supporting our community.
- For 2023 – we welcome Matthew Kampe, Eli Rodney and Buddy Wiseman-Barker to the communications portfolio as communications coordinators.
- Going forward – if you would like to get involved with the CBHA please email:
 - cbha-acha@gmail.com.





President's Update

As the great English historian Arnold Joseph Toynbee examined civilizations' cyclical rise and fall he developed a Challenge And Response Theory. Toynbee looked at the emergence and fall of civilizations and concluded that they prospered by meeting problems head-on with the help of innovative minorities led by exceptional leaders, like our lead donor – Red Wilson and our Board of Directors.

This past year we did not have the challenge of raising \$1 million which the Wilson Foundation would match. This year our challenges were to deal with Change on our Board, Change of our Corporate status, Change in the management of our donor advised funds and Changes in our operations.

By May of last year, we had made good progress in discussing a new Structure to execute our new Strategy. We had done this with a very experienced Management Consultant [pro bono]. We had come to a better understanding of the role of the Chair – Governance and the President – Operations.

A highlight of the year was our CBH Talks series. There were five talks in all.

2023 CBH Talks

- A Look Backwards at Canada's Forest Product Industry; *Featuring Guests Michael Stamm, Martin Fairbank, and Mike Reid; Moderated by Jeremy Mosher.*
- Debt and Federalism: Landmark Cases in Canadian Bankruptcy and Insolvency Law, 1894-1937; *Featuring Guests Virginia Torrie and Thomas Telfer.*
- Leading in the Long Run – Do CEOs Matter?, *Featuring Guests Michael Aldous; Moderated by Richard Powers.*
- Living Business History – Inside the FTA, NAFTA, Deficit Fights & Other Battles; *Featuring Guests Thomas D'Aquino; Moderated by Howard Green.*
- Canadian Technology – Building on the Past to Secure a Future Rooted in Innovation; *Featuring Guests Eva Lau; Moderated by Richard Tse.*

Based on the above I am looking forward to a successful year in filling the 'lacunae' of Canadian history - BUSINESS. A key initiative will be "Making History Live:" A business community outreach initiative designed to connect business practitioners across Canada, providing opportunities for networking and sharing the benefits of business history knowledge.





Chair's Update

With a clear mandate to preserve, present and engage business history in Canada, 2024 promises to a transformative year for our over 200-member strong Association. Along with our outreach activities and projects, the CBHA's Board and its volunteers are undertaking an internal organizational renewal, launching a revamped website, and working with a new partner administering our Endowment, which has grown to \$3.4 million. Initiatives include:

- The launch of the Waugh Family Foundation Annual Prize, which will rotate between a Book Prize, a Career Recognition Award, and a Public Engagement Prize. As our flagship prize, this \$10,000 award recognizes the in best business history in Canada.
- The launch of the LR Wilson Undergraduate Essay Prize in Business history, a national competition with a \$1,000 award.
- The 2024 CBHA/ACHA Conference, in Banff, AL, "Climate and Business/The Business Climate"
- Ongoing work, including the CBHA Talks, a November 2023 Recognition Event, *The Prospectus Newsletter*, and other outreach.

In 2024, 2025, and beyond, the CBHA/ACHA has a number of exciting initiatives and projects that will all be part of our mandate or preserving, presenting and engaging with business history, and building our community of academics, archivists, business leaders, and students:

- *The Financial Post Cards Digitization Project*: The CBHA/ACHA, in collaboration with the University of Toronto, is embarking on a project to digitize 330,000 "yellow" corporate information cards from the 1920s to the 1990s. These cards, summations of each company on the TSX, will prove invaluable to researchers, students, and anyone interested in Canada's business and corporate history.
- *2026 Third World Congress of Business History*: Hosted by the CBHA/ACHA and the Rotman School of Management, this major event will bring together business historian from around the world.





