



NEWSLETTER

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Pierre Arbour 1935-2018

About the Arbour Foundation

Created in 2005
Since 2006 we have granted
more than 480 scholarships
for over 5 million \$
We have granted
in 2022: \$ 573,000
in 2021: \$487,500
in 2020: \$523,000
in 2019: \$556,500

Management

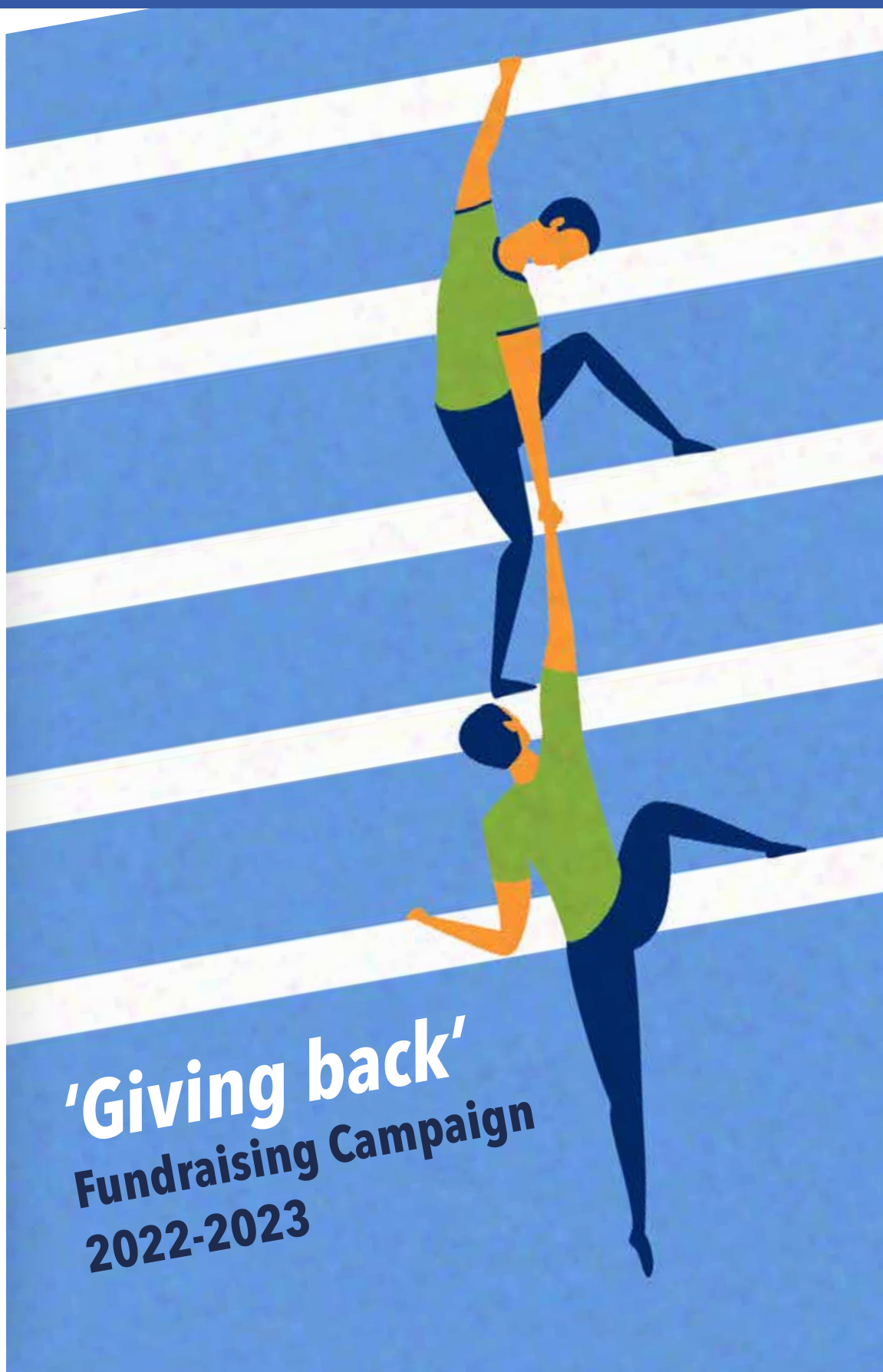
Philippe Arbour
Chairman of the Board
Marine Hadengue
Chief Executive Officer
Josée Goulet
Partnership Administrator
Joëlle Dorais
Executive Assistant

Board of Directors

Philippe Arbour
Michel Brunet
Diane de Champlain
Marine Hadengue
André Laurin
André Monette

Editor-in-chief

Morgane Gabet

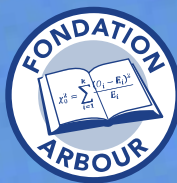


'Giving back'
Fundraising Campaign
2022-2023



'Giving, back'

Fundraising Campaign 2022-2023



The Arbour Foundation is proud to announce the launch of its second fundraising campaign among its alumni and friends of the Foundation, under the same theme of Giving back!

