

NEWS RELEASE

Wilfrid Laurier University



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Team of WLU students places fourth in MBA case competition

Waterloo, Ont. (Jan. 31) — A team of four students from Wilfrid Laurier University placed fourth in the Concordia International MBA Case Competition held in Montreal Jan. 9 to 13.

More than 30 teams representing 18 Canadian business schools and universities in Finland, Sweden, New Zealand, Mexico, and the United States competed. Teams from the University of Calgary, Memorial University, and Queen's University placed first, second, and third, respectively.

The members of Laurier's team were Ken Del Piero of Etobicoke, Maroune Farah of Sudbury, Peter Kobzar of Ottawa, and Bill Waddell of Cambridge.

The teams had three hours to prepare their recommendations and a 25-minute presentation for each of six cases on strategic management issues. Subjects ranged from a small entrepreneur preparing to introduce a new product to a multinational corporation considering a global reorganization. More than 200 senior executives of Canadian corporations acted as judges.

"The judges for each case were impressed with the professionalism of Laurier's presentations and the team's ability to handle questions," said John Banks, a professor in the School of Business and Economics at Laurier and one of the coaches for the team.

Also a coach for the WLU team was Mary Anne Simon, vice-president of Custom Foam Systems Ltd. in Kitchener and a part-time instructor at Laurier. Simon herself was a member of the first WLU team sent to the competition in 1991.

Eighteen executives from Waterloo Region acted as judges for practice sessions held before the competition.

Sponsors of the Laurier team included Canadian Airlines International Ltd., Labatt Breweries of Canada, Canada Soil Exchange Ltd. of Ottawa, the Society of Management Accountants of Ontario, and the WLU Alumni Association.