

NEWS RELEASE

Wilfrid Laurier University



Student alumni representatives *Discover the Energy* at Laurier

National conference capitalizes on Laurier's reputation for enthusiasm and school spirit

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WATERLOO - Representatives of Canada's student-alumni associations have decided that Wilfrid Laurier University is the place to *Discover the Energy*. A record number have registered to attend the 2001 Canadian Student Alumni Association Networking (CSAAN) Conference being held at Laurier from February 1 to 4.

More than 100 students will attend information sessions, activities and lectures at CSAAN Laurier. The four-day event is designed to help existing student-alumni associations (SAAs) improve their organizations, recruiting efforts and programs by finding and using the energy of their volunteers.

SAAs serve as an important link between current university students and their university alumni organizations. They are responsible for such things as homecoming celebrations, graduation parties and exam-care packages. Motivation and enthusiasm are considered an important part of any SAA, which is why Laurier was chosen to host this year's conference.

"For a long time Laurier's student-alumni association has had a reputation as a strong organization with committed members and a tremendous amount of spirit," says Elaine Cadell, vice-president, Canadian Council for the Advancement of Education, which is affiliated with CSAAN. "Similar organizations at universities across Canada can learn a lot from what's being done at Laurier."

Students from the University of Victoria, the University of Manitoba, Laurentian University, Nipissing University, the University of Waterloo, the University of Toronto,

McGill University, the University of New Brunswick, St. Mary's University, Acadia University and St. Francis Xavier University will be in attendance.

The weekend's program includes a variety of workshops and presentations from SAA coordinators, university administrators and faculty, recent graduates and a motivational speaker. On Friday, SAA representatives will learn about improving their events, fundraising, increasing awareness about their organizations, and strengthening relations with alumni and staff. Saturday's program features workshops on consensus decision making, communication, volunteer recruiting and motivation, as well as careers in university advancement. The conference wraps up on Saturday night with a keynote address by Fred McLean, president of Fusion Consulting Inc., and a conference awards ceremony.

A complete conference schedule is available on the Laurier Web site at www.wlu.ca/wwwalum/saa/csaan.html.