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Nine WLU business students to offer
small business consulting service

Continuing 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, from May 9 to Aug. 19.

In addition to serving the university's immediate community, the service will also provide assistance in an area bounded by Elmira, Woodstock, Brantford, Fergus, Cambridge and Guelph.

Tim Penner of Waterloo, student co-ordinator, and a third-year business major, said the service will again be known as the WLU Small Business Consulting Service. This is the 5th year it has operated, starting with two students in 1973.

Objectives remain the same--to provide low-cost, expert counselling to small firms which wouldn't ordinarily hire professional consultants. The cost is \$5 a day per consultant and most clients will pay about \$100.

The students will work closely with their 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.

Members of the consulting team will investigate problems encountered by small business in such areas as marketing, financing, accounting, and others, and provide written recommendations. Confidentiality is assured.

Mr. Penner said the service also helps the students by allowing them to apply what they have learned in the classroom to practical problems under the guidance of faculty members, led by Prof. Glenn Carroll.

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

Working with Mr. Penner will be Michael Burch of Sault Ste. Marie, Roger Crosbie of Sheddon, Mike Hadlow of Mississauga, Sue McMane of Milverton, Pat Jessup and Robert Molyneux of Toronto, Wayne Moorehead of Waterloo, and Mark Robinson of Flesherton.