Treasury Portfolio Update

- The focus continues to be implementing processes and procedures that align with the scale of the CBHA endowment.
- Like prior years, the below statement is unaudited and not reviewed. However, this year for the first time, the board provided its consent in appointing Mudhar CPA Professional Corporation as an accountant to complete a review engagement for our financials.

| CBHA Treasury Report | Total Assets | |
|-------------------------------|---------------------|---------------------|
| | Fiscal 2022 | Fiscal 2023 |
| Cash | \$ 3,457 | \$ 20,142 |
| Account Receivables | \$ 223 | - |
| Prepaid Expenses | \$ 3,340 | - |
| Wilson Foundation | \$ 2,000,000 | \$ 1,980,498 |
| CBHA Awards Fund | \$ 640,436 | \$ 706,752 |
| Joe Martin Project Foundation | - | \$ 496,249 |
| Total Assets | \$ 2,647,456 | \$ 3,203,642 |

| CBHA Treasury Report | Profit & (Loss) Statement | |
|----------------------------|---------------------------|-------------------|
| | Fiscal 2022 | Fiscal 2023 |
| Revenue | \$ 24,377 | \$ 22,889 |
| Expenses | \$ 27,176 | \$ 30,947 |
| Surplus / (Deficit) | (\$ 2,799) | (\$ 8,058) |

- Notes: Deficit primarily due to: 1. Decrease in membership renewals and corporate membership. 2. Increased spending on modernization projects (ie. new website launch).





Communications Portfolio Update:

- During 2023 the communications portfolio has seen significant innovation and upgrades. First – a communications portfolio was officially created in mid-2023 – allowing for more a more thoughtful and sophisticated approach to communications, sales and marketing. In conjunction with this launch, the CBHA brought on three new volunteers (Matthew Kampe, Eli Rodney, and Buddy Wiseman-Barker).
- Once fully staffed – the communications team launched a redesigned and data enabled CBHA Newsletter (launched in November 2023). This redesigned newsletter will not only offer a cleaner format/presentation which will be more inclusive for our subscribers, but it also will provide data which can be analyzed and allow us to improve our content and grow membership.
- In parallel to the newsletter – the website has also been undergoing a rebuild that aims to improve readability and navigation, attract more prospective members and become the backbone of our communications strategy. Phase 1 of the website has been launched with phase 2 to be completed by the end of Q1-2024.
- Looking forward to 2024 – the communications team is keen to deploy its strategy to utilize the upgraded infrastructure to meaningfully grow awareness, newsletter subscribers and membership and we look forward to reporting to the board and stakeholders on progress.





Events Portfolio Update

- We had one major event this past year in the Spring.
- We recognized L. R. ‘Red’ Wilson as the CBHA’s first honorary patron. At the same time, we announced that starting in 2023 the CBHA will be launching the Wilson Foundation Undergraduate Essay Prize in Business History. This annual, national contest, open to undergraduate essays in either official language, will recognize the best work on business history in Canada and will be accompanied by the most generous prize of any undergraduate competition in Canada.
- In the Fall of 2024, we will be recognizing for the 1st time the winner of **the Rick Waugh Family Foundation Award**.
- Finally – we hosted 10 virtual presentations featuring a variety of experts on focused on a range of topics. To see recordings of these sessions please see our YouTube channel where all recordings are hosted.





Events Portfolio Update

- Member **Howard Green** has begun work on an important new business history book.
- **The Truth & Reconciliation Committee** of a major financial institution approached us, and Member Brian Gettler has been engaged by them to help guide their process.
- We are now working with another **major Canadian financial institution** on their history. We have submitted six names as potential authors.
- We have been in contact with **Canada's History Society**, publisher of Canada's History, formerly The Beaver, regarding having our members contribute articles on business history.
- We have also cooperated with the newly formed Canadian Institute for Historical Education [CIHE].



