

CABS

THE CANADIAN ASSOCIATION OF BUSINESS STUDENTS

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& W E L C O M E
P A C K A G E
F I S C A L 2014

Document

THE CANADIAN ASSOCIATION OF BUSINESS STUDENTS ACTION PLAN PHASE II & WELCOME PACKAGE FISCAL 2014

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 Adam Normand, CABS VP Finance / CFO

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This document contains the action plan that CABS wishes to present at the next wave of our conference circuit and has been created for use by the members of the Canadian Association of Business Students and its partners.

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Overview & Preamble

NOTE FROM THE OUTGOING PRESIDENT

Hello everyone! I can't even believe that another full year as gone by. This was by far the most productive year that CABS has seen and we owe much of that success to the support and contributions put forth by this board.

The rest of this report will cover wins from the 2012-2013 term, opportunities, Plan of Action for the next fiscal year and year end updates from each one of our Vice Presidents. Please review the report and relevant attachments and let me know if you have ANY questions at all.

Before reading any further, I need you to recognize the efforts of my executive team without whom there would BE NO CABS. There are 9 simple reasons that CABS has seen its success this year and they are Matthew, Malissa, Dylan, Adam, Mike, Jordan, Scott, Seema, and Greg. Thank you for all of your hard work and dedication to CABS and supporting this amazing national initiative.

- Aneesh Lal

Overview & Preamble

RECAP OF THE 2012-2013 TERM

Here are some of initiatives and partnerships achieved by our team this year:

WIN	Description
New Member - University of Alberta	NEW MEMBER in the WEST!
New Member - Vancouver Island University	NEW MEMBER in the WEST!
New Member - McMaster University	NEW MEMBER in the EAST!
Raised \$71,500 in cash sponsorship for the circuit	Raised sponsorship for Roundtable, ECLR, WCLR, and JDC Central
Raised at least \$230,000 in kind value for CABS	Staples, National Post coverage
New Partnership - The Canadian Federation of Business School Deans	The CFBSD represents the Deans from ALL business schools in Canada. This year we were able to present to them and create awareness to our cause
New Partnership - PwC, The Lannick Group, Coca-Cola, CGA, IBM, Scotiabank, Maple Leafs Sports & Entertainment	CAMPUS ENGAGEMENT PROGRAMS GUARANTEED WITH ALL THESE PARTNERS!
New Partnership - Staples Canada	Staples is offering a preliminary discount of 20% on all printing and copying needs. The second we hit \$10K in sales we will be upgraded to a higher bracket
New Partnership - The National Post & PostMedia Network	4 Half Pages in the Newspaper and an online editorial once a month - Reach: 8 million People
Partnerships in the works: Communications Agency Canada, LinkedIn, Breakaway Tours and many more!	
Municipal Contacts	Peterborough, Ottawa, Toronto, Montreal, Lethbridge, Regina
Successful BIDS	JDCC14, ECLR13, WCLR13

Who Are We?

The Canadian Association of Business Students (CABS) is a not for profit organization dedicated to bridging and developing the Canadian leaders of tomorrow. Our members comprise of elected undergraduate business students that represent their respective commerce societies from across Canada. We currently have 28 schools enrolled within CABS. Here is a breakdown of our participating members:

University	School of Business Represented	Number of students represented	Province
University of Calgary	Haskayne School of Business	3000	Alberta
University of Lethbridge	Faculty of Management	1200	Alberta
University of British Columbia	Sauder School of Business	3000	British Columbia
UBC Okanagan	Faculty of Management	800	British Columbia
University of Northern British Columbia	School of Business	1200	British Columbia
University of Victoria	Gustavson School of Business	800	British Columbia
Vancouver Island University	Faculty of Business & Management	800	British Columbia
University of Winnipeg	Faculty of Business & Economics	1000	Manitoba
University of Manitoba	Asper School of Business	1700	Manitoba
University of New Brunswick	Faculty of Business Administration	900	New Brunswick
Dalhousie University	Faculty of Management	1800	Nova Scotia
Brock University	Faculty of Business	2800	Ontario
Carleton University	Sprott School of Business	1800	Ontario
University of Guelph	College of Management & Economics	3200	Ontario
Ryerson University	Ted Rogers School of Management	9500	Ontario
Trent University	Faculty of Business Administration	600	Ontario
Simon Fraser University	Beedie School of Business	3500	British Columbia
University of Ottawa	Telfer School of Management	3500	Ontario
University of Toronto	Rotman's School of Business	2400	Ontario
McMaster University	Degroote School of Business	3000	Ontario
Bishop's University	Williams School of Business	600	Quebec
University of Alberta	Faculty of Management	2000	Alberta
HEC Montreal	HEC Montreal	3500	Quebec
Concordia University	John Molson School of Business	7500	Quebec
McGill University	Desautels Faculty of Management	2100	Quebec
University of Regina	Paul Hill School of Business	1600	Saskatchewan
University of Saskatchewan	Edwards School of Business	2100	Saskatchewan
Wilfrid Laurier University	The School of Business & Economics	4500	Ontario
Total Reach:		66800	

