



Tim Silk:

Sharing memories means giving back



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Laurier appreciates
donors like Tim Silk
whose gifts **make
a difference.**

Tim Silk has nothing but fond memories of his time at Laurier, and especially of his time as an annual giving representative.

A business student who began his studies at Laurier in 1992, Silk worked at the call centre to help offset the cost of his tuition. At that time, Laurier didn't have an actual call centre (as it does today in Alumni Hall); callers worked from offices located in three of the small houses on Bricker Street.

Having an interest in both business and marketing, Silk saw the job as an opportunity to put some of his courses to the test. He also thought that it would be a great chance to speak with former Laurier students. Besides, it seemed like a fun place to work.

Throughout his three-year experience, Silk did indeed have fun and made some great friends, many of whom he continues to keep in touch with today. But the best part of the job, he says, was hearing former students reminisce about their time at Laurier. “Each person I spoke with, no matter how long ago they graduated, shared a common thread – Laurier. I loved hearing all of the great memories they had of the university,” says Silk.

Silk also enjoyed telling the alumni all of the changes that were happening at Laurier, and they appreciated hearing about their alma mater as well. At the same time, he was fascinated by the incredible accomplishments of Laurier's alumni. Silk spoke with doctors, surgeons, CEOs, vice-presidents, environmentalists, researchers and many more. “Talking with all of these successful people gave me the confidence that I, too, could succeed.”

After graduating from Laurier with a BBA in 1997, Silk went on to earn a PhD in marketing from the University of Florida and is now an assistant professor of marketing at the Moore School of Business at the University of South Carolina. However, he misses Canada and has decided to return home. In June, Silk and his fiancée, Joey, will move to Vancouver where they will work as assistant professors in marketing at the University of British Columbia.

Although Silk is no longer in Waterloo, he often thinks of his time at Laurier and at the call centre. “It was a great place to work,” he says. “Flexible hours, fun group of people – what's not to like!”

Today, when Silk gets a call from a Laurier student, he shares his stories and memories of his time at university. But memories are not all he shares – Silk is also a donor. He believes it's important that students and alumni give back to the university. “It costs a lot of money to be a leading institution,” he says, “and I don't mind helping out. After all, I did get a great education and I made so many wonderful friends.”



For more information on how to donate to Laurier, please contact **Wendy Zufelt-Baxter** at (519) 884-0710 ext. 3170 or wzufeltbaxter@wlu.ca

