February 4, 2013

MACEWAN UNIVERSITY HONOURS DALE WISHEWAN

As the 2013 Dr. Charles Allard Chair in Business

Edmonton—MacEwan University School of Business is pleased to announce Dale Wishewan of Booster Juice as the 2013 Dr. Charles Allard Chair in Business. This honorary teaching position is awarded annually to an outstanding member of the business community with demonstrated business acumen and corporate social responsibility.

“Dale is a great example of a businessman who cares about his community. His product alone speaks volumes – encouraging healthy lifestyle,” states Elsie Elford, Dean of MacEwan University School of Business. “He will be spending a good deal of time here on campus meeting with our students and sharing his experiences. It’s an honour to have him here.”

The purpose of the Allard Chair in Business award is to provide direct interaction between MacEwan University students and a businessperson they can emulate.

Dale Wishewan is the President & CEO of Booster Juice. He introduced Western Canadians to his smoothie recipes during a cold Canadian winter in 1999. Fourteen years later, Booster Juice has 300 locations worldwide, including the U.S., India, Brazil, Mexico and the Netherlands.

In addition to networking with MacEwan University business students, Dale will be honoured at a luncheon on March 6 at the Westin Edmonton Hotel.

For further information, please contact:
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