Who Are We?

OUR PURPOSE AND MANDATE

Why does CABS exist?

Simple. Our vision is to make EVERY business undergraduate in Canada global ready.

How are we going to do this?

Continuously work with Corporate, Government and Education Canada to bring the best resources to our student core.

What do we do?

We oversee and help host 5 conferences & Competitions every year, Launch Campus Engagement initiatives and maintain the communications between existing and past members of our leadership core.

Our day-to-day objectives:

1. To ensure the sustainability, continuity and growth of our conferences and competitions circuit (please refer to "Our Events Circuit" for more details).
2. To provide council, guidance and resources to our member schools, their executive teams and respective student communities.

Ultimately, we are the national platform where young business leaders develop and build their skill sets to even further better the student societies that they represent. These individuals have a track record of excellence and have demonstrated an esteemed level of aptitude, initiative, and leadership. If gauged correctly, the potential of these young leaders can be used to transcend the Canadian business world to an entirely new horizon.

Who Are We?

OUR EVENTS CIRCUIT

CABS currently owns the guardianship rights to 4 major conferences and competitions that our members actively participate in:

Roundtable (National Conference)

Roundtable is the mother ship of our conference circuit. It is an annual event where each member school is represented by their incoming and outgoing executive teams. The essence of Roundtable is the sharing of best practices and leadership experiences that can be carried forward by the new generation of student leaders.

Every year schools place bids to CABS to host this event. Roundtable takes place the first weekend of March and hosts approximately 300 student leaders from across the country. This year, Carleton University is hosting Roundtable from February 28th - March 3rd, 2013.

WCLR (Regional Conference)

The Western Canadian Leadership Retreat is a more intimate and closely knit conference where schools from Western Canada send their top executive to learn key management skills. This conference typically takes place in May/June and hosts approximate 50 delegates from Western Canada.

The University of Calgary's Haskayne School of Business is hosting WCLR on May 25 - 28th, 2012.

Who Are We?

OUR EVENTS CIRCUIT

ECLR (Regional Conference)

The Eastern Canadian leadership Retreat is the counterpart of WCLR in the east. All Ontario, Quebec and Atlantic region members send in their executive delegations to develop planning, implementation and management skills that they then use to better their respective communities.

The University of Guelph's College of Management & Economics and is hosting ECLR on June 8th - 10th, 2012.

JDC Central (Regional Competition)

JDC Central is one of central Canada's fastest growing business competitions. There are over 400 competitors and 40 volunteers from across 10 major business schools involved, making JDC Central one of the most prestigious business competitions in Canada. The competition itself focuses on Academic, Social, Athletics, and Debate based components and truly brings out the most well rounded students in Central & Atlantic Canada.

This competition takes place in late January every year and for the first time, will be hosted in Halifax, Nova Scotia by Dalhousie University.

The Management Team

OUR EVENTS CIRCUIT

CABS is currently operated by a team of 9 volunteers spread across Canada. Each one of us was voted in by our members to represent them. All positions are in office for 1 year.

- **President**
- **VP External**
- **VP Finance**
- **VP Corporate Relations**
- **VP Marketing**

- **VP Members & Alumni Relations East**
- **VP Members & Alumni Relations West**
- **VP Conferences & Competitions East**
- **VP Conferences & Competitions West**

BOD Expectations Contract

Here are the expectations of the Board of Directors to help better maintain CABS' success throughout the year.

