

## ATLANTIC SCHOOLS OF BUSINESS (ASB) ANNUAL AWARD FOR SERVICE TO ASB



The Executive Committee of the Atlantic Schools of Business is proud to announce that Milton ('Milt') Vachon has been awarded the Annual Award for Service to the Atlantic Schools of Business. The Award recognizes the important and consistent role played by the nominee in supporting the association and its various educational, research, and conference activities over time.

Milt Vachon began his career in the publishing industry in August 1977 and just over a month later he found his way to the 1977 ASB conference. He was later to describe himself as "a big fan and supporter of the conference ever since his first experience. Milt says that the reason he enjoyed the conference so much was "the networking that went on." Following the 1977 conference Milt reported back to his Head Office (Irwin) about the many benefits of supporting future ASB conferences, including the "academic value" as well as the financial side of affairs. He also suggested to the publisher that "the editors should also be present at the event, which started to happen from time to time." Apart from attending ASB conference as a book representative, Milt got into the swing of things and helped to develop 'the fun run' which became a hit with delegates over time. People actually got up at some deathly hour of the

morning to take part in the run. Also, on several occasions, Milt garnered funds from his publisher to support ASB conferences and selected activities. Milt went on to attend all ASB conferences from 1977 to 2005, when he took a break from the publishing industry from 2006-2008. Upon returning to the industry in 2009 he continued his strong support until 2019 when he finally retired from the industry. In short, Milt Vachon has been a major supporter of the Atlantic Schools of Business for around 40 of its 50 years as a conference.

Milt will receive his award in conjunction with this year's (2021) ASB conference.