

# NEWS RELEASE

## Wilfrid Laurier University



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

**March 30, 1995**  
**27-1995**

### **Henry Pankratz to lead Laurier's largest fund-raising campaign**

*Waterloo, Ont. (March 30)* — Henry Pankratz, deputy chairman of Ernst & Young, will lead the most ambitious and important fund-raising campaign in the 83-year history of Wilfrid Laurier University in Waterloo, it was announced today.

The \$15-million campaign was officially launched at the Toronto offices of Ernst & Young, a leading provider of professional services, and on the university campus in Waterloo.

Betty Sims, chair of the board of governors of the university, said, "Mr. Pankratz is both a leader and an outstanding advocate for Wilfrid Laurier University and its future. He keenly supports the mission of the university. He understands the challenges and opportunities that lie ahead."

Pankratz said he is delighted to be associated with the university known for quality, innovation, and achievement. "Laurier is an emerging leader among Canadian universities.

"This campaign will enable the university to remain vital and competitive in years to come," he said. "Our success depends on engaging our partners to give Laurier the means to strengthen its financial footing and to build on its existing foundation of academic excellence."

It was also announced that a gift from Ernst & Young would establish four new scholarships to support entrance and in-course excellence in the School of Business and Economics, including the Rod Cleaver Memorial Scholarship.

The company participates in the annual career fair, employs co-op education students, and recruits graduating students on campus. Ron Gage, chairman and chief executive officer of Ernst & Young, is a member of the university's board of governors.

Campaign Laurier has already received donations and pledges of about \$6 million toward its goal of \$15 million over five years. Built on the theme of "investing in quality," it will provide much needed funds for student awards and financial aid, faculty and staff excellence, campus development, and information and library technology.

*(more)*

As chair of the national campaign, Pankratz will head the nine-member committee that includes some of Canada's most distinguished corporate leaders:

- Robert Astley, president and chief executive officer of The Mutual Group; chair of the dean's advisory council for the School of Business and Economics and chair of Laurier's board of governors from 1990 to 1992;
- John Cleghorn, chairman and chief executive officer of Royal Bank of Canada; recipient of an honorary doctor of laws degree in 1991;
- Ron Larkin, vice-president: worldwide marketing operations, accounts business unit, Digital Equipment Corp.; a 1967 graduate and father of Karin, a first-year student at Laurier;
- Gerald McGoey, executive vice-president and chief financial officer of BCE Inc.; a 1969 graduate;
- Lorna Marsden, president and vice-chancellor of Laurier since 1992;
- Eileen Mercier, chief financial officer of Abitibi-Price Inc.; a 1968 graduate, chair of the board of governors from 1988 to 1990, alumna of the year in 1990, and recipient of the Laurier Outstanding Business Leader Award for 1991;
- David Pady, president of Chardonnay Consultants Ltd.; a 1966 graduate and chair of Laurier's board of governors from 1992 to 1994;
- and Jerry Young, president of the Grocery & Foodservice Product Group of Borden Catelli; a 1964 graduate and vice-chair of the board of governors.

A native of Manitoba, Pankratz joined Ernst & Young (then Clarkson Gordon) in Winnipeg in 1961 and became a partner in 1968 and an executive partner in 1986. He has been office managing partner in both Ottawa and Vancouver, the firm's director of financial planning and control consulting services, and chair of the firm's consulting practice. In 1991, he was appointed a vice-chairman and, in 1993, deputy chairman.

Pankratz is a Fellow of the Institute of Chartered Accountants of Ontario and of the Institute of Certified Management Consultants of Ontario.

Ernst & Young is the Canadian member firm of Ernst & Young International, a leading provider of professional services in more than 100 countries. In Canada, Ernst & Young has more than 3,500 people including 470 partners.

Established in 1911, WLU became a public university in 1973 and now has 5,550 full-time and 2,905 part-time students. It offers programs in the arts, business, science, music, and social work including nine master's and three doctoral programs.

Ranked as one of the best undergraduate universities in Canada, Laurier has garnered many awards for the teaching and research of its faculty members, and the achievements of its students. Among its innovations are Canada's first 12-month MBA program, and the country's first music therapy program at an English-speaking university.

Laurier is the third largest among the four universities identified by the Institute of Chartered Accountants of Ontario as providing the most chartered accountancy students. For the last two years, Laurier graduates have achieved the highest marks in Canada for the final examination written as a requirement of the chartered accountancy designation.