

030-1976
Richard K. Taylor
March 31, 1976

For Immediate Release

EDITORS: Note local names

Nine WLU Business Students to Offer
Small Business Consulting Service

Continued strong support from area business firms has led nine senior students in Wilfrid Laurier University's school of business and economics to operate a consulting service again this year, beginning in early May.

In addition to serving the university's immediate community, the service this year will be expanded to serve Guelph, Brantford, Stratford and Cambridge. The number of student-consultants will increase to nine, up from seven last year, four in 1974 and two in 1973 when the service was launched.

Karen E. Chuba of 7 Balmoral Drive, Kitchener, student coordinator and a third-year honors business administration student, said the service will again be known as the WLU Small Business Consulting Service.

She said its objectives are to provide low-cost counselling to firms which wouldn't ordinarily hire professional consultants. Costs for the average client rarely exceed \$100.

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The students, who soon will receive their professional degrees, will work closely with clients backed by guidance from the faculty of the WLU school of business and economics. They will have an office on campus with full access to the university's research facilities. The service will wind up its activities at the end of August.

Members of the consulting team will investigate problem areas encountered by small companies and provide written recommendations. If the client wishes, the student-counsellors will also assist in implementing their recommendations.

Ms. Chuba said the students will apply their training in marketing, accounting, finance and administrative principles to the problem areas. "The theoretical knowledge of the students are meant to compliment the practical knowledge of the business person and, in this way, provide a valuable service to the business involved," she said.

Sponsor of the project again this year is the Ontario ministry of industry and tourism.

Working with Ms. Chuba will be Sandra Barclay, Port Lambton, Ont.; Dennis Billard, 38 Regina St. South, Charles Dingwal, 55 Hickory St. East, Tony Dowling, 223 Albert St., Tim Penner, 495 Lee Ave., all of Waterloo; Bill Hamblin, 2 Westgate walk, Kitchener; Jay Shore, RR 2, Lambeth, Ont.; and Larry Skoryk, Stoney Creek, Ont.