

NEWS RELEASE

Wilfrid Laurier
University



Mentoring program connects students and business leaders

More than 40 students and business members celebrate halfway point of new program

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Contact: Victoria Larke
Operations Manager, Schlegel Centre for Entrepreneurship
(519) 884-0710 ext. 2998 or vlarke@wlu.ca

or Valerie Beyer
Director, Marketing and Communications
Laurier School of Business & Economics
(519) 884-0710 ext. 6054 or vbeyer@wlu.ca

WATERLOO – Laurier business students and local business leaders will celebrate the success of a new mentoring program with a networking event on Friday, January 9.

Twenty student-mentor pairs will mark the halfway point of the new program, launched this fall, with a lunch-time trading competition designed to access and develop communication and negotiation skills. Each pair will be given a set of objectives related to specific business sectors and will have to negotiate trades with other teams in order to acquire what it needs.

The mentors will oversee each team's negotiations, providing the students with a real learning opportunity. The event also allows students and business leaders to network.

"The success of this program is the result of the time and effort both the students and their mentors have dedicated to its development," says Victoria Larke, operations manager for the Schlegel centre. "Their reward is the connections both sides make."

Laurier's Schlegel Centre for Entrepreneurship initiated the four-month mentoring program for students in the school of business and economics. Its goal is to support, promote and accelerate student learning about an array of entrepreneurial activities.

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The program helps foster productive relationships between students and entrepreneurial business leaders. Students selected for the program assume responsibility for their own personal growth and development. The mentors act as coaches, advisors, motivators and role models.

Business leaders involved in the program include Christopher Reid, president and co-founder of BrightBlocks Inc.; Cynthia Ross Pedersen, founder, president and chief visionary of Adeo Communications Inc.; Robert Tong, president of Dspfactory Ltd.; and Al Way, president of Jamesway Construction Group. They and 16 peers are paired with second-year business students.

After being introduced this fall, participants were encouraged to become familiar with each other and to engage in valuable learning activities. Mentors provide guidance to students by organizing job shadow activities, reviewing and discussing career goals or allowing them to become involved in business projects.

Friday's networking program was created and will be delivered by Juice Inc., a Guelph-based company that has developed programs to energize businesses and the people within in them to improve performance.

With more than 3,000 students enrolled in its programs and 100 full-time faculty, Laurier's SBE, with campuses in Waterloo and Toronto, Ontario, is one of Canada's largest and most innovative business schools. The Schlegel Centre for Entrepreneurship was established in 2002 to link students and faculty with the entrepreneurial business community. Visit www.wlu.ca/sbe for more information.