The first campaign, which goal was \$15,000, allowed us to raise over \$25,115. We would like to thank all those who generously contributed to reach this goal. Thanks to you, two brilliant students, Félix Caron and Pascale Saint-Denis, were able to receive **the Arbour Foundation Recognition Scholarship** this year to help them complete their studies. They were our October monthly profiles published recently.

Our second campaign will make it possible to offer, starting in 2023, more scholarships to students in the fields of engineering, computer science and business administration who, in the course of the selection interviews, won over the jury for all their qualities, but more particularly for their exceptional social involvement.

The late founder Pierre Arbour would undoubtedly be honoured to see his work continue thanks to all those to whom he has given his financial and moral support over the years.

All donations collected will be applied to the Arbour Foundation Recognition Scholarship.

A huge thank you to all of you. We will be calling on you soon, so stay tuned!



Félix Caron (left) & Pascale Saint-Denis (right).

Welcome Josée Goulet



It is with great pleasure and enthusiasm that we introduce you to a new resource at the Arbour Foundation, Ms. Josée Goulet.

Ms. Goulet has a very impressive and inspiring track record. She graduated from Polytechnique Montreal in electrical engineering and is completing an MBA at McGill. She also holds numerous executive degrees, including one from the Institute of Corporate Directors at McGill University.

After completing her studies, she held various positions at Bell. After a few years, Bell recognized her leadership and innovative spirit and entrusted her with the position of President of Bell Quebec, Bell Actimedia and Bell Distribution.

Recognizing her exceptional talent, many national and international boards of directors called upon her expertise. She was, among others, a member of the Board of Alimentation Couche-Tard, Groupe SM International, COGECO cable, etc. She currently sits as Chair of the Board of Directors of Inno-Centre.

In 2013, Josée Goulet founded her own marketing and management consulting firm, JGoulet Consultant, where she coaches and assists high-potential executives. She is still active in that role today.

Josée, whose philanthropic values have always been part of her DNA, accepted the position of President and Chief Executive Officer of Juvenile Diabetes Research in 2008. Since then, she has never stopped volunteering for numerous charitable organizations. For more than 10 years, she has been vice-president of the Fondation et alumni de Polytechnique Montréal and vice-president of the Women's Y Foundation. She has also served on the CHU Sainte-Justine Foundation and the Quebec Federation of Alzheimer Societies.

Her role within the Arbour Foundation will consist of supporting our actions with our current business partners, developing other partnerships with the goal of offering internship opportunities to our scholarship recipients and eventually employment in these companies. As an experienced manager, Josée is an undeniable asset for the Arbour Foundation. We will not hesitate to call upon her many skills to support us in our mission.

On behalf of all of us, we wish her the warmest of welcomes and look forward to working together for the economic development of Quebec, thanks to the talent and genius of our scholars and the precious legacy of our founder, Mr. Pierre Arbour.

Interview Elisabeth Viau

Morgane (M): Hello Elisabeth! As an scholar recipient, can you tell us about your journey - from your childhood in the countryside to your university exchange in Europe?

Elisabeth (E): I spent most of my childhood in St-André d'Argenteuil, as we were raising deers in a small farm. My family did not attend university, but we have always had a sense of entrepreneurship. In addition to the farm, my father started his own brand management company to support companies whose values he holds dear, often health food companies. He now has a pretty good portfolio, with some great brands, like Vega. I think it might have given me that entrepreneurial spark, which my father always encouraged me to have. Since I was little, I always had small projects... I would start mini businesses, then go out and sell my items or services on the street at a very young age. I went to a local high school, and then went to Montreal for CEGEP and university. I was one of the few in the area who went to Montreal to pursue my studies. I started in marketing and finance because I wanted to discover the disciplines associated to entrepreneurship. I liked marketing because there was a little bit of an artistic side to it, but I did very well in the more analytical courses, such as finance, math, statistics, etc. I got involved in a number of other programs that I was interested in. I was very active in several committees at school, such as the HEC National Bank Fund and the HEC Business Relations Society (SRAS), where I became Vice President of Marketing.



At that time, I started to develop contacts with Boursify, precisely within the framework of the association. Boursify is a Montreal-based fintech that specializes in stock market simulation. That year, I think we broke records in terms of registrations through the partnership between the start-up and our association. At the same time, I wanted to go for my master's degree, but also stay involved in some way with Boursify. However, my financial obligations were quite important : the school fees, the apartment, the car to go back home...

M: I guess that's when the Arbour Foundation started to support you?

E: Indeed, I was really lucky to be selected for an Arbour Foundation scholarship because it allowed me to continue to be involved, even as a Master's student. Thanks to the Arbour Foundation, I was able to combine my associative involvement with my studies. Moreover, following my experience with Boursify, they offered me a position as an analyst to develop the commercial potential of their stock market simulation platform. Concretely, in the Boursify business model, trainees ("boursicoteurs") are invited to virtually invest a theoretical amount of one million dollars in a dozen fictitious companies that are classified by their sector of activity and their business model. It requires a software, namely a stock market simulation platform. During my internship, I was asked to expand the market to other universities or colleges for example. As part of my master's thesis, I am working with them to develop a personalized feedback tool based on the analysis of the users' behavior on the platform in real time. This tool will eventually complement the experience of the "players" by providing investment advice, for example to encourage them to increase the level of diversification of their portfolio.

