

# NEWS RELEASE

## Wilfrid Laurier University



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**March 6, 1995**  
**14-1995**

### **Students asked to join board of economic development corporation**

*Waterloo, Ont. (March 6)* — More than 200 senior business students from Wilfrid Laurier University in Waterloo have been invited to help produce a plan for the economic development of an area in Northern Ontario.

*Under embargo until 9 a.m. on March 6 to protect academic integrity of exercise*

As part of a week-long academic exercise beginning March 6, the third-year students will play the role of a small business operator in New Liskeard who has been invited to join the board of directors of the Tri-Town Economic Development Corporation and its strategic planning committee. The Tri-Town area comprises the communities of Cobalt, Haileybury, New Liskeard, and the townships of Coleman and Dymond.

Working in 30 teams, the 209 students will recommend plans or programs the corporation should adopt to stimulate sustainable development.

For the students, the competitive exercise will count for 10 per cent of the final mark in each of four core courses. For the Tri-Town area, it may count for something else — creative ideas that can be implemented.

"The Tri-Town area is excited about this involvement with Laurier and having so many business students focused on our goals," says Bryan Wareing, director of the corporation. "We expect the students will present some very workable recommendations and strategies."

Bruce Fournier, the WLU professor of business who wrote the case with Wareing and is overseeing the competition, says the subject will challenge the students. "They must develop solutions to help the community but they must also deal with the reality of five different municipalities, different business and community concerns, and the problems of implementation."

He adds that the Integrated Case Exercise often involves businesses facing a particular problem such as shrinking markets, increased competition, or changing regulations.

The students will learn the subject of the case — kept a closely guarded secret — only when they receive a copy of the six-page case and supplemental information on Monday, March 6. The following day, they will participate in a two-hour video conference with

*(more)*

officials from the Tri-Town area. The video conference between the campus of Northern College in Haileybury and Laurier is being sponsored by ADCOM Electronics, Bell Canada, and Northern Telephone.

The case will totally absorb the students' efforts for the five days. They will work day and night to prepare, by 2 p.m. Thursday, their written recommendations and, later, a 30-minute presentation.

By 7:15 a.m. on Friday, March 10, the students will present their recommendations before a panel of judges. And beginning at 1:15 p.m., the top five teams will make their presentation before an external board of officials from the Tri-Town area and others involved in community economic development.

Fournier says the case competition, part of the business program for about 20 years, effectively bridges the classroom and the business world. "Students are confronted with an actual situation in all its complexity and must integrate all that they are learning. It stretches them to use their full potential.

"The students also know that their recommendations must stand up under the scrutiny of seasoned professionals who know intimately the actual situation," Fournier adds.

In the past, students have tackled cases involving companies such as General Motors of Canada Ltd., NCR Canada Ltd., ATS Inc. of Kitchener, Herv é Pomerleau Inc. of Montreal, Waterloo Microsystems Ltd., Chateau des Charmes Wines Ltd. of Niagara-on-the-Lake, and the SkyDome in Toronto.

Laurier has played a key role in the development of Canada's Technology Triangle Alliance (CTTA), a not-for-profit organization for accelerating economic growth in Cambridge, Guelph, Kitchener, and Waterloo. Fournier, who wrote a Science Council of Canada report on Canada's Technology Triangle, is one of the community leaders developing the alliance.

The School of Business and Economics offers the largest co-op program for business and economics students in Ontario, Canada's only 12-month MBA program, and a unique master's program in business economics.

- 30 -

**Bruce Fournier**  
**Professor of Business**  
**Wilfrid Laurier University**  
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**Bryan Wareing**  
**Director**  
**Tri-Town Economic Development Corporation**  
**(705) 672-5544**

Note: Members of the media are invited to question students and officials at either site during a half-hour video conference at the conclusion of the students' briefing. It will begin as early as 3:30 p.m. and no later than 4 p.m. An advisory accompanies this news release.

# Wilfrid Laurier University



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## **MEDIA ADVISORY**

### **Media invited to interactive video conference for business case**

**Tuesday, March 7  
2:30 to about 4:30 p.m.**

**Paul Martin Centre, Wilfrid Laurier University, Waterloo  
and  
Rm. E303/C6, Northern College, Haileybury Campus**

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**Under embargo until 9 a.m. on March 6 to protect academic integrity of exercise**

More than 200 business students will take on the role of a small business operator on the board of the Tri-Town Economic Development Corporation as part of a week-long academic exercise beginning on Monday, March 6. Working in 30 teams, they will develop recommendations for economic development in the area comprising Cobalt, Haileybury, New Liskeard, and the townships of Coleman and Dymond. From 2:30 to about 3:30 p.m., the students will question officials of the Tri-Town Economic Development Corporation and other area representatives. Participating from Northern College, Haileybury, will be:

- Roy Carlyle, president of Rexwood Products Ltd. of Haileybury
- Tom Despres, Mayor of Haileybury
- Bob Groves, owner of Groves & Associates of Temagami and co-chair of Tri-Town's marketing strategy committee (information technology)
- Roy Jackson, acting president of Tri-Town
- Bob Milette, president of the Northeastern Ontario Bass Association and chair of Tri-Town's marketing strategy committee (tourism)
- David Ramsay, MPP for Timiskaming
- Bryan Wareing, director of Tri-Town

### **Media Conference**

As early as 3:30 p.m., two students and officials at both sites will respond to questions about the exercise and case from reporters at either site by interactive video conference.

The interactive video conferences, using six digital telephone lines, are being sponsored by ADCOM Electronics, Bell Canada, and Northern Telephone.

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