

CABS

THE CANADIAN ASSOCIATION OF BUSINESS STUDENTS

WWW.CABSONLINE.CA

THE FUTURE OF BUSINESS IN CANADA



F2014 Annual General Meeting

Montreal, Quebec
March 1, 2014

THE CANADIAN ASSOCIATION of BUSINESS STUDENTS

Getting Started

Overview

1. Quorum count
2. Call to order
3. Adoption of the agenda
4. Approval of Agenda
 - Motion to adopt, amendments welcome

Getting Started: Agenda

1. Call to order
2. Review and adoption of the agenda
3. Presentation of Annual Report from CABS Management Team (20 minutes)
4. New Business: Board of Directors
 1. Creation of the Office of the Chief Returning Officer (10 minutes)
 2. Creation of Alumni Advisory Council (Non-Board Committee) (10 minutes)
 3. Creation of Strategic Oversight Committee (Board Committee) (20 minutes)
 4. Creation of Governance Committee (Board Committee) (10 minutes)
 5. Election of the Finance Committee (10 minutes)
 1. Motion to open election
 2. Nomination roll
 3. Election by ballot
 6. Election of the incoming Chair of the Board
 1. Motion to open election
 2. Nomination roll
 3. Election by ballot
 7. Election of incoming management team
5. New Business: Conferences and Competitions
 1. Eastern Business School Conference 2014 (30 minutes)
 1. Presentation of bid by Waterloo University
 2. Presentation of bid by McMaster University
 3. Election by secret ballot
 2. Western Canada Leadership Retreat 2014 (20 minutes)
 1. Presentation of failsafe bid
 2. Ratification of bid by rising
 3. Western Business School Conference (10 minutes)
 1. Presentation “Where do we go from here?” from Moe Chehade
 4. JDC Central 2015 Participants Applications
 1. Election by secret ballot
6. New Business: Adoption of F2015 Budget (15 minutes)
 1. Presentation of budget
 2. Ratification of presented budget by rising
7. Other business and varia
 1. Signing of the Charter
 2. Signing of Other Legal Documents for CRA
8. Adjournment

A background image showing four business professionals in a meeting. A man in a suit is speaking to a woman on the left, while another woman on the right is looking at a laptop. The scene is set in a modern office environment.

Annual Report

**Review of Corporate
Objectives and Progress**

THE CANADIAN ASSOCIATION OF BUSINESS STUDENTS

Portfolio Updates: Corporate Relations

WCLR 2013 & ECLR 2013 via CABS

| WCLR 2013 | | |
|------------------|-----------------------|---------|
| Title Sponsor | CPA British Columbia | \$3,000 |
| Official Sponsor | PPG Pittsburgh Paints | \$1,000 |
| Contingency | CABS | \$1,000 |

| ECLR 2013 | | |
|------------------|-----------------------------|---------|
| Primary Sponsor | Coca-Cola Canada | \$3,000 |
| Partner Sponsor | CGA Ontario | \$1,000 |
| Official Sponsor | JobPostings.ca and Magazine | \$ 400 |

Portfolio Updates: Corporate Relations

JDC Central 2014 via CABS

| JDC Central 2014 | | |
|----------------------------|------------------------------------|----------|
| Premier Presenting Sponsor | The Bank of Nova Scotia | \$20,000 |
| Executive & Case Sponsor | EMCO Ltd. | \$16,000 |
| Charity Sponsor | Target Canada | \$8,000 |
| Case Sponsor | CGA Ontario | \$6,000 |
| Case Sponsor | Canadian Youth Business Foundation | \$6,000 |

As well as in-kind sponsorship of **\$12,250** from a combination of the companies above.

Portfolio Updates: Corporate Relations

Roundtable 2014 via CABS

| Roundtable 2014 | | |
|----------------------------|-------------------------|----------|
| Premier Presenting Sponsor | CGA Ontario | \$20,000 |
| Executive Sponsor | PriceWaterhouseCoopers | \$12,000 |
| Official Sponsor | Vector Marketing Canada | \$2,500 |

Portfolio Updates: Corporate Relations

Progress:

- JDC Central 2014: Completed
- Roundtable 2014: Completed
- ECLR 2015: Started
- WCLR 2015: Waiting on Host

Goals:

- 1) Begin raising sponsorship for WCLR 2014
- 2) Begin raising sponsorship for ECLR 2014
- 3) Lock JDC Central 2015 Title Sponsor
- 4) Lock Roundtable 2015 Title Sponsor
- 5) Begin Content Leadership Sponsorship Program for incoming executive
- 6) Ensure smooth transitions with new executive to maintain strong relationships and high retention rates