1. Representation

Each member school is to be represented by their President or suitable proxy at EVERY BOD Meeting.

(Board Meetings include but are not limited to: The AGM at Roundtable, The SAGM at NBSC and the regional meetings at ECLR, WCLR, WBSC and Eastern August Meeting.)

2. Time Commitment

Each member schools is expected to contribute a minimum of 4 hours a month towards CABS and its mandate.

3. Email Response Policy

Due to the fact that a large portion of our communication is online, it is imperative that all deadlines for deliverables be established by the CABS executive team and that a simple response be provided within 48 hours by both parties.

4. Payment deadline is July 31st, 2013.

Schools that do not pay on time will be subject to a 10 percent late fee per month in addition to paying the CABS tax for ALL CABS events until payment is received.

CABS Fail-Safe Promise

IN THE EVENT THAT NO
ONE BIDS FOR ANY OF
CABS PROPERTIES, IT
WILL BE THE
RESPONSIBILITY OF THE
CABS EXECUTIVE TO
PUT FORWARD A BID
FOR ANY CABS
PROPERTY.

Portfolio Updates

This section has been put together by each Vice President and provides a year end update on each portfolio. Please take the time to read these and let us know if you have any questions.

MEMBERS AND ALUMNI RELATIONS

Malissa Skara (East) and Matthew Friesen (West)

One last time with feeling!

It is with definite mixed emotions that we write this year end update to all of you amazing future business leaders! On one hand, we can't wait for Sprott's Roundtable '13 which I am sure will be the best one yet and be a great send off for us old balls former or soon to be former executive. On the other hand, we can't believe it has been a full year since Edwards Roundtable '12 when we took on our roles as VP Members & Alumni Relations East and West respectively.

So, what has happened with the Canadian Association of Business Students, and therefore, our 27 member schools this past year? Our number one priority was to enhance our communication with all of our members. We feel this was our biggest success this year and we couldn't have done it without you all!! With your help we improved this department immensely by continuing to take part in the valuable regional and national conferences throughout the year; having one-on-ones and other ad-hoc meetings with members whenever was necessary; launching the member portal making it a one stop shop for all CABS related information; and launching a monthly newsletter highlighting key wins across the country.

Furthermore, we have ensured that we deliver a consistent message from East to West resulting in a more unified group of Canadian business students!

Portfolio Updates

Another big priority was to retain and increase our membership this year and we couldn't be more proud to be sitting at 27 member schools strong coming into Roundtable. We would like to welcome once again the University of Alberta Business Students' Association, McMaster's Degroote Commerce Society, and Vancouver Island University's Business Students Association. The 27 of you are the reason we were able to fulfill our action plan this year and exceed many naysayers expectations.

Last but certainly not least, we wanted to deserve our titles and work on the "Alumni Relations" portion of our portfolios. Therefore, as you will all see at Roundtable we are launching the CABS Alumni Exchange. We highly encourage you all to sign up when you arrive on Thursday or online at <http://cabsonline.ca/en/happening/alumni/register/>.

This database is our first step in reaching out to alumni from East to West. Now where we sign off is allowing next year's fresh and bright VP Members & Alumni Relations decide how to leverage this network and create lasting relationships with the future of business in Canada!

Sadly this is where we close this year end update. It has been a blast guys, honestly we wouldn't trade this past year for the world...easily one of the best of our lives. We would like to thank our entire executive team and all outgoing executives for their work this past year. None of the successes you will hear about in the respective VP updates would be possible without everyone's support and helping hand.

Forever and always, #CABSlove

Malissa and Matt

VP Members & Alumni Relations

Portfolio Updates

CONFERENCES AND COMPETITIONS

Scott Brown (East)

Hello delegates,

I would like to begin by welcoming all of you to Roundtable 2013! The Conference and Competitions portfolio had a very successful year for CABS. Starting the year off with a bang, the University of Guelph hosted an extremely memorable ECLR. A huge thank you to Christine Raby, Christian Geronimo and their team as the weekend really exemplified the spirit of what ECLR is about and is sure to be used as the standard for future years. The ECLR 2013 bid process did see some hiccups but at the end of the day Wilfrid Laurier University put forth a successful bid. I would like to wish the best of luck to Kathleen Yawny, Brandon Van Dam, and the SBESS as they attempt to put on a great ECLR in June. Congratulations!

