



## Spring 2010 Conference Program

University of Waterloo, Wilfrid Laurier University, Waterloo Inn

### Sunday May 16<sup>th</sup>

#### *Waterloo Inn*

15h00 -16h00      *Board Meeting* (Board members only)

16h00 – 18h00      *Registration & Information tables*

#### *University of Waterloo*

18h45                Bus to University of Waterloo

19h00 – 20h45      *Cocktail & Reception*

21h00                Bus returns to hotel

#### **Addresses:**

Waterloo Inn  
475 King Street North  
Waterloo

School of Business & Economics,  
Wilfrid Laurier University,  
75 University Avenue West, Waterloo

School of Accounting and Finance  
University of Waterloo  
200 University Avenue West  
Waterloo



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### Monday May 17<sup>th</sup>

#### *Wilfrid Laurier University*

- 07h45 Bus departs from lobby of hotel
- 08h00 – 09h30 *Breakfast*  
*Business Meeting & Roundtable Discussion on Research*
- 09h45 – 11h00 *Identifying & Marketing the Canadian B-School Brand*
- Andrew Crisp, Carrington Crisp, London (UK)
- 11h00 – 11h15 Coffee Break
- 11h15 – 12h30 *The Future of Digital Media & the Impact on Education*
- Tom Jenkins, Executive Chairman and Chief Strategy Officer, Open Text
- 12h45 – 13h45 Lunch
- 14h00 – 15h15 *Admission Testing*
- Casey Marks, COO National Council for State Board of Nursing & Immediate Past Chairman, Association of Test Publishers
- 15h15 – 15h30 Coffee Break
- 15h30 – 16h45 *Diversity & Inclusiveness in B-Schools*
- Ken Jones, Dean, Ryerson University
  - Jeannine Pereira, Manger of Inclusiveness Ernst & Young
  - Daniel Shapiro, Dean, Simon Fraser University
  - Lynn Wilson, Director Leadership & Organizational Effectiveness, Ernst & Young
- 17h00 Bus to Hotel

#### **Waterloo Inn**

- 19h30 – 21h30 Dinner & *Keynote Speaker*
- David Mitchell, President, Public Policy Forum



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### Tuesday May 18<sup>th</sup>

#### *Wilfrid Laurier University*

- 08h00 Bus departs from lobby of hotel
- 08h15 - 09h15 Breakfast, Presentation & Discussion  
*Accessing Research and Data That Schools Can Use!*
- Alex Chisholm, Senior Research Analyst, Graduate Management Admission Council ®
- 09h30 – 10h45 *Deans Panel on Student Retention*
- Bahram Dadgostar, Dean, Lakehead University
  - Ali Dastmalchian, Dean, University of Victoria
  - Julia Christensen Hughes, Dean, Guelph University
  - Robert Mantha, Dean, Laval University
- 10h45 – 11h00 Coffee break
- 11h00 – 12h15 *Entrepreneurship Programmes*
- Howard Armitage, Executive Director, Centre for Business Entrepreneurship and Technology, University of Waterloo
  - Steve Farlow, Executive Director of the Schlegel Centre for Entrepreneurship, Wilfrid Laurier University
  - Brock Smith, Professor and Francis G. Winspear Scholar, UVic
- 12h30 – 13h30 Informal Lunch
- Conclusion of program