

NEWS RELEASE

Wilfrid Laurier University



Laurier presents Leadership in Business conference

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WATERLOO – The Link, a student-run association for Laurier business undergraduates, and the Laurier school of business and economics have partnered to present the fourth annual Leadership in Business conference, an opportunity for Grade 11 and 12 students from across Ontario to experience business studies at Laurier.

The four-day conference will be run Thursday, May 11 through to Sunday, May 14. Participating students will spend three nights in Macdonald residence and take part in a case simulation and experience university life. In addition, participants will have the chance to interact with industry leaders, Laurier alumni, fellow high-school students, and university students, staff and faculty.

“Our purpose is to connect past, present and future students of Laurier,” says Darren Quinton, president of The Link. “The high-school students can come and experience business at Laurier and meet successful alumni, which will hopefully aid them when they’re thinking about a career.”

The theme for the weekend is financial management. The students will be divided into groups headed by Laurier undergraduates and participate in academic sessions and workshops and work through their case simulation, which they will present on the last day of the conference. A gala dinner will feature keynote speaker Laurier alumnus Dennis Kavelman, chief financial officer of Research In Motion, who was recently named by *The Globe and Mail* as one of Canada’s Top 40 Under 40.

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“The conference has grown since its first year,” says Quinton, who remembers participating in the original Leadership in Business conference when he was in high school. “The sessions are bigger and the calibre of guest speakers is elevated.”

Established in April 2002, The Link is a student-run association with a mandate to create a cohesive business community and offer opportunities for students to be involved both creatively and academically outside of the classroom. The Link also partners with the school of business and economics to host a speaker series, which has presented notables such as Angela Mondou, a renowned entrepreneur and creator of ICE Leadership, and David Chilton, author of the bestseller *The Wealthy Barber* and a Laurier alumnus.

For more information visit www.thelinkonline.org.