The largest success for this portfolio was the dedication, expertise, and execution put forth by Taylor Thompson and Fabrice Vermeer of Dalhousie University for their work with JDC Central 2013. In its fourth year of existence, Taylor, Fabrice, and their OC really brought the competition to the next level and have positioned it for many years of future success. It was a pleasure working with both of them as well as their outstanding Organization Committee. One of my biggest goals was to ensure this competition moved forward and would be successful in the future. I am pleased to announce that The University of Guelph will be hosting JDC Central 2014. Jena Mesih, current CMESA President, and Chelsea Galoni, former University of Guelph team captain and godparent, are poised to make JDC Central 2014 an amazing event. Congratulations and good luck to you both!

Marcela Cuenca did a phenomenal job organizing and executing an extremely fun and productive inaugural August President's Weekend. I would like to extend thanks

Portfolio Updates

to Marcela and the Goodman School of Business for being the first school to host what is looking to become a staple of the CABS conference circuit for years to come. The CABS Conference & Competition Calendar is officially off the ground. This is a resource that has been in the works for a few years and I am proud to announce that it is now operational. Seema Grover and Adam Normand were a huge reason why this tool was successfully launched so I would like to say thank you to both of them!

I would like to wish the best of luck to both Christine Raby and Jenna Whytock who are currently running for the Vice President of Conferences and Competitions East. I have had the pleasure of working with both of these individuals over the past year in different capacities and I can honestly say that I think both of them would do a fantastic job.

Lastly, I would like to congratulate all of you for making it through your year as student leaders at your respective Universities. Your contribution to the student environment, whether it is big or small, is sure to have made an impact on student life and for that you should be very proud. Thank you to Aneesh for his undying love for CABS and being the leader that people could respect and want to be led by. I hope you are able to get a lot out of this amazing event and best of luck on all future endeavors.

Cheers,
Scott Brown

Portfolio Updates

CONFERENCES AND COMPETITIONS

Seema Grover (West)

Hi Everyone,

First of all, I would like to thank everyone for the support CABS has received over the past year and hope that we have met and exceeded your expectations as a team. I would like to provide you with highlights of my work over the past year and a look into ideas to implement in the coming year.

Conference and Competition Calendar: Scott and I have worked hard on collecting information from everyone to get the conference and competition up on our website. I have been in charge of updating this information continuously on the portal and appreciate everyone's support on providing me with information. We have been able to push out and advertise many conferences and our hopes are to continue to push these conferences and competitions further on our social media platforms now that we have a base to work off of. We are always accepting more conferences and feel free to contact Scott or I. In the future, I would like to see this calendar grow to reach national and international conferences/competitions to add to inspire students at your school to compete and attend more of them. By educating schools on the opportunities available we hope schools can gain support financial and non-financial support to attend these opportunities.

JDC West: As there was no one in the VP C&C West position last year I have tried to build this relationship and work with the OC and BOD to find more ways to support them moving forward this year and in the following year. I have attended JDCWLS (in March) and WBSC August Meeting (in August) working on finding opportunities to build with JDC West. I sat in on numerous JDC West BOD meetings to understand how the Board functions and what areas we have the opportunity to help JDC West improve in the future. The WestJet conference code was made for all individuals attending the conference to receive a 10% discount. In addition to some of the

Portfolio Updates

presidents comments we have implemented the first bi-annual memo from the JDC West OC to inform presidents on what is going on and what necessary information they need for upcoming decisions. A major opportunity this year is provide the JDC West captains with leadership and personal development opportunities at WCLR 2013. I have also started to foster a relationship with the JDC West Co-Chairs for 2014 in hopes of connecting them with JDC Central and JDC chairs on sharing ideas on how to improve their respective competitions.

WCLR: Coming into my position I started to work with the WCLR OC from Haskayne on communication documents and session development. I also worked with the Chair Ashley Towns and session leaders on succession plans for the next OC in Victoria. Also, CABS sent out a WCLR survey on ways to improve the conference, which I have shared with the current OC and the members on our portal. In addition, I facilitated the WCLR 2013 bid process which was presented at WBSC by UVic which was unanimously voted for. Currently, I have been working with Kyrie (Chair) and her team to plan the conference next year.

