Learning should never be limited to the classroom. In fact, it shouldn’t be limited by any walls, borders, or boundaries. At the DeGroote School of Business, we strongly believe in the power of experiential education to change students’ lives. Whether this involves coordinating an on-campus event, traveling to a case competition on the other side of the country or trekking through the Amazon Rainforest on a service-learning mission, we know our students are eager to put their knowledge to the test in a variety of settings.

In 2013, the DeGroote Experience Fund was established to help make these dreams a reality. Each year, the Fund supports dozens of undergraduate, MBA and other specialized Master’s students so they can take full advantage of these diverse skill-building educational opportunities.

The purpose of this report is to engage our stakeholders and highlight all of the great experiences DeGroote students have benefited from because of the Fund. Last year, we distributed nearly $100,000 to student applicants. With your support, our goal is to increase the Fund’s capacity to $200,000 over the next year. We want to continue to ease the financial burden for our students, so they can focus on what really matters – getting the most out of each and every educational experience.

Inside this report, you will learn more about the organizational structure of the Fund, the students who benefit from it, as well as the donors who generously support it. Many of these donors are DeGroote alumni. All of them want to ensure the next generation of students can have the most rewarding educational experiences possible. Our mission is to make that happen, whenever and wherever possible.

I’m proud to be the administrator of The DeGroote Experience Fund, supporting our students in developing their “leader within.” Help us create exceptional leaders.

Regards,

Jennifer McCleary
Director, Student Experience
The DeGroote Experience Fund is used to help DeGroote students learn through experience. Funding is available to DeGroote students or student teams for national and international competitions, conferences, leadership workshops, and a wide variety of events.

The Fund can be used for any of the following purposes:

- Major national and international conferences, competitions and events with a budget over $20,000, organized and hosted by DeGroote students. For example: MBA DeGroote Case Competition.

- National and international case competitions hosted by other schools or organizations in which teams of DeGroote students compete. First consideration goes to competitions with a long history of DeGroote participation. For example: John Molson MBA Case Competition or Manitoba International Marketing Case Competition.

- External competitions, conferences and extra-curricular activities that complement in-class learning, undertaken by teams or individual students. For example: MBA Games or JDCC.

The DeGroote Experience Committee — including the Associate Dean-Undergraduate Programs, MBA Director and the Director Student Experience — evaluates written requests as they come in, and provides funding where applicable.

Students Supported By the Fund 2015-2016

- BCom 107
- MBA 69
- MFin 4
DeGroote Experience Fund Supported Activities

From May 2015 to April 2016, the DeGroote Experience Fund supported the involvement of 180 students in 11 conferences, 18 case competitions and one international service trip. Here are some of the highlights:

**John Molson Sports Marketing Conference**

(Montréal, Québec, November 5-7, 2015)

The John Molson Sports Marketing Conference is the largest of its kind in Canada. It brings together students and industry experts from across North America to share their mutual passion — sports. As a student-run conference, this is an exciting opportunity for students to network and learn from leaders in the sports business, along with a wide range of executives from professional sports organization and social media. The DeGroote team placed first overall in the 2015 competition.

**Participants from DeGroote:**

- Mohammed Isahan Khan
- Zane Hussein
- Christian Rosati
- Matthew Smith

**Ethics in Action**

(Halifax, Nova Scotia, November 6-8, 2015)

Ethics in Action is an exciting new venture for Dalhousie University’s Rowe School of Business. Last year’s competition featured 10 undergraduate schools and 5 MBA schools from across North America, including DeGroote. Ethics in Action has four components: a case competition for undergraduate and graduate business students; a video/essay contest on ethical leadership; the presentation of the Scotiabank Ethical Leadership Award to a Canadian business leader; and a one-day public conference.

**Participants from DeGroote:**

- Kaushik Parameswaran
- Martin Routledge
- Stacy Drohomyrecky
- Lea Matulovic
“Our experience winning the John Molson Sports Marketing Conference case competition in Montréal will be one of the highlights of my time as an MBA student.”

Zane Hussein

The John Molson Sports Marketing Conference Conference provided me with an opportunity to apply the lessons I learned at DeGroote, both formal and informal, in an atypical and challenging environment.”

Matthew Smith
John Molson Sports Marketing Conference

My biggest takeaway from Ethics in Action was meeting and networking with universities and companies on the East Coast. Speaking with representatives from Scotiabank and Ernst & Young, I was able to learn more about their Halifax projects and focuses.”

Martin Routledge, Ethics in Action
MEtoWE
(Mondaña, Ecuador, February 13-21, 2016)

Toronto-based MEtoWE, a for-profit social enterprise, coordinates volunteer trips to a number of developing countries around the world, including: China, India, Kenya, Nicaragua and Ecuador.

The February 2016 excursion to Ecuador was the first-ever trip offered to McMaster students. A team of eight students from DeGroote helped build a new residence for doctors in the remote community of Mondaña, located on the Rio Napo in the Ecuadorian Amazon. The team also spent time learning from and socializing with community members and their children.

Participants from DeGroote:
- Anisha Rajkumar
- Hilary Demsey
- Michaela Verstraten
- Brenna Jolicoeur
- Jonathan Lang
- Parker McColl
- Scarlett Shao
- Sydney Wilson

“MEtoWE teaches lessons in sustainability, cultural awareness and open-mindedness. In a world that is increasingly global, business students must be open to cross-cultural experiences.”

Jonathan Lang
MEET THE DONORS

The DeGroote Experience Fund was established through the generosity of donors who saw the value in investing in our future leaders. These are the motivations from a few of the donors who support the Fund and enhance the student experience at DeGroote.

“Championing diversity in the workplace is extremely important to me. That’s why I contribute to the DeGroote Experience Fund. I want students at DeGroote from all walks of life to be able to access key resources and contacts outside the classroom. Sometimes, all it takes is a little support to help students make the next big leap in their lives and careers. We all have the power to make a difference.”

Mary Lou Maher, BCom ’83,
Business Unit Leader, GTA Audit and Chief Inclusion Officer, KPMG

“When I was a student, money was very tight. My father had just passed away. I had to take every odd job I could just to get by. I want to alleviate some of that financial stress for DeGroote students, so they can make the most of their time at university. There’s a significant upside to getting involved in activities outside the classroom.”

Mark Thompson, BCom ’83,
Chief Operating Officer & Chief Compliance Officer Foyston, Gordon & Payne Inc.

“You want to make sure the students at your alma mater are well positioned to enjoy success. I was able to make it in the Canadian corporate world, and I feel a responsibility to help others get there as well – especially DeGroote students who are trying to make connections outside the classroom, and may not have the resources to do so. I want to assist the next generation, however I can.”

Roger Brown, BCom ’10,
Relationship Manager, Commercial Real Estate Banking, Scotiabank
Interested in investing in the next generation of DeGroote leaders?

Mark John Stewart
Advancement Office
DeGroote School of Business
McMaster University
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