

PRESS RELEASE



CÉGEP
VANIER COLLEGE

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Record number of teams participate in 2009 Vanier College BDC Case Challenge

Montréal, Québec, February 19, 2009 – The fourth edition of the 2009 Vanier College BDC Case Challenge held February 14 and 15, attracted the largest number of participants ever with 16 teams from Québec and Ontario competing to produce winning marketing plans. The Gold Award went to Niagara College, the Silver to Vanier College and the Bronze to Dawson College. The six top teams also included Seneca College, Cégep Lionel Groulx and Sheridan College.

“The Challenge has been such a success that we are planning to expand into the Maritimes next year,” says David Moscovitz, competition organizer and coach of the Vanier team.

During the case competition students, in teams of three, are isolated for three hours to analyze a business problem and then present a realistic marketing plan in front of a panel of judges. The competitors are graded on the value and practicality of their proposed solutions, along with the quality of their presentation styles.

“BDC is proud to support events that stimulate the entrepreneurial spirit in youth,” said Michel Bergeron, Vice President, Corporate Relations, BDC, the principal sponsor of the Case Challenge. “The Vanier College BDC Case Challenge competition is an excellent way of helping tomorrow’s leaders gain hands-on experience. Exposure to realistic business situations helps student entrepreneurs learn how they can make a difference in a very competitive business environment.”

“All the teams who participated in this case challenge are winners,” adds George Archer, Dean of Careers and Technology Programs at Vanier. “Presenting in front of judges is not easy, and all the competitors rose to meet the challenge. They should be proud of what they accomplished here.”

The 2009 Vanier Silver Medal team and Québec’s top team consisted of third year Business Administration students Michael Mooney, Christine Law, and Alexander McCulloch, pictured with team coach David Moscovitz and faculty member George Dracopoulos, of Business Administration. Not pictured are alternate/assistant coach, Michele Patera and second alternate, Kevin Ruel.



Left to right counterclockwise: David Moscovitz, George Dracopoulos, Alexander McCulloch, Christine Law, Michael Mooney,



This year's competitors included André Laurendeau, Champlain, Dawson, John Abbott, Cégep Joliette, Lionel Groulx, Collège Rosemont, and Vanier College from Québec; and Algonquin, Centennial, Georgian, Mohawk, Niagara, Saint Lawrence, Seneca and Sheridan Colleges from Ontario.

About Vanier College

Vanier College is a public Cégep located on 20 acres of beautiful tree-shaded campus in the Montréal borough of St. Laurent. Vanier College offers more than 25 two- and three-year programs leading to university studies or directly to the workforce. Vanier College has enjoyed an enviable reputation for excellence in education for over 37 years. For more information visit www.vaniercollege.qc.ca

About BDC

BDC is Canada's business development bank. From 100 offices across the country, BDC promotes entrepreneurship by providing highly tailored financing, venture capital and consulting services to entrepreneurs.

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