Roundtable: This year we have worked hard in finding ways to improve the conference circuit, which included Roundtable. Our whole team has been working with the Sprott Roundtable team to send out necessary communications to the members, finding ways to improve the quality of sessions, securing sponsorship, and finding solutions to issues that have come up over the last year. We have also finalized the bid process for all conferences including Roundtable which will provide a standard for all bids in the future.

I had an amazing time working with a bunch of amazing people this year. Although, I'm sad it is coming to an end I know I have made friendships that will last a lifetime. I can't express how much I love this team and their support for me when my life as an accountant really began to get busy.

Much #CABSLOVE <3. - **Seema Grover**

Portfolio Updates

MARKETING

Dylan Hunt

When I started my term as a CABS executive I did not understand how much work went into every aspect of what we do. This organization could not operate without such an incredible team. The leadership that Aneesh brought forward is what kept us all productive throughout the year.

My Role:

The VP Marketing role is new this year. I am the first person to fill the position and defining it was an interesting process. Social media was the main focus of my work for the beginning, but evolved very quickly. I started the year off with less than 500 twitter followers, and much fewer on Facebook and LinkedIn. I am happy to say that a year in we are very close to 1000 twitter followers, over 700 on Facebook, and have begun to create a LinkedIn presence on the company page, with a group setup for discussion between professionals and students. As with anything, getting people to use it is a slow process, but we are working on it.

Marketing materials were my focus throughout the summer, creating a poster and brochure to be sent out to each school, with a banner for a sponsor coming along in the fall. This was a different experience because I needed to reach out to people across Canada for the images needed to make the materials dynamic. The feedback and support I received was impressive.

Another major endeavor was having a meeting with a majority of the VP Marketing's from schools across Canada. I will say that ensuring time differences are accounted for are very important, but the overall experience was a success and the feedback I received really helped to plan out what deliverables were most important throughout the year.

Portfolio Updates

Experience:

I feel very fortunate to have been able to work with such an incredible team for this past year. Working with a team that is located across Canada, while only meeting once during the year together in person was a new challenge for me. Staying self-motivated is very important.

I am looking forward to transitioning the new executives and giving them the ability to exceed and achieve goals that we began working on this year, and more. I am going to miss the conferences and the people that made this position so rewarding, and are the reason I chose to run.

Sincerely,

Dylan Hunt
VP Marketing

Portfolio Updates

CORPORATE RELATIONS

Michael Jor

Hi Everyone!

IT'S ROUNDTABLE! I hope it has been a pretty interesting year for all of you, and I hoped you took away some great lessons and made some great new friends and contacts. I know it's been a pretty good year for me, I learned a whole lot about myself with some of my strengths and weaknesses and I had a great group of execs that were very supportive of me. I have been one of the best experiences I've ever had and I have you the directors to thank for giving me the privilege to work for CABS and more importantly, for you.

I will attempt to sum up the 6 months after the SAGM. Aneesh and I have worked hard to get as much contacts and to spread the word out for the first half of the year. In turn, in this part of the year, what we did proved successful. We saw more companies and associations that were willing to hear us out more and would reach out us because they were interested in our conferences and competitions.

As I said in my previous letter "We are looking into other sponsors soon to get even more partnerships going." I personally attended even more career fairs and also added conferences into my mix to talk to not only human resource associates but also directors and presidents of other associations and having serious conversations with them about CABS. This has proven to be quite fruitful.

Finally I raise my glass (figuratively and somewhat literally) again to everyone. Everyone has done a great job this year, I know there were some days where it never ends and it's tough, but there were also days that were great to be you. Today's the day where we celebrate the failures we learn from and the successes we have gained.

Portfolio Updates

So once more, here's to you, here's to me, here's to CABS's reality, for those of you who don't agree, well tough luck, we p-p-pounded it!

Cheers!

