

# NEWS RELEASE

Wilfrid Laurier  
University



## **Laurier appoints first director of new entrepreneurial centre**

*Steve Farlow to establish centre as a focal point for entrepreneurial excellence*

**For Immediate Release**

**July 05, 2002**

**63-02**

**Contact: Dr. A. Scott Carson**  
**Dean, Laurier School of Business and Economics**  
**(519) 884-0710 ext. 2054**

**or Valerie Beyer**  
**Marketing Manager, Laurier School of Business and Economics**  
**(519) 884-0710 ext. 6054**

WATERLOO (Ont.) – The school of business and economics at Wilfrid Laurier University has named the first director of a new centre to support emerging enterprises. Steve Farlow begins a three-year term as executive director of the Schlegel Centre for Entrepreneurship on July 22.

Farlow's objectives include establishing links between the business community and the private and government agencies involved in launching a new business venture as well as developing the centre as both a catalyst and incubator for new venture creation. He will also involve graduate and undergraduate students in the region's entrepreneurial community, nurture student business plans from concept to commercialization and aid in equipping students with the practical tools for success in the small business sector.

"I am delighted that Steve Farlow will be joining the centre for entrepreneurship as executive director," says Scott Carson, dean of the Laurier school of business and economics. "He exemplifies the key qualities and characteristics that we are seeking to develop in entrepreneurs. He will be an excellent conduit between the business and academic communities."

– more –

Farlow was chosen to direct the centre because of his extensive experience working with companies in the entrepreneurial and primary-growth stages. As president of the Waterloo-based Vallen Safety Supply Company Ltd., he built and developed the occupational health, safety and environmental services company from annual sales of \$700,000 to \$25 million. He recently completed the sale of the company.

Prior to Vallen, Farlow was vice president of business development for Emco Distribution and business developer for Derlan Industries Ltd. He also worked in Toronto and London, England, for seven years as senior manager for Indal Ltd., a subsidiary of RTZ Industries. He earned a bachelor of arts in 1973 and a master of business administration in 1975 from the University of Western Ontario.

As director of the centre, Farlow will operate from a suite of offices in a soon-to-be-completed \$12-million building adjacent to the Frank C. Peters Building, home of the school of business and economics. The location will significantly enhance Farlow's ability to connect students and the entrepreneurial community.

The Montreal-based John Dobson Foundation, established to educate the public on the importance of entrepreneurship, is a major donor to the centre. Additional fundraising is now underway.