

# NEWS RELEASE

Wilfrid Laurier  
University



## **The Link introduces high-school students to business learning** *Leadership conference offers networking, awards and address by Wealthy Barber author*

**For Immediate Release**

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WATERLOO – A student group with the school of business and economics (SBE) at Wilfrid Laurier University will introduce high-school students with an interest in business to university academics during the second annual Leadership In Business Conference.

The four-day event, which runs from May 13 to 16 and is organized by a student group known as The Link, will introduce high-school students to case-based learning. Participants will network with students who share a similar interest, be mentored by SBE student volunteers and meet successful SBE alumni. The conference will also introduce them to such themes as community responsibility, entrepreneurship and leadership.

“This conference is designed to accomplish several things,” said The Link co-founder and conference co-organizer Ami Shah. “It exposes the students to the case method of study and key functional areas of business, while giving them an opportunity to develop leadership skills. It also allows current and future students to interact with business leaders.”

More than 65 high-school students from across Ontario have so far registered for the conference. Working in teams, they will solve a series of case simulations on topics that include marketing, finance, human resources and business operations. Delegates will present their case solutions to judges, who include conference organizers and community representatives.

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This year's theme is Inspiring Dynamic Entrepreneurial Attitudes (I.D.E.A.). A panel on social entrepreneurship is one of the events organized around that theme and will be held at 4 p.m. this Friday in Laurier's KPMG Atrium.

Author, entrepreneur and SBE graduate David Chilton will deliver a keynote address during a gala dinner on Friday evening. Chilton is the author of *The Wealthy Barber*, one of the best-selling books in Canada, and is also the co-creator of fun food favourites *Crazy Plates* and *Looneyspoons*.

The gala will be held at the Waterloo Inn and begin at 6 p.m. on Friday. The evening includes the presentation of several awards, including the Research In Motion Undergraduate Leadership Award, donated by and named for the gala event sponsor.

Tickets for the evening gala are \$39; students are admitted for \$34.

Times and locations for all events are available on The Link's Web site at [www.wlu.ca/sbe/thelink/](http://www.wlu.ca/sbe/thelink/) or by contacting organizers at [thelink@wlu.ca](mailto:thelink@wlu.ca) or (519) 884-0710 ext. 3245.

The Link was created in 2003 by students in the Laurier SBE to help link past, current and future students. High school students with an interest in business are invited to learn more about studying in the SBE, while the school's alumni are encouraged to help mentor current students. The organization has so far attracted more than 60 university student volunteers.

A number of groups associated with the Wilfrid Laurier University Students' Union have joined Canadian Business magazine, Daggerwing Group, General Mills, Mitchell Sandham, Research In Motion, Saunders Book Company, Taylor Steel Inc. and Tomescu Productions as sponsors of this event.