

Wilfrid Laurier University



Contact: Julia Ann Easley
WLU Information Officer
(519) 884-0710 ext. 3070

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WLU students make recommendations about Tri-Town corporation

Waterloo, Ont. (March 10) — A team of seven business students was declared the winner of the Integrated Case Competition at Wilfrid Laurier University in Waterloo today.

Team members are Lisa Brewer of Burlington, Ken Brohman of Maryhill, Dave Chasson of North York, Denise Diab of Mississauga, Matt Jackson of Lake Louise, B.C., Carly Kong of Kitchener, and Shannon McGinnis of Dundas.

Working in 30 teams, 209 third-year business students were charged with recommending plans or programs to stimulate sustainable development in the Tri-Town area that comprises the communities of Cobalt, Haileybury, New Liskeard, and the townships of Coleman and Dymond.

They played the role of a small business operator in New Liskeard who had been invited to join the board of directors of the Tri-Town Economic Development Corporation and its strategic planning committee.

The winning team's three main recommendations were to restructure the Tri-Town Economic Development Corporation, promote tourism aggressively, and promote the service and technology industries.

Bruce Fournier, the WLU professor of business who wrote the case and oversaw the competition, says the winning team provided more in-depth analysis and considered all resources. He added that the team made novel suggestions that would provide immediate activity and create an infrastructure.

The students learned the subject of the case -- kept a closely guarded secret -- only on Monday and on Tuesday they participated in a 90-minute video conference with officials from the Tri-Town area. They turned in written recommendations on Thursday afternoon and made a 30-minute formal presentation this morning.

The five finalists made presentations this afternoon before a panel of judges including Wareing; Rick Airey from the Ministry of Economic Development and Trade; Brian Conrad from the Federal Business Development Bank; and Valerie Gibaut, director of economic development for Kitchener.

The competitive exercise counts for 10 per cent of the final mark in each of four core courses. An integral part of the business program for about 20 years, it is one of the ways the School of Business and Economics provides learning experiences that effectively bridge the classroom and the business world.