

NEWS RELEASE

Wilfrid Laurier
University



Contract recognizes high-tech's need for management training

Laurier Institute will deliver management training to DALSA

For Immediate Release

**July 06, 1998
32-98**

**Contact: Paula Hendsbee
The Laurier Institute
(519) 884-0710 ext. 6058**

**or Dr. Savvas Chamberlain
President, DALSA Inc.
(519) 746-4129**

WATERLOO – The Laurier Institute and DALSA Inc. announced today that they have signed a contract to create a customized management-training program for DALSA managers. The agreement stipulates that the management development centre operated by The Laurier School of Business and Economics, in collaboration with DALSA executives, will develop a 40-hour intensive program for delivery in September.

Though the Institute has designed and delivered management-development programs to organizations throughout Ontario since 1984, this is the first contract that specifically addresses the technology industry's new strategic emphasis on business education. Vince Schiralli, president of the Communitech technology network, believes the agreement reflects an emerging trend in the high-tech sector.

"Technical skills are a terrific base for success," said Schiralli, "but they must be combined with solid business know-how and leadership skills to ensure continued growth. We certainly see training as a strategic issue for high-technology firms, and we're seeing a growing interest in education among our members – especially management development and business training."

– more –

Jan Varner, director of The Laurier Institute, added that progressive high-tech firms are quickly realizing that management skills are anything but low tech.' Forward-thinking companies like DALSA are now looking at training in key business disciplines such as finance, marketing, supervision and leadership as an investment in effectiveness.

"High-tech firms often find initial success by combining their technical expertise with a high demand for their products in the marketplace. Firms fail – or fail to fulfill their potential for growth – when they do not give enough attention to key business skills."

For DALSA, a Waterloo-based manufacturer of image-capture technology that is now enjoying unprecedented growth, management training is part of the overall growth strategy. In May, company president Savvas Chamberlain predicted DALSA would quadruple its sales and more than double its staff by 2002. This growth would put sales at the \$100-million mark and see DALSA's workforce increase from 200 employees to 500.

"We expect that this training program will help us manage our growth effectively by training our managers to manage DALSA's productivity and performance," said Chamberlain.

Because of its affiliation with The Laurier School of Business and Economics, the Institute can offer clients a strong team of facilitators with a wealth of practical knowledge and teaching experience. Courses incorporate the theoretical, applied and practical aspects of business, so participants can immediately use what they learn. The Institute also offers public certificate programs in management, finance and marketing.