Awards' Portfolio Update



CBHA Awards presented for 2022, and 2023 include:

- 2021 Best Book in Canadian Business History – **Andrea Benoit** for *Viva M.A.C., Fashion and Philanthropic Practices of M.A.C. Cosmetics* (UTP, 2019)
- 2023 Best Book in Canadian Business History – **Daniel Robinson** for *Cigarette Nation: Business, Health, and Canadian Smokers, 1930-1975* (MQUP, 2021)
- 2021 Best Article in Canadian Business History – **Sarah Elvins** for ‘Lady Smugglers and Lynx-Eyed Custom Agents’ in *CHR*, Dec. 2020 AND **Janis Thiessen** for ‘The Narrative Turn, Corporate Storytelling and Oral History’ in *Enterprise & Society*, Mar. 2019
- 2022 Best Article in Canadian Business History – **Michel Dahan** for “‘Tout le monde voyage’: l’agence Hone & Rivet et les débuts de l’industrie touristique au Canada (1894–1939)” in *CHR*, Sept. 2021
- 2023 Best Article in Canadian Business History- **Matthew Bellamy** for “Business Against Drunk Driving: The Neoliberal State, Labatt Brewery, and the Creation of the ‘Responsible Drinker’” in *Enterprise & Society*, Jan. 2022
- 2022 Inaugural Desautels Research Fellowship – **Jean-Philip Mathieu**, McGill University
- 2022/3 Chris Kobrak Research Fellowship in Canadian Business History – **Nicholas Fast**, University of Toronto





Donation's Update

Following a very active 2022/2023 fundraising campaign activity moderated – with the core accomplishment being the commitment of \$500,000 from the Wilson Fdtn. Mr. Wilson asked that others match his bequest, but the Wilson Fdtn grant was not conditional on others matching.

- Going forward the revised Web Site will aid with individual member engagement and donation facilitation.





Sponsorship Portfolio Update

- The CBHA/ACHA would like to recognize the following individuals who have made significant contributions to the Association, providing generous and sustaining contributions that allow the CBHA/ACHA to undertake its activities.
- MR. LR WILSON AND THE WILSON FOUNDATION
- MR RICK WAUGH AND THE WAUGH FAMILY FOUNDATION
- MR. JOHN CLEGHORN
- MS. LOUISE LEATHERDALE OF MINNEAPOLIS, MINNESOTA
- MR. JOHN BRAGG OF OXFORD, NOVA SCOTIA
- AND ONE ANONYMOUS DONOR IN PARTICULAR

- The CBHA/ACHA would also like to recognize our Corporate Sponsors, including:



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Book Review Portfolio Update:

- With the CBHA newsletter restarted in the spring of 2023 – that allowed our organization to also restart the publication of book reviews.
- In addition to the newsletter restart – we have also launched a new website that hosts all historic reviews.
- Finally – and most importantly – we extend special thanks and best wishes to retiring Stephen Salman and welcome Elsbeth Heaman as the new leader of the book reviews portfolio. Welcome Elsbeth!

Book Reviews, CBHA, 2022-2023

- January 2023 Michael Stamm review of Kathryn S Olmsted, *The Newspaper Axis: Six Newspaper Barons Who Enabled Hitler, 2022*.
- February 2023: Nicolas Fast, Review of Daniel J. Robinson, *Cigarette Nation: Business, Health, and Canadian Smokers, 1930-1975*.
- March 2023, Mark Bonham, review of Barrie A. Wigmore, *The Financial Crisis of 2008: A History of US Financial Markets, 2000-2012*.
- April 2023, Éric Pecile, review of Laurence B. Mussio, *Whom Fortune Favours: The Bank of Montreal and the Rise of North American Finance, Vol. One: A Dominion of Capital, 1817-1945, Vol. Two: Territories of Transformation, 1946-2017*.
- April 2023, Matthew J. Bellamy, review of Ranald C. Michie, *Banks, Exchanges, and Regulators: Global Financial Markets from the 1970s*.
- May 2023, Jean-Philip Mathieu, review of Mark Kuhlberg, *Killing Bugs for Business and Beauty: Canada's Aerial War Against Forest Pests, 1913-1930*.
- June 2023, Jessica Hanser review of Susan E. Schoop, *Sino-French Trade at Canton, 1698-1842*.
- July 2023, Tim Kennish review of Mark Bourrie, *Big Men Fear Me: The Fast Life and Quick Death of Canada's Most Powerful Media Mogul*.
- During August, and September 2023, reviews were paused as Prospectus was paused/transferred.