Mike Jor

Vice President Corporate Relations

Portfolio Updates

EXTERNAL RELATIONS

Gregory Synanidis

As my mandate as VP External comes to a close, I feel confident enough to say that it was a successful one. For starters, we established many relationships across the country. Having contacted all the mayors offices of our member schools, I was very pleased with the amount of mayors that got back to us. Many offices are now aware of the amount of hard work that the business associations in their respective cities put in to enhancing student life. In addition, non for profit business associations were contacted. Unfortunately, none of them got back to us. This will continuously need to be worked upon next year.

Furthermore, we also worked with the Canadian Federation of Business School Deans. Together, we were able to do a survey across the country, that demonstrated issues that students were facing in their educational curriculum. CABS presented these issues at their General meeting in Ottawa, They were very pleased with our findings, and they are looking forward to be working with us in the future,

Finally, as VP External, I was mandated to work with RÉFAEC. Having been present at all the meetings, there is not much progress to report on their end. The major thing they are working on, is launching a live stream program that will have all of their competitions streamed online. In addition, I had discussions with their VP External, on how RÉFAEC and CABS can continue to work together, in enhancing the JDC Central brand.

All in all, this years mandate was very rewarding, and we took steps in the right direction. I am very pleased with the direction of CABS, and it will only continue to grow an improve in the future.

With warm regards,

Gregory Synanidis

VP External Affairs

Portfolio Updates

FINANCE

Adam Normand

Distinguished Members,

I am humbled and honored by this opportunity to congratulate you on the successes of your many endeavours this year. As students and developing young professionals, we are endlessly tendered opportunities to engage our minds, challenge our weaknesses and to fulfill our potential. Though, regardless of the opportunities offered to us, a fundamental distinction exists between being staring at opportunities and chasing after them.

Dreams can either be a channel for fantasy or a driver for living.

The opportunity to read this did not come to you because you had your head in the clouds – it is because you have something that is unique. You are a student leader – and believe it or not, that takes a special kind of person – someone who is entrepreneurial and passionate about making things happen. You are a perfect representation of the spirit of CABS – working hard for the success of something greater than yourself.

Your support as student leaders is instrumental in the achievement of our purpose as one of the most up-and-coming and important organizations in the country.

The successes of CABS are owed to the members – to the thousands of business students who appreciate the value in higher education and refuse to succumb to lost battles, or pressure. Those who refuse to

Portfolio Updates

underestimate our potential, as business students and professionals, to shape a better world for ourselves and neighbors are those who go beyond the status quo.

Thanks to your support and the relentless dedication of a cohesive management team, our Organization has reinvented itself – hitting modest milestones in each portfolio, namely its incorporation, a modest corporate sponsorship and partnership portfolio, formalized systems, a growing member base, stable finances and improved relationships with alumni, government and above all students.

I cannot express how honoured I am to have participated in the writing of our most successful chapter in our book of CABS. What is even harder to define, is my appreciation and respect for our outgoing President. I am confident in saying that Aneesh Lal has become the greatest role-model of student leadership in Canada. His passion, balance and virtue, and even his “swag” have impacted the future of business in Canada.

Thank you to my devoted colleagues in our management, and our supportive our sponsors and above all, members, I can easily say that I am wholeheartedly committed to and undoubtedly in #CABSlove with this organization.

Faithfully yours,

Adam Normand

ACTION PLAN – Phase II

A. Develop the Canadian Leadership Network (CLN)

Overview

- Will comprise of top corporate and government representatives
- These individuals will provide us with insight, resources and mentorship to further develop our leadership core
- Connect our corporate contacts and national resources to campuses directly
- Add more government, corporate and education based partners to our cause

This solution not only boosts CABS presence in the corporate world, but also enables our students to tap into a controlled and centralized resource pool. The aim is to have top professionals from across Canada provide support for CABS nationally and to our members locally.

Goals for the CLN this YEAR

To have at least 10 MORE corporate and government reps from across Canada on board with CABS and our conference circuit. Ideally, these top level executive and government officials can attend our conferences and lead our breakout sessions.

Specific Tasks - BY Vice President

The Vice President Corporate Relations, External Affairs and Marketing have a strong role to play in connecting with our alumni and building campus engagement .

