

NEWS RELEASE

Wilfrid Laurier University



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Team of Laurier business students wins national case competition

A team of fourth-year business students from Wilfrid Laurier University tied with a team from Carleton University as winners of the business policy division of the Inter-Collegiate Business Competition at Queen's University in Kingston on Jan. 11.

The students are Susan Graham of Paris, Cory Lipovschek of Owen Sound, and Steven Mallouk of Niagara Falls.

The team had five and a half hours to analyse a business case involving a strategic alliance for Polysar Co. before making a 20-minute presentation of their recommendations before a panel of senior executives from McKinsey Co., Deloitte-Touche, Anderson Consulting, and the *Financial Post*.

Ruth Cruikshank, a business professor at Laurier and one of two faculty advisers to the Laurier teams, says the performance of Laurier students enhanced the university's already strong reputation for its undergraduate business program. "The winning team's abilities to analyse market economics and make competitive recommendations ensured an excellent performance."

A second team of Laurier students, Coralee Coulthard of St. Marys and Jodi Ryan of Kirkland Lake, were finalists in the accounting division of the competition.

The preliminary round involving 21 Canadian universities was held in the fall of 1991 with the top five teams in each of seven divisions proceeding to the finals. In the preliminary round, two Laurier students placed sixth in the marketing division while another team of three Laurier students placed ninth in the business game competition.

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