



Nova Scotia **Business Hall of Fame**

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Clarence and William Morrow to be Inducted posthumously into Junior Achievement Nova Scotia Business Hall of Fame

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HALIFAX—The Junior Achievement Nova Scotia Business Hall of Fame will announce today that Clarence (C.J.) and William (Bill) Morrow are posthumous members of its 2012 inductee class. Both C.J. and Bill made enormous contributions to the Nova Scotian business community through their work in the fishing industry.

C.J. was born in Annapolis Royal in 1895 and began his business career as an employee of the Royal Bank of Canada. He would eventually join the Lunenburg-based W.C. Smith & Company Ltd., a major salt fish company, where he earned a reputation for his understanding of finance and his goal-oriented work ethic. C.J. was instrumental in the establishment of Lunenburg Sea Products Limited, a fresh and frozen fish subsidiary of W.C. Smith & Company, and its flagship brand, High Liner.

Through acquisitions and sales, Lunenburg Sea Products eventually joined with several other companies to form National Sea Products. C.J. served as president of the company from 1953 to 1964. During the period, National Sea Products became the single largest processor of seafood in Canada and constructed the most modern processing plant of its time in Lunenburg.

Although C.J. is best known for the considerable business skill that led to the tremendous growth of National Sea Products during his time as president, he was also a man deeply invested in his Lunenburg community. He served a term as Town Councilor and was president of the Nova Scotia Fisheries Exhibition and the Lunenburg Board of Trade, to name a few.

Like his father C.J., Bill Morrow's achievements are equally notable. Bill is credited with leading National Sea Products through one of its most challenging periods and his vision is what led the company to its position as a market leader in the 21st century.

Bill spent most of his career with National Sea Products, being named president and CEO of the company in 1967. He held the position for more than 18 years before becoming Vice-Chair and then Chairman of its board of directors until his retirement in 1995.

Under Bill's leadership, National Sea Products underwent many changes. Bill invested heavily in marketing efforts to build the company's High Liner brand. Throughout the 1960s and 1970s, National Sea Products also grew through a number of acquisitions. Eventually, Bill took the bold step of consolidating the seven existing brands under National Sea Products to exist under the High Liner brand. During Bill's time with National Sea Products, sales grew from \$61 million in 1969 to more than \$500 million in 1986.

When Atlantic Canadian fisheries faced declining quotas in the early 1990s, the strong business skills that Bill developed while president and CEO helped the company survive a 95 per cent reduction in fish landings. The company has since emerged as a market leader and recently celebrated its 112th anniversary.

In recognition of their achievements, C.J. and Bill Morrow will be inducted during the 2012 Junior Achievement Nova Scotia Business Hall of Fame gala, which takes place on May 24 at the World Trade & Convention Centre, Halifax.

The Junior Achievement Nova Scotia Business Hall of Fame, presented by Colour is the province's premier business networking event as it recognizes the accomplishments of business leaders in Nova Scotia. Funds raised at the event support Junior Achievement educational programs, which focus on financial literacy, entrepreneurship and work readiness for students from Grade 6 to high school.

Since 1993, the Hall of Fame event has raised nearly \$2 million for Junior Achievement in Nova Scotia. Chairing the event this year is Frank Sobey, Chairman of Crombie REIT. This year's induction dinner is being held on Thursday, May 24 at the World Trade and Convention Centre in Halifax. To order tickets, please contact Lynn Coveyduck at (902) 454-4564 or lcoveyduck@janovascotia.org.

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For more information on Junior Achievement of Nova Scotia, please contact:

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