family business association ATLANTIC

2026 PETER WILSON DINNER

Family Business Atlantic

Welcomes the Tregunno Family from Halifax Seed Company

November 6, 2026
5:00pm - 9:00pm,
Westin Hotel Halifax

“The Peter Wilson Dinner has been a celebration of the success and contributions of family businesses for over 26 years. Our family and employees have benefited tremendously by learning from others and sharing our own family business experience. My father, Peter, would be very proud of the event’s legacy and the contribution that it makes to the development of family businesses in the region.”

DAVID WILSON, SON OF THE LATE PETER WILSON

ABOUT

FAMILY BUSINESS ASSOCIATION – ATLANTIC

Family Business Atlantic (FBA) is a not-for-profit organization with the mandate to promote the well-being, understanding and success of families in business. Family Business Atlantic offers opportunities to connect with peers and provides resources for their generational success and continued long-term economic prosperity. We do this through our Peer-to-Peer groups, workshops, seminars, networking events and educational tools. Through its membership and partners, the association provides forums for the meaningful exchange of ideas between individuals involved in family enterprise. We strive to build a network of acquaintanceship and information sharing between participants in family business throughout Atlantic Canada.

MEET OUR GUEST SPEAKERS

EMILY AND ALI TREGUNNO, HALIFAX SEED COMPANY

EMILY TREGUNNO

Co-Owner and Co-CEO

Emily Tregunno is Co CEO and Co Owner of Halifax Seed Company, Canada's oldest family owned seed company, established in 1866. As a fourth generation leader, she plays a key role in guiding the business through modern growth while honouring its deep community roots in Atlantic Canada. Emily is passionate about brand stewardship, sustainable leadership, and thoughtfully balancing legacy with innovation in a multi generational organization.

Emily holds a Bachelor of Science (Honours) in Psychology from Saint Mary's University, along with a Graphic Design Certificate from NSCAD University. She has been actively involved with the Family Business Association and holds Halifax Seed's seed import qualifications. Throughout her career, Emily has contributed across multiple areas of the business, including marketing and graphic design, garden seed production and programming, e commerce, and the professional turf division.

Outside of her day to day role, Emily is deeply engaged in supporting youth sport. She serves on the Wentworth Ski Race Club Board of Directors, supports box lacrosse teams both on and off the floor, and can often be found cheering her daughter on in a wide range of sporting events.

ALI TREGUNNO

Co-Owner and Co-CEO

Ali has been a part of her family business, Halifax Seed Company, since 2010. Beginning her career in sales, Ali has progressed through a wide range of leadership roles, including Branch Manager, Head of Retail Operations, Chief Sales Officer, and most recently, Co-CEO. Alongside her sister Emily, Ali represents the fourth generation of family leadership and became a shareholder in the company in 2016.

Ali holds a Bachelor of Recreation and Sport Management from the University of New Brunswick, with an Honours designation in Business. She is actively engaged in ongoing leadership development through the Wallace McCain Institute, having completed the ECHO program for family businesses, starting in 2014, and is currently participating in the Entrepreneurial Leadership Program, ELP 11TH, a peer-based program for entrepreneurs.

Beyond her professional commitments, Ali is actively involved in her community. She volunteers at Chris Saunders Elementary School, where she helps lead the Home and School Committee and serves on the Parent School Support Committee (PSSC). She is also involved in coaching her son's basketball team, reflecting her continued commitment to youth development and community engagement.

ABOUT

THE PETER WILSON DINNER

The late Peter Wilson, Wilson Fuel Company Ltd., was one of the principal founders of our association and is remembered and honoured annually at the Peter Wilson Dinner for all he gave toward the development of family business. This is a key fundraising event for our association, drawing together over 500 exclusive members of our business community. We have celebrated the accomplishment of many family business and have heard from many of our region's leaders:

YEAR	SPEAKER	COMPANY
1997	Scott McCain	McCain Foods
2001	John Risley	Clearwater
2002	Paul Sobey	Sobeys
2003	Wayne Gray	Vogue Optical
2004	Charles Keating	Altimax
2005	Derek and Giles Oland	Olands
2006	Scott McCain	McCain Foods
2007	Paul and Stephen O'Regan	O'Regans Automotive
2008	Gail Asper	Canwest Global Communications Corp
2009	Rob Steele	Newfoundland Capital
2010	John and Lee Bragg	Bragg Group of Family Businesses
2011	Louis and JP Deveau	Acadian Seaplants
2012	Rob Sobey	Sobeys