Portfolio Updates: Marketing

- Branding Guidelines
- Holistic Social Media Plan
- Creation of CABS owned content
- Multimedia content generation
(Articles, Videos, Photos)
- A Unified Voice for Business Students in
Canada

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Portfolio Updates: Marketing

- New Logo



THE CANADIAN ASSOCIATION of BUSINESS STUDENTS

Portfolio Updates: Finance

- Governance
- Assurance
- Remove burden from of host schools and organizing committees
- Portfolio now virtual (online banking, credit)
- Annual report to be submitted at fiscal close, consolidated with all events
- Transition goals for portfolio

Portfolio Updates:

Members West

- Keeping communication open with the BOD
- Obtaining information for CABS data base, Portal, and Learning Centre
- Acquisition Strategy
 - Capilano University
 - Grant MacEwan University
- Sponsorship Challenges

Portfolio Updates:

Members East

- Created & Implemented Campus Ambassadors
- Updated the BOD through social media updates
- Society database created
- New Members
 - Waterloo
 - St. Fx
 - Schulich
 - Queens (in progress)
 - Memorial (in progress)
- Created a member segmentation of strengths & weaknesses for more effective conferences

Portfolio Updates:

Members East

- Learning Centre: collection of member information
- Contributed to clothing provider selection
- Kept BOD up to date in all initiatives
- Hosted EBSC (formally APM) with JDC Central Co-Chairs
- Created new member information package
- Worked with team to have everything ready for all conferences

Portfolio Updates:

Members East

- School Profiles Initiative: created & and now live
- Worked in recruiting by speaking to a few people felt to be great VP Members

