

NEWS RELEASE

Wilfrid Laurier
University



Conference introduces high school students to Laurier business *Delegates work on case studies, participate in discussions and network with alum*

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WATERLOO – A new student group at Wilfrid Laurier University is hosting a conference to help high school students with an interest in business sample university academics. The Leadership In Business Conference, organized by The Link, will introduce students to case-based learning and to successful alumni from the school of business and economics (SBE).

More than 80 high school students from across Ontario have so far registered for the conference, which runs from May 23 to 25. Working in teams they will solve a series of case simulations on topics that include marketing, finance, human resources and business operations. The conference will also introduce them to such conceptual themes as community responsibility, ethics and leadership.

“This conference is designed to accomplish several things,” said The Link co-founder and conference co-organizer Ami Shah. “It exposes the students to the case method of study and key functional areas of business, while giving them an opportunity to develop leadership skills along the way. It also allows current and future students to interact with business leaders.”

Greg Barratt, president of Communitech Technology Association and SBE alum, will moderate Educating Ethics for Tomorrow, a panel discussion with academic and industry leaders. The discussion will take place from 4 to 6 p.m. on Saturday in the Paul Martin Centre.

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Joanna Gualtieri, founder of the non-profit advocacy group FAIR (Federal Accountability Initiative for Reform) and former employee of the federal department of foreign affairs and international trade, will deliver the keynote address on ethics in business at 8:00 p.m. on Saturday in Laurier's new senate and board chambers. While with the government, Gualtieri raised concerns about spending on lavish accommodations for diplomats. VisionTV recently aired an hour-long documentary on her story called The Whistleblower.

Participants will also hear from George Anderson, past-president and chief executive officer of the Insurance Bureau of Canada. This recent recipient of the Order of Canada will discuss leadership with the delegates from 1:45 to 2:30 p.m. on Sunday in room SBE1220 of the Schlegel Centre for Entrepreneurship.

Delegates will present their case solutions to judges, who include conference organizers and community representatives, following Anderson's address. Closing ceremonies, including an award to the top team, will take place from 4 to 4:30 p.m.

Times and locations for all events are available on The Link's Web site at www.wlu.ca/sbe/thelink, or by contacting organizers at thelink@wlu.ca or 519-884-0710 ext. 3245.

The Link is a new student group in Laurier's school of business and economics (SBE) created to help link past, current and future students. High school students with an interest in business are invited to learn more about studying in the SBE, while the school's alum are encouraged to help mentor current students. The organization has so far attracted more than 60 university student volunteers.

A number of groups associated with the Wilfrid Laurier University Students' Union have joined Canadian Business Magazine; the Ontario Ministry of Enterprise, Opportunity and Innovation; the Canadian Marketing Association; PRISM; Communitech; Kraft; Research in Motion; Saunders Book Company; TD Canada Trust; Linamar; Marketing Magic; Popcorn Interactive; Laurier's faculty of arts; Venture Creation Program as well as Becton, Dickinson and Company as sponsors of The Leadership In Business Conference.

THE LINK CONFERENCE PARTICIPANTS

CITY	SCHOOL	CONTACT	PHONE
Arnprior	Arnprior District H.S.	Peter Burnette	(613) 623-3183
Aurora	St. Andrew's College	Michelle Mix	(905) 727-3178 ext. 232
Brampton	Brampton Centennial	Kelly Krug	(905) 451-2860
	St. Thomas Aquinas	A. Guida	(905) 791-1195
	Turner Fenton S.S.	Mrs. Kelday	(905) 453-9220
Burlington	Burlington Central H.S.	Pamela Zipay	(905) 634-7768
Cambridge	Preston H.S.	Mr. DeLonghi	(519) 653-2367
Dorchester	Lord Dorchester S.S.	Richard Cracknell	(519) 268-3772
Glencoe	Glencoe District H.S.	Karen Kadling	(519) 287-3310
Guelph	Centennial C.V.I.	Anne Secord	(519) 821-0360
Hamilton	Delta S.S.	Kathy Goodwin	(905) 549-3031
	St. Jean Brebeuf C.S.S	Samuel Esposto	(905) 388-7020
Kitchener	Resurrection C.S.S.	Fred Masters	(519)741-1990
	Rockway Mennonite Collegiate	Not Available	(519) 743-5935
	St. Mary's H.S.	Mark Devlin	(519) 745-6891
Markham	Father Michael McGivney Academy	May Ng	(905) 472-4976
	Thornlea Secondary School	Paul Stephenson	(905) 889-2991
Mississauga	Glenforest S.S.	James Biss	(905) 625-7731
	Philip Pocock C.S.S.	R. Marchioni	(905) 602-8689
	Rick Hansen S.S.	Mary Wood	(905) 567-4260
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Palmerston	Norwell District S.S.	Pam Tarbush	(519) 343-2347
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Scarborough	Sir Wilfrid Laurier C.I.	Dan Shafransky	(416) 396-6820
Toronto	Leaside H.S.	John Masciotra	(416) 396-2380
	Monarch Park Collegiate	Eliot Scolnik	(416) 393-0190
	Newtonbrook S.S.	Anne Arthur/ C. Rosethal	(416) 395-3280
	North Toronto C.I.	Brian Johnston	(416) 393-9180
	Riverdale C.I.	David Thairs	(416) 393-9820
	SilverThorn Collegiate	Mary Bovaird	(416) 394-7010
	Stephen Leacock C.I.	A. Washbrook	(416) 396-8042
Waterloo	St. David C.S.S.	Gail Schnurr	(519) 885-1340
	Waterloo Collegiate Institute	Not Available	(519) 884-9590
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