

NEWS RELEASE

Wilfrid Laurier
University



IBM president to give keynote address at student conference

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WATERLOO – More than 100 student leaders from business schools across the country will visit Waterloo from March 5 to 9 as Laurier hosts the Roundtable Business Conference, an annual forum which this year has secured the head of IBM Canada as its keynote speaker.

IBM Canada President and CEO John Wetmore will outline the importance of initiative to business success during the keynote address at 9 a.m. on March 6 at the Waterloo Inn. He will draw on 25 years of experience with IBM to help the student delegates understand the role that initiative plays in conquering business challenges.

At 9:30 a.m. on March 7, Rob Webb, CIO of GE Power Systems, will explain the relationship between initiative and technology. Business leaders from across Ontario will moderate discussions on initiative as it relates to other business functions throughout the four-day event.

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Rick Baraniuk, one of the student organizers of Roundtable '98, said this year's conference will focus on initiative because of the theme's importance to business success and to the visiting delegates. "The students attending this Roundtable have taken the initiative to lead the councils of their various business schools, they've taken the initiative to travel from as far away as British Columbia to attend this conference, and each will take the initiative to become tomorrow's business leaders."

This year's Roundtable conference promises to be the largest in the event's 10-year history. Twenty-two Canadian universities are sending delegates; five of them have never before been represented. This is also the first time that a BC business school is sending delegates.

The annual event began in 1988 as a business conference to unite university commerce societies in Ontario and Quebec. It has now grown to include delegates from as far away as Nova Scotia and BC.

Roundtable '98 is being supported by such corporate sponsors as Northern Telecom, KPMG, Warner Lambert Canada, Coopers and Lybrand, Price Waterhouse and Bell Mobility.

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