M: That's really impressive Elisabeth! After all this experience, do you want to go into finance?

E: In fact, for my master's degree, I wanted something even more concrete at the decision-making level, at the statistical level and at the decision analysis level. So my degree was in business intelligence - it's really about data analysis. We take the big data from companies to create models and algorithms that allow companies to make decisions based on statistical analyses. I was really happy to undertake this

master's degree. I learned a lot of things. Now I am doing my master's with a double degree with ESCP in Paris and in Barcelona. In Paris, I live in the Cité Internationale Universitaire, in the House of Canadians Abroad. It is truly one of the best experiences of my life. There are Canadians, but also people of other nationalities. We cook together, discuss, share our respective cultures. It is very enriching. There are also organized trips to discover France, next week we are going to visit the Champagne-Ardenne region. I really recommend this experience.

M: In a more concrete way, how would you say that the Arbour Foundation has been able to support you?

E: I love the mentoring experience with Diane de Champlain: we met the first year, every month, and after our talks, every time I came out of there, I was like all awake. She offered me solutions, put me in touch with this or that person and gave me more self-confidence, which is what pushed me to apply for the master's degree in Paris. Another thing that stands out is the networking events organized by the Arbour Foundation which I find really, really incredible. It led to so many opportunities: like meeting an expert in the field of circular economy who is currently building a farm in Abu Dhabi and being approached by a farm applying sustainable technology. The Arbour Foundation has definitely opened doors for me!

M: And in the future, how do you envision yourself?

E: Recently, I had another valuable experience doing Défi48, a 48-hour entrepreneurial challenge across Quebec with several teams in different cities that must create a business in 48 hours. Our team wanted something related to sustainable development so we created reusable bags using clothing,

like T-shirts for example. We made it to the finals! I think we stood out on all levels, especially for our values and our long-term strategy. It got pretty big: we were interviewed by La Presse! At the moment, since I am in France, it is a little more difficult to be involved in the project. But our team is still going strong. It definitely was a great experience. We won scholarships, the services of a lawyer, financial coaching, etc. It is super interesting! Personally, the circular economy is part of my future plans. I have always been very interested in that. If not reusable bags, then I will be involved in something else related to the circular economy. I have already started other small projects. As soon as I get back, that's what I want to do. I already have several job offers on the table. For example, via the internship I did this summer, the owner offered me to take over part of the company and become a shareholder. Also, my father would certainly like me to take over the company. To develop my own brand under the company is also something I am looking into. Maybe it would be to start a food company? I will be involved in the field of sustainable development. And to remain an entrepreneur, that's for sure.

E: I will also spend the next 6 months in Barcelona to complete my master's degree. The specialization is "family businesses and innovation". I would like to learn about family business takeovers. And of course, ESCP also offers a lot of job opportunities to work anywhere in the world. So who knows? Maybe it will be an internship in London, in Italy. I am keeping my options open. Eventually, I plan to come back to Quebec and start a family and a business.

M: Thank you Elisabeth for sharing this very inspiring journey! A final word: any advice for the Arbour scholars who are reading this?

E: I would say test everything, always. That's what pushed me to apply to all those associations and lead me to where I am today. For example, I, went on job interviews after graduation, just to practice. I would say go for it, and try not to limit yourself.

TRIASIMA

Annual donation

The Arbour Foundation extends its sincere gratitude to Triasima, a portfolio management company, for its very generous contribution to the «Give Back» fundraising campaign. Triasima's gift has and will have a major impact on helping deserving students who represent the future of our country.

NETWORKING EVENT

DECEMBER 1ST, 2022
FROM 5 P.M. TO 7:30 P.M

RESERVATIONS AT
<https://forms.gle/GXyfMi5wiLLr4fB6>

Guest speaker:
Mr. Claude Martel,
Founding Partner, Ascension

On December 1, 2022, the Arbour Foundation invites you to its networking event with Claude Martel, founding partner of Ascension, an executive search and business coaching firm. Mr. Martel will talk about 'How to prepare a winning interview'.

Claude has been a recruiter in Canadian and international markets since 1997. He has helped recruit executives for more than 400 companies and has evaluated over 7,000 candidates for Canadian SMEs, multinationals, crown corporations, international and governmental organizations, foundations, associations, non-profit organizations, colleges, CEGEPs and universities. His input has led to the hiring of executives in North America, Latin America, North Africa and the Middle East.



Conference: 5 p.m.

5:30 p.m. (30 minutes) followed by a 15-minute question period



Networking Cocktail: 6:15 p.m. to 7:30 p.m.

The conference will be followed by a question period and a networking cocktail. Bite-size appetizers and wine will be provided.



Location

CIRANO, 1130, rue Sherbrooke Ouest,
suite 1400, Montréal, Québec, H3A 2M8



RSVP

(limited space - reservations mandatory)