Portfolio Updates: Conferences West

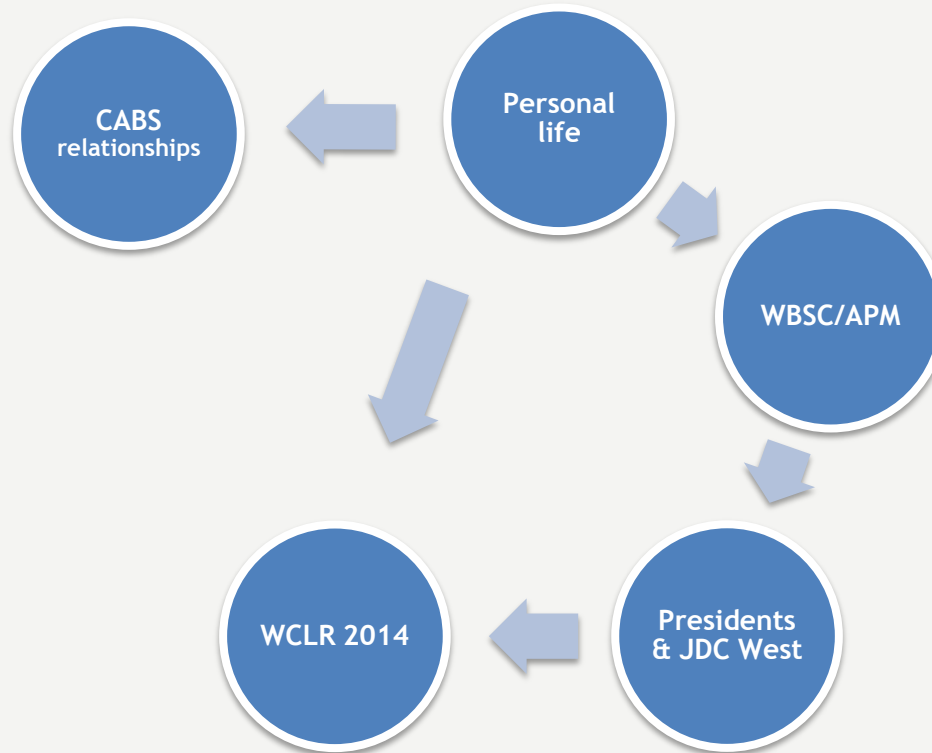
JDC West +
CABS
Collaboration

Build
reputation
among larger
student body

Help with
recruitment
issues among
BSAs

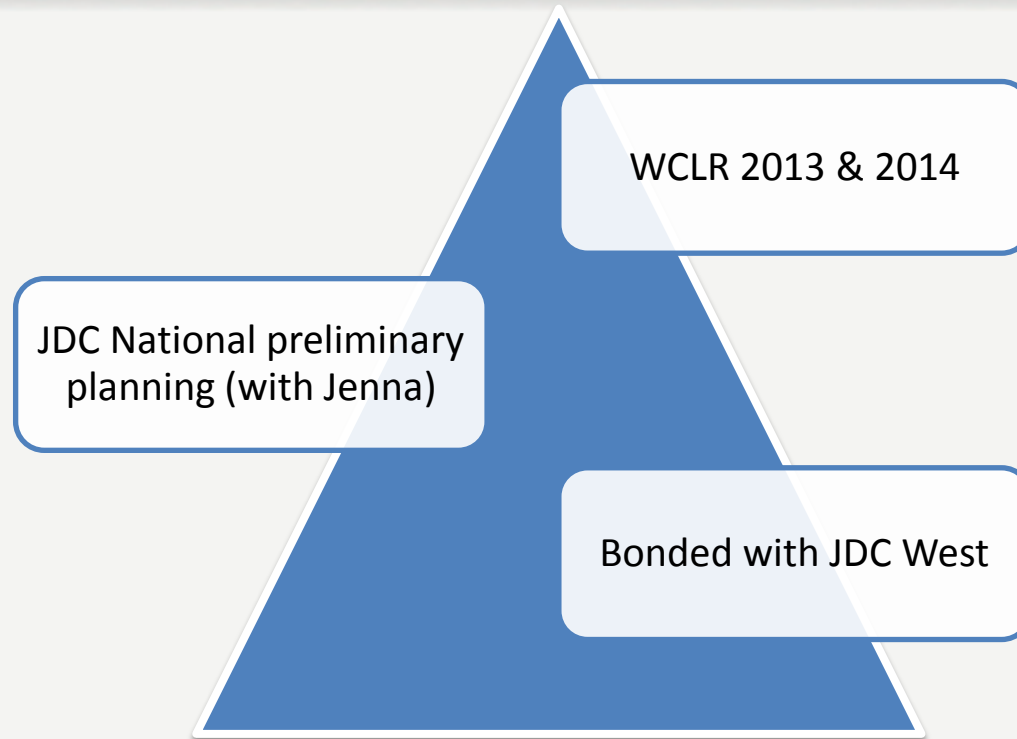
Initial Goals

Portfolio Updates: Conferences West



Set Backs

Portfolio Updates: Conferences West



Successes

Portfolio Updates: Conferences West

Go through
the
following
options at
WCLR

Personal
bond with
JDCW
Captains

Personal
bond with
BSA
Executives

If I could do it again...

Portfolio Updates

Conferences East

S:ELAURIER
SCHOOL OF BUSINESS & ECONOMICS
STUDENTS' SOCIETY

2013:

74 delegates,
representing Central &
Eastern Canada

Thank you to Brandon
& Kathleen

Set the standard
moving forward


SPROTT
SCHOOL OF BUSINESS

2014:

Two bids to host:
Spratt & Bishops

Date: June 13-15,
2014

Location: Ottawa,
Ontario

Chair: Chris Jackson

ECLR

Portfolio Updates

Conferences East



2013:

Hosted in conjunction with JDC Central

Strongest bond between Captains & Presidents yet

Surplus from event being returned post JDCC books closed



Bidding to host 2014



UNIVERSITY OF
WATERLOO bidding to host 2014

August Meeting/EBSC

Portfolio Updates

Conferences East

- Weekend completed with a projected surplus of \$10K
- Couple issues on the Saturday morning with getting access to the building (hour delay from the start)
- Feedback relatively positive so far - biggest concerns re the logistical issues
- Post conference survey feedback (19% participation)
- OC should be proud of their work! Thank you to Chelsea & Jena

JDC Central 2014

College of
**Business +
Economics**

Portfolio Updates

Conferences East

- Relegation:
 - First time – all schools wishing to compete required to apply
 - 15 schools applied for the 14 positions
- No host school for the competition
- CABS Failsafe
 - Working with 2 very capable chairs to host in Ottawa, ON
 - Working to get RFP's from venues to compile a full bid package to be voted on by the board
 - Looking for as quick as possible turn around

JDC Central 2015

Portfolio Updates

Conferences East

- Structure, Structure, Structure
 - New JDC Central By-Laws
 - Conference Policy
 - Finance Policy
 - Chair/VP Conference agreements

Other wins

Portfolio Updates: President

- Governance Reform (P1, P2)
- Increased Sponsorship (%)
- Marketing Push
- Growth in National Member Reach
- Member Services Plan (Phase 1)
 - Learning Center
 - Portal
- Conference Sustainability



