



# NEWS

*FROM WATERLOO LUTHERAN UNIVERSITY*

WATERLOO UNIVERSITY COLLEGE - WATERLOO LUTHERAN SEMINARY

75 UNIVERSITY AVENUE, WATERLOO, ONTARIO, CANADA

TELEPHONE: AREA CODE 519, 744-8141

HENRY ENDRESS  
MARCH 7, 1963

BRENT, IBM-CANADA PRESIDENT, FORMER WLU  
STUDENT TO LECTURE MONDAY AT INDUSTRIAL SESSION

RELEASE AT ONCE

JOHN E. BRENT, FORMER STUDENT OF WATERLOO UNIVERSITY COLLEGE AND PRESIDENT OF INTERNATIONAL BUSINESS MACHINES CANADA, WILL DELIVER AN ADDRESS NEXT MONDAY AT 8 P.M. AT THE INTERNATIONAL BUSINESS MANAGEMENT SESSIONS AT WATERLOO LUTHERAN UNIVERSITY SCHEDULED FOR THE LECTURE ROOM OF THE UNIVERSITY'S DINING HALL. HIS TOPIC WILL BE "PROBLEMS AND OPPORTUNITIES FOR CANADIAN INDUSTRY IN WORLD TRADE."

THE SPEAKER JOINED IBM AS A STUDENT SALESMAN IN TORONTO IN 1931 AND AFTER SERVING IN VARIOUS SALES AND MANAGERIAL POSITIONS BECAME AN IBM VICE-PRESIDENT IN 1949. IN 1950 HE WAS APPOINTED VICE-PRESIDENT OF IBM WORLD TRADE CORPORATION, NEW YORK, AND GENERAL MANAGER, FOR EUROPE WITH HEADQUARTERS IN PARIS. A VARIETY OF PROMOTIONS FOLLOWED AND IN JANUARY 1962 HE WAS NAMED PRESIDENT OF IBM IN CANADA AND VICE-PRESIDENT AND DIRECTOR OF IBM WORLD TRADE CORPORATION. HE WAS BORN IN BRANTFORD AND RECEIVED HIS WATERLOO COLLEGE DIPLOMA THROUGH THE UNIVERSITY OF WESTERN ONTARIO IN THE PERIOD PRIOR TO THE CHARTERING OF WATERLOO LUTHERAN UNIVERSITY.

IN ACCEPTING THE SPEAKING ENGAGEMENT AT WLU MONDAY NIGHT, BRENT SAID: "I SAY THAT WATERLOO UNIVERSITY COLLEGE OF WATERLOO LUTHERAN UNIVERSITY DESERVES GREAT CREDIT FOR ARRANGING THE INTERNATIONAL BUSINESS MANAGEMENT COURSE AS PART OF THE NATION-WIDE CAMPAIGN TO PROMOTE CANADIAN EXPORTS. I AM SURE THAT IT WILL PROVE MOST HELPFUL TO BUSINESSMEN IN STIMULATING A MORE INFORMED AND AGGRESSIVE ATTACK ON THIS PROBLEM."