

NEWS RELEASE

Wilfrid Laurier
University



Bell helps Laurier establish chair in management of tech enterprises *Position to advance research, education and industry support of technology enterprises*

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Contact: Dr. A. Scott Carson
Dean, Laurier School of Business and Economics
(519) 884-0710 ext. 2623

or Ingrid Town
Associate Director, Major Gifts, Wilfrid Laurier University
(519) 884-0710 ext. 3864

WATERLOO (Ont.) – Wilfrid Laurier University has received a significant donation to help it create a chair in the management of technology enterprises. Bell Canada is providing \$500,000 for the new chair, which will support the growing technology sector through research, teaching and consulting.

Bell is contributing one-third of the \$1.5-million needed to establish the chair in the Laurier school of business and economics (SBE). Other major contributors are Research in Motion Ltd. (RIM) and the Ontario Research and Development Challenge Fund. With all funding in place, SBE can now begin recruiting the person who will fill the chair.

The chair will help the SBE expand research and teaching in the management of technology companies. It will help the school capitalize on, and further support, the local technology network that includes companies like RIM. Links with such companies – locally and across the country – will benefit the school and the industry.

“The chair is being established in response to the needs of the high-tech sector and as part of the school’s growing strategic focus on entrepreneurship,” says SBE dean Scott Carson. “Bell is proving very supportive of this initiative, and of our efforts to establish the new Schlegel Centre for Entrepreneurial Studies.”

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While meeting the needs of the technology sector, the chair will also advance Laurier's existing strengths in business research and instruction, increasing the school's appeal to academics and students. The position will further boost the management skills of business graduates and enhance academic research in entrepreneurial studies.

Wilfrid Laurier University is located in the heart of Canada's Technology Triangle. The location offers SBE students and graduates a significant range of opportunities in the technology industry. The area is one of the strongest regional economies in Ontario, accounting for five percent of the province's total economic output.

Bell Canada and Wilfrid Laurier University enjoy a long-standing relationship. Laurier's SBE strives to produce graduates who are well-rounded business leaders, and over one hundred Laurier alumni are currently employed with Bell Canada and its subsidiaries.