ACTION PLAN – Phase II

VP Corporate Relations Specifics:

1. To exceed YOY sponsorship dollars raised by at least \$20,000 (\$90K minimum)
2. To find an airline partner who can grant our member schools at least a 20 percent discount on flights
3. To find at least 10 corporate partners that wish to execute our campus engagement program

Building stronger relationships with our new partners - the Association of Business School Deans

Building on relationships made with municipalities across

Supporting 5 Days for The Homeless charity and ensure all grants and charities are paid out on time by the National

Identifying at least 2 new Not for Profit Organizations/month

Specifics:

Developing digital Social Media Campaigns that will help build awareness of CABS and to bring the best speakers and conferences.

Increasing digital media reach. The VP Marketing will have at least 10% increase by the end of the fiscal year

Developing LinkedIn and Facebook Profiles

Developing video, Multimedia content of our website

Increasing visibility of CABS

ACTION PLAN – Phase II

VP Members & Alumni Relations

1. ENGAGING THE ALUMNI

It is absolutely paramount to retain as much alumni involvement as soon as possible. These are the individuals who need little to no buy in on what we do and why we do it. By gaining their support every year we open up incremental sponsorship, speakers, leadership development and talent acquisition opportunities.

The goal this year is to host at least 3 events (spread across Canada) and to have at least 200 alumni registered on our Alumni Exchange Portal.

What is the Alumni Exchange Portal?

The Alumni Exchange Portal (AEP) is a tool put together by CABS to track, maintain and communicate with Alumni. We will be sending out quarterly updates to these Alumni letting them know about major news, invitation to events, Conference Bid wins and anything else that is relevant to them. Ideally, this portal will also serve as a benefit to the alumni who will use it to stay connected with students and fellow alumnus.

2. BUILD ON EXISTING COMMUNICATIONS WITH THE BOD

It is paramount this year that the Presidents and their respective executive teams come together and support CABS in our on Campus initiatives. We have at least 6 programs already confirmed from this point on.

- The Lannick Group of Companies
- Coca-Cola
- PwC
- IBM
- Scotia Bank
- The National Post

ACTION PLAN – Phase II

Vice President Conferences & Competitions (EAST/West)

1. Conference & Competition Facilitation

The VP Conferences & Competitions will be responsible to find, analyze and certify bids for our conference and competition circuit. They will make their decision based on

- Feasibility
- Compliance
- Faculty Support
- Manpower

2. Creation of the JDC Central Advisory Board

It is our personal recommendation that we create a JDCC Advisory Board that will in essence, help maintain the integrity of the games. These individuals would be selected by CABS and would be an additional resource for the VP Conferences & Competitions East. It is important to note however, that these individuals will NOT have any authority on the competition but will simply be there to provide feedback and recommendations from their past experiences. CABS will closely monitor this pilot and take feedback from the OC (Guelph) and VP CC East to see if it is a worthwhile investment.

ACTION PLAN – Phase II

on - Website and Online Resources

is to provide internal resources for our stay organized, build ideas and provide even our student communities. The website this year active component than previous years.

and Support: the best thing about conferences is us with a venue to bring up issues and help one first thing about conferences is that they happen We are now creating and monitoring forums your executive will be able to bring up issues (hy, event ideas, etc.) and have continuous

& Financial Tracking

S and VP Members will submit an online update every month to keep you in the loop with our updates will be the discussion points of your

videos to enhance learning for membership

ACTION PLAN – Phase II

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ACTION PLAN – Phase II

HOW YOU PLAY A ROLE

- The BOD is integral to making this vision a reality. In order for CABS to succeed, and consequently for you to benefit all we need you to do is start talking to your students about CABS. We will provide you with the content.
- We also need you to be engaged throughout this year. You are a part of a body that can help gain resources for almost 75,000 students across Canada!
- Meet with your VP Members on a monthly basis and get your student groups and councils to follow @theCABS on twitter. Remember, you have 4 hours a month to play with to help grow CABS at your schools.
- If you want us to get you discounts, quality speakers and tangibles for your schools then we need you to play ball as well. Just talk, send emails and stay engaged!

CLOSING REMARKS

- Please let us know if you have any questions. We are committed, driven and ready to perform. All we need now is your support!
- And with that my friends all I can say is that it's been an absolute honor and privilege to be your President. Thank you for the love, support and faith in CABS. We truly couldn't be here without you.

Looking forward to seeing all you beauties!

#CABSlove

Aneesh Lal
President
The Canadian Association of Business Students