

## NEWS RELEASE



For Immediate Release  
Nov. 25, 2011 | 171-11

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### **Kirby Schlegel of Schlegel Sports to deliver talk on entrepreneurship at Laurier**

WATERLOO – Kirby Schlegel, founder and chairman of Schlegel Sports, will visit Wilfrid Laurier University's Waterloo campus Nov. 29 to discuss entrepreneurship and lifelong habits for success in his talk, "Entrepreneurship...reinventing yourself in changing times."

Schlegel is a diversified sports and entertainment entrepreneur who has achieved success leading several professional sports teams to championships. He has owned various teams including:

- Iowa American Hockey League Franchise
- Tacoma Rainiers, Pacific Coast League
- Texas Tornado, North American Hockey League

"We are thrilled to have Kirby Schlegel come to Laurier," said Steve Farlow, event organizer and executive director of the Schlegel Centre for Entrepreneurship. "Entrepreneurship is in Kirby's DNA and he is a great role model for our students."

Born in Kitchener, Schlegel's passion for sports developed at a young age. At just three years old, he started to play hockey in Grand Bend. Schlegel moved to Dallas in 1985, where he attended Trinity Christian Academy. He later earned his communications degree at Southern Methodist University and in 2003, earned his MBA from Wilfrid Laurier University.

The event takes place at 11:30 a.m. in the Senate & Board Chamber on Laurier's Waterloo campus. The Schlegel Centre for Entrepreneurship, Laurier Sports Management Club (LSMC), Laurier Innovation and Technology Club (LITC) and Laurier Students in Free Enterprise (SIFE) are sponsoring the event, which is free and open to the public.

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