

Nova Scotia Business Hall of Fame welcomes new inductees

JA Nova Scotia proud to offer a closer look at worthy recipients

NOVA SCOTIA
BUSINESS
HALL OF FAME | 30TH
ANNIVERSARY



Congratulations to the 2024 Class of Laureates

PHOTO CREDIT: Portraits painted by James Middleton, Bridgewater, N.S.

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CONGRATULATIONS to the 30th Class of Laureates, who were recently inducted into the Nova Scotia Business Hall of Fame at a gala hosted by JA Nova Scotia at the Halifax Convention Centre.

The Laureates represent our province's most esteemed business visionaries and honours their lifetime achievements.

Earl E. Casey was born into a family with a legacy of entrepreneurship. Working alongside his father in their family business, founded in 1953 in Amherst, Nova Scotia, Earl gained first-hand experience of the hard work it takes to be successful – laying a foundation for his future success.

Recognizing the potential and strategic opportunities of ready-mix concrete in construction, Earl led the growth of the family business across the region. Earl understood that technology was going to play a significant role in advanced production and operational efficiency, which led to the early introduction of computerized administration and concrete batching systems, ensuring the company's competitiveness in the evolving market.

Earl's impact extends far beyond the boardroom; he has immersed himself in community endeavors, serving on

numerous boards, contributing to charitable organizations, and actively participating in service clubs. His leadership and commitment have earned him recognition from local Chambers of Commerce, and recently Earl became an Honorary Lifetime Member of the Construction Association of Nova Scotia.

Following seven years with the NS Department of the Attorney General, **Louis J. Maroun** first began his career in real estate in 1982, when he founded Sigma Real Estate Advisors/Sigma Capital Corporation.

Louis strongly believes that the business community has a responsibility to contribute meaningfully and with impact to the charitable sector. As such, he has participated on numerous non-profit boards including Casting for Recovery Canada, a charitable organization founded by his wife Kathryn, that works directly with women that have or have had breast cancer.

At Cape Breton University, Louis is Chair of the Shannon School of Business Advisory Board. He has helped raise funds for the Purdy Crawford Chair in Aboriginal Business Studies, and is spearheading the creation of a special collection at the CBU library focused on Middle Eastern Studies. Louis and Kathryn established an annual award, named the Kathryn Maroun Award in Honour of Mother Earth, at both CBU and Memorial University, offered to an Indigenous undergraduate or graduate student who has a passion for the environment.

In 1984, **Brian D. MacLeod** founded MacLeod Group Incorporated. It now owns one of the largest networks of nursing homes in Atlantic Canada. They own and operate 14 homes located in Nova Scotia, New Brunswick, and Prince Edward Island, employing more than 1,200 people and caring for 850 seniors.

Brian was an incredible community supporter and volunteered his time and expertise to support St. Martha's Regional Hospital Foundation, Antigonish Highland Society, and St. Francis Xavier University. During the 2012 St. F.X. Homecoming ceremony Brian was honoured with a "Friend of St. F.X." award for his dedication to St. F.X. University and the community. In 2023, Brian was awarded the Queen's Platinum Jubilee Medal for Nova Scotia, an award that recognizes individuals who significantly impact their community, reflect a strong community spirit, volunteerism and service to others.

Brian passed away on December 24, 2023, in St. Martha's Regional Hospital, Antigonish, at the age of 71.

Beverly Mascoll recognized a significant gap in the marketplace; the scarcity of beauty products catering specifically to Black women. In noticing this, Beverly took it upon herself to launch Mascoll Beauty Supply Ltd. in 1970, with only \$700 in start-up capital. With the passion to fill the void she had identified, Beverly embarked on her entrepreneurial journey, which changed the country's Black beauty industry.

Beverly's vision for education led her to

spearhead fundraising efforts to establish the first Black Canadian Studies program at Dalhousie University. In *Angel: A Celebration of the Life of Beverly Mascoll*, Beverly shares "I measure success in the flexibility of being able to help someone, being able to make a difference in someone else's life, that's really important to me."

Beverly passed away from breast cancer in 2001 however that year, Beverly was the first person to receive a posthumous Doctor of Humane Letters from Mount St. Vincent University.

You can view the full bios of our Laureates by visiting nsbusinesshalloffame.ca or nslaureates.ca.

Nominations are now open for the next class of laureates. If you know a Nova Scotian who has made outstanding contributions to a business, their profession or an entrepreneurial undertaking, download a nomination form from nslaureates.ca or nsbusinesshalloffame.ca.

Proceeds from the recent Gala support financial health, workplace readiness and entrepreneurial programs offered at no cost to youth throughout Nova Scotia.

You can learn more about the programs we offer to classes and individual youth by visiting janovascotia.ca.

JA's mission is to inspire, engage and prepare Nova Scotia's youth to succeed as our next generation of leaders and entrepreneurs. To sign up to volunteer please visit janovascotia.ca/volunteer.