New Business

**Items for Consideration and
Action by the Board of Directors**

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New Business

Various Board Decisions

- Creation of the Office of the Chief Returning Officer
- Creation of Alumni Advisory Council (Non-Board Committee)
- Creation of Strategic Oversight Committee (Board Committee)
- Creation of Governance Committee (Board Committee)
- Election of the Finance Committee
- Election of the incoming Chair of the Board
- Election of incoming management team

Strategic Oversight Reform

Improving oversight of CABS
strategic vision and development

Zac Hogg

Background

Two Issues have been identified

- First issue: Members of CABS are the Board
- CABS Board is primarily made up of its member associations
- This is useful for oversight of current operations, however this leaves the board with a lack of strategic vision oversight

Background

Two issues have been identified

- Second issue: Strategic Vision Oversight
- After the JMSB bid and retraction, we see a lack of oversight to CABS developing into as large and effective an organization as possible to be successful
- Management team left to deal with a bureaucracy issue they are not versed in

Oversight Issue of CABS Board

Current CABS Board Structure

Current Board

- Board is held by member associations and their presidents
- Board is comprised of the “customers” of CABS
- Tremendous amount of say and knowledge on current operations
- Self-interest for own institutions they represent

Drawbacks of Structure

- Lack of independent oversight/thought/input
- Lack of oversight and governance of CABS strategy
- Lack of oversight on long term value creation and development of CABS

Strategic Oversight Issue

Structure of Board leads to oversight issues

CABS Board comprised solely of CABS Member President which holds for one year



High level of oversight on current operations from Board



High level of strategic visioning in hands of management team which holds for one year



Necessity for Increased Oversight of CABS Strategic Vision and Operational Direction

Proposed Solution

Adjusting Board to address oversight issues

- In order to mitigate this issue, we want to address the following:
 - Add independent oversight of CABS strategy
 - Add previous CABS experience to oversight
 - Add multiple year positions of oversight
 - AND do this within the confines of currently amended By-Laws to,
 - Formalize added oversight by voting or non-voting membership seat on CABS board

Strategic Oversight Committee

Structure of Solution

- Implement a *Strategic Oversight Committee*
- Facilitates two purposes:
 - Formal: Class B Membership seat(s) on CABS Board
 - Informal: Regular meetings facilitated specifically for a purpose of strategic oversight of the CABS Management Team

Strategic Oversight Committee

Structure of Committee

- Three sources of the Committee:
 - Current CABS:
 - Current CABS President
 - Current CABS Chair of Board
 - Past CABS:
 - Former CABS Presidents
 - Formers CABS Executives
 - Independent of CABS:
 - Former CABS Board of Directors (example)

Strategic Oversight Committee

Implementation Strategy

Implementation Strategy

Overview

- Eliminate the strict timing of positions
- Allow for flexibility of outgoing or terminated members of the management team
- Allow a set procedure for the CABS BoD to appoint committee members from alumni
- Allow for the alumni related positions to be pooled from the Alumni Advisory Council:
 - 3 members from AAC to maximize work and motivation of members of the S-O committee and not have the AAC become too focused on solely the S-O committee
 - Board appoint 3 AAC seats annually with elections being held at RoundTable or when bi-election is necessary

Next Steps

Implementing Strategy

- At Roundtable, board of corporation admit Class B Membership of the following, to form the Strategic Oversight Committee:
 - Outgoing President, Adam Normand (effective May 1)
 - Previous President, Aneesh Lal
 - Second Previous* President, Justin Hein
- This will allow the Strategic Oversight Committee to function with the following members:
 - Current President, Adam Normand
 - Previous President, Aneesh Lal
 - Second Previous* President, Justin Hein
 - President Elect, *TBD (2014-2015)*
 - Current Chair, *TBD (2014-2015)*

Continuity

Implementing Strategy

- Specific to 2014 RT, CABS board should decide if they want Zac Hogg to remain as Chair as his presidency ends off term of everyone else
- Board should also consider appointing independent Chair (or making Zac independent Chair for Sept '14 thru April '15) or having a returning president as Chair
- At RoundTable 2015, board elect the 3 AAC members to sit on the alumni seats of the Strategic Oversight Committee
- The newly elected President and appointed Chair will then comprise the S-O Committee for 2015-2016, along with the 3 members appointed from the AAC

