

NEWS RELEASE

Wilfrid Laurier
University



International business speaker to deliver keynote at conference

Laurier invites Peter Koestenbaum to Niagara-on-the-Lake to explain Leadership Diamond

For Immediate Release

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WATERLOO – An international expert in leadership philosophy, Peter Koestenbaum, will deliver a keynote address this Thursday at the annual conference of the Canadian Association for University Continuing Education (CAUCE). Hosted by Wilfrid Laurier University, the conference will run from June 2 to 5 at the White Oaks Conference Resort and Spa in Niagara-on-the-Lake.

Koestenbaum will officially open the conference at 9 a.m. with an address entitled *Do You Have the Will to Lead?* As founder and chairman of PiB (Philosophy in Business) and the Koestenbaum Institute, he brings leadership philosophy to business people around the world from the institute's headquarters in Stockholm and Los Angeles.

Koestenbaum is currently active in establishing the Leadership Diamond, which is a model of the leadership mind and a methodology for expanding leadership. His latest book, *The Philosophic Consultant*, is a comprehensive manual for the Leadership Diamond process.

"We're truly delighted with the many professionals who have agreed to speak at the conference – especially Dr. Koestenbaum," says Sandra Hughes, conference chair of CAUCE 2004. "Laurier is looking forward to hosting an inspired conference that will prepare our organizations to adapt to change and to build on the strengths of our past."

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Other notable speakers at the conference will include Catherine Lawrence, a renowned speaker on humour, who will set the tone for the conference at a dinner on Wednesday night. Lawrence practiced commercial law for eight years in the legal department of John Labatt Limited and Labatt Ontario Breweries.

Lola Rasminsky will speak on Friday morning about the role of artists and critical thinking. Rasminsky is the founder and director of the Avenue Road Arts School in Toronto, serving more than 1,200 students weekly. She believes strongly in the value of arts education for both children and adults, including business executives.

The conference sub-themes, invited speakers and concurrent sessions will focus on leadership and vision, healthy people/healthy organizations, listening to learners, changing demographics and lessons from the past. To learn more, please visit the conference Web site at [www.wlu.ca/pts/cauce2004/].

The CAUCE is a professional association of deans, directors, senior administrators and practitioners whose professional careers are in university continuing education in Canada. To learn more about CAUCE, please visit [<http://cauce-aepuc.ca/en/index.asp>].