YEAR	SPEAKER	COMPANY
2013	Mickey and Colin MacDonald	Micco Group of Companies
2014	Andrew and Patrick Oland	Moosehead Breweries
2015	Jon Stanfield	Stanfields
2016	Ian and Leslie Wilson	Wilson Fuels
2017	Caroline Wood and David Bentley	allNovaScotia
2018	George Bishop and family	Scotia Investments
2019	Tim Moore	Premier Suites
2021	Dennis Campbell	Ambassatours
2022	Taleb Abidali & Hossein Mousavi	Cresco
2023	Kevin Murphy	Murphy Hospitality Group
2024	Bruce Casey	Casey Concrete Ltd.
2025	Mike Cassidy	Coach Atlantic / Maritime Bus

A SNAP SHOT OF

OUR SIGNATURE EVENT OVER THE YEARS

MAKE AN IMPACT ON FAMILY BUSINESS

Family Business Atlantic is committed to establishing a strategic plan that will help raise much needed funds for FBA - with a focus on building and expanding our community of business families within the Atlantic region. By becoming a sponsor, you'll be supporting our family business community and helping connect even more Atlantic Canadian business families together for success. Through our many programs and services, you'll be positioning your corporate brand as a leader and supporter of family business in our region.

CONNECT WITH US

Below you can review the many benefits of sponsorship you will receive by becoming an event sponsor. Family Business Atlantic recognizes budget cycles may not correspond with the timing of this event and would be pleased to discuss financial arrangements that best suit your company. We are looking to secure sponsors as soon as possible - allowing ample lead-time for promotion of the dinner and its supporters. Your consideration of this sponsorship opportunity is greatly appreciated –we look forward to discussing your involvement and support for family businesses in our region.

CONTACT

MICHELLE LAVIGNE
Executive Director

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REBEKAH STREETER
Chair, 2026 Peter Wilson Dinner

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PETER WILSON DINNER SPONSOR KIT

SUPPORT
FAMILY BUSINESS
TODAY

OUR MEMBERSHIP

400+

WE EMPLOY
THOUSANDS
THROUGHOUT THE
ATLANTIC REGION.

WE GENERATE
CLOSE TO
$10B
IN ANNUAL REVENUES

THE VOICE OF ALMOST
50,000
EMPLOYEES

SPONSORSHIP TIER

RECEPTION SPONSOR $3,500

WHAT YOU WILL GET AS A RECEPTION SPONSOR:

- Two seats at the Peter Wilson Dinner
- Premier signage placement and exclusivity within your industry in the Reception area with our Platinum Sponsor, TD - we will be showcasing some FBA members' products and services this year that will provide your company with a unique opportunity to interact with dinner guests and share information about your products and services
- Podium acknowledgment by MC at dinner opening
- Opportunity to meet and engage over 400 guests who attend the Dinner
- Name recognition through our social media channels
- One rotating banner ads on FBA website, including all year round – Leaderboard banner on our website for 12 months – NB: This banner could be shared (rotating) with other sponsors
- Right of first refusal for Reception Sponsorship at subsequent Peter Wilson Dinners
- Name & logo recognition on:
    - Peter Wilson Dinner web page on FBA website
    - FBA Newsletter, email marketing for the event
    - Marketing & promotional materials for the Peter Wilson Dinner
    - Entrance signage and Dinner Program for the Peter Wilson Dinner
    - PowerPoint presentation that plays throughout the dinner

OTHER POTENTIAL BENEFITS

Our Peter Wilson Dinner Committee is happy to explore ways we can leverage our partnership to help increase your company's profile - linking the many benefits your company can provide to our family business community.

TESTIMONIALS

WHAT OUR MEMBERS HAVE TO SAY

"The PWD is a first-class event and a great opportunity to showcase our family enterprise success stories. As a senior leader in a family enterprise, I always learn something and I am inspired by the commitment, the passion, and the unsung contribution our family businesses give to our communities."

DAVID OSBORNE, PREDICTIVE SUCCESS

"Our family business has been a proud member of FBA for over 10 years, and I can't imagine navigating our journey without the incredible support of this community. From my peer group to the inspiring individuals I've met along the way, FBA is so much more than just a networking organization. It's a place where you gain invaluable insights to help your family business thrive, all while building meaningful relationships and having a lot of fun in the process."

AMANÉE MOUSAVI, CRESCO/ROYAL LEPAGE

"Being asked to give the keynote at the 2021 FBA Annual Peter Wilson Dinner was something I consider to be a lifetime honour. I had a lot of fun preparing for and delivering that speech and the audience was really great and engaged."

DENNIS CAMPBELL, AMBASSATOURS

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