Procedures Set

Implementing Strategy 4

- Strategic Oversight Committee will be comprised of:
 - Current President
 - Current Chair
 - 3 elected members of the AAC
- Current CABS board at RoundTable (outgoing/continuing Presidents) elect the members from the AAC to sit on
- Members of AAC wishing to sit on the S-O Committee will provide written intention no later than two weeks before RoundTable to the Chief Returning Officer and *current* (outgoing/continuing) Chair of the Board

Strategic Oversight Committee

Post Implementation

Post Implementation

Functions of Class B Members

- Formal:
 - Class B Members attend CABS General Meetings of the Board of Directors
 - Carry passive, non-voting role in these meetings, giving input in areas of discussion
- Informal:
 - Sit on Strategic Oversight Committee
 - Oversee and liaise with CABS Management Team as necessary
 - Help CABS Board of Directors assess performance and goals of CABS Management Team

Strategic Oversight Committee

In Action

- Once formed, it will be the obligation of the 5* members of the Strategic Oversight Committee to:
 - Hold regular meetings
 - Help set the strategy of the organization, with focus on long term development of CABS
 - Assess performance of Management Team and ensure it aligns with this overall vision

Post Implementation

Points of Detail

- Officers of CABS to ensure that:
 - Class B Membership is kept up to date of non-Management Team or Class A Board of Director representatives
 - Strategic Oversight Committee focuses on long term value creation and transition of the organization
- Total Committee size may be increased from 5 to 7 seats for:
 - Current/Past non-President CABS executives
 - Independent seats for increased input and insights
 - Additional past CABS chair-people

Post Implementation

Official Power of the S-O Committee

- Board of Directors:
 - Due to Class B Membership, the S-O Committee will have no formal voting power on the Board of Directors, however, can influence the Board as allowed under Robert's Rules at CABS General Meetings
- Management Team:
 - To have no formal power of authority, but experience and commitment to the organization is to be adhered to and respected by the executive

A group of people, mostly young adults, are gathered around a podium. They are wearing red and black jackets. One person in the foreground is speaking into a microphone. The background is dark, suggesting an outdoor night event. A semi-transparent blue banner is overlaid across the top of the image, and a white banner is overlaid across the middle. The bottom of the image has a dark blue banner with white text.

New Business

**Discussion and Decisions for the
Status of our Properties**

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New Business EBSC Bid



New Business EBSC Bid

DeGroot
SCHOOL OF BUSINESS

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New Business
WCLR Failsafe

WCLR

Failsafe Bid for Ratification

New Business

WCLR Failsafe

- Failsafe bid
- Lake Louise, AB
- OC: Matt Waldner & Nicole Hugyen

New Business

WCLR Failsafe

- Date: May 9-11, 2014
- Venue: Fairmont Lake Louise
 - Backup: Jasper Park Lodge
- Meeting location in Calgary

New Business

WBSC: Where do we go?

WBSC

Where do we go?

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New Business

WBSC: Where do we go?

- Last meeting before school starts
- ~5 months into Presidential terms
- Opportunity to revamp sponsorship plans
- WCLR still in honeymoon phase
- No meeting from August - November (NBSC)

Why WBSC?

New Business

WBSC: Where do we go?

Current
structure

Separate

National
APM

National
APM + JDCC

Alternatives

New Business

WBSC: Where do we go?

| Pros | Cons |
|----------------------------------|---|
| Collaboration with JDCW Captains | Decline in interest |
| Cost effective | Presidents lost JDCW voting authority |
| | JDCW historically tight knit group |
| | Collaboration not pertaining to societies |

Current

New Business

WBSC: Where do we go?

| Pros | Cons |
|-----------------------|---------------------------------|
| Cost effective | Less inter-school collaboration |
| Freedom & flexibility | Redundant with WCLR |
| | |
| | |

Separate

New Business

WBSC: Where do we go?

| Pros | Cons |
|---------------------------------|-----------------------------------|
| More school collaboration | Higher costs |
| Bridge East – West gap | East Presidents + JDCC separation |
| Excellent time for RT follow up | |
| Exposure | |

National APM

New Business

WBSC: Where do we go?

| Pros | Cons |
|-----------------------|--------------------------|
| Build bonds with JDCC | Higher costs |
| Fresh & unique | Always in East |
| | Very JDCC heavy sessions |
| | |

National + JDC Central



New & Other Business

Budget and Varia

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New and Other Business

- Budget F2015
 - Presentation of budget
 - Questions
 - Symbolic ratification by rising
- BOD Legal Requirements
 - Charter signing (novelty)
 - Federal Directors Change Form (required)