



@TheCABS  
#ECLR2016

**EASTERN CANADIAN**



*Leadership Retreat*

— WILFRID LAURIER UNIVERSITY —

***Conference Guide***

*For Delegates*

# WELCOME TO ECLR

*Dear Delegates,*

*Let us be the first to welcome you to Waterloo and the Eastern Canadian Leadership Retreat (ECLR). We are extremely excited to share with you the conference we have been planning for the last couple of months. Waterloo has a lot to offer and we are here to be your guides for the weekend should you want to explore more.*

*ECLR 2016 is designed to equip you with the knowledge, skills, and connections to ensure a successful year with your respective organizations. With many of you having recently taken office, we think it is the perfect time to help prepare you to plan for the coming year.*

*We look forwards to meeting YOU - the top business leaders from schools across Eastern Canada and can't wait to have an unforgettable weekend.*

*Sincerely,*

*The ECLR Program Team*



## A message from the Dean

Welcome to the Lazaridis School of Business & Economics at Wilfrid Laurier University! It is an honour to host each of you as delegates representing your respective business society executive teams for the 2016 Eastern Canadian Leadership Retreat (ECLR) organized by the Canadian Association of Business Students (CABS).

CABS enables us to deliver on the immersive learning experiences beyond the classroom that we are known for at the Lazaridis School. I am proud to share that earlier this year our JDC Central team brought home their 7<sup>th</sup> consecutive School of the Year title. The opportunities, however, do not end with graduation: Lazaridis School alumnus Evan Thor (BBA '10) is the 2016 recipient of the CABS Alumni Achievement Award for his significant contributions to the betterment of business student life, being a role model in his community and an ambassador for CABS.

As student leaders, you have a unique opportunity and responsibility to create positive change in the administration, initiatives, and culture of your respective business schools. Use this time on our Waterloo campus to learn from, network with, and be inspired by your fellow delegates so you can excel in your chosen role and make the 2016/17 school year a success. I also hope you take this opportunity to explore the Kitchener-Waterloo region—recognized in Canada and around the world for its entrepreneurial activity and innovative technology.

These are also unprecedented times at the Lazaridis School. Last fall, we named our school in honour of visionary technology entrepreneur Mike Lazaridis. Our formerly named School of Business & Economics Student Society (SBESS) followed suit early in the new year, rebranding as the Lazaridis Students' Society. Thanks to his support, we have launched the Lazaridis Institute for the Management of Technology Enterprises, which will transform the way business managers of scale-up technology companies in Canada grow and become globally competitive. This coming fall, we will begin celebrating the 50<sup>th</sup> anniversary of our business school, and will move into our new home, a state-of-the-art building named Lazaridis Hall.

I wish you well as you embark on a weekend of personal and professional development forging new relationships within your own executive teams and with other business schools across Ontario, Quebec, and Atlantic Canada.

Sincerely,



Micheál J. Kelly, PhD  
Dean, Lazaridis School of Business & Economics  
Wilfrid Laurier University

# ABOUT ECLR 2016

## OVERVIEW

The Eastern Canadian Leadership Retreat (ECLR) is an annual leadership development conference for student leaders from Eastern Canada. Each CABS member school from Ontario, Quebec, and Atlantic Canada send executive board members from their business student government to the event. ECLR gives these delegates the opportunity to develop planning, implementation, and management skills that will improve their

ability to perform as student leaders. ECLR's smaller, intimate focus sets it apart from the large annual conferences such as Roundtable and the National Business School Conference. The focus of ECLR is to introduce executive members from different schools to one another, while working on personal and professional development. ECLR is also a forum which allows schools to plan inter-school events for the upcoming year.

## CITY OF WATERLOO

Consistently voted one of Canada's smartest cities, Waterloo is a dynamic urban centre located in the heart of Canada's Technology Triangle. Home to BlackBerry and two of Canada's leading universities, Wilfrid Laurier University and the University of Waterloo, the city attracts students and thinkers from around the world. Take in a lecture at the Perimeter Institute of Theoretical Physics or tour through the hi-tech sectors that include the world-renowned Institute for Quantum

Computing and the Centre for International Governance Innovation.



With its rich cultural diversity, Waterloo offers visitors a unique blend of intriguing restaurants, boutique stores, galleries and nightlife. And if you like beer, there are several microbreweries to tour for a taste of the Region's exceptional craft beers.

With its energy, diversity, and high-tech savvy, Waterloo will inspire you!



# ABOUT ECLR 2016

## OUR HOSTS

# LAZARIDIS

*School of Business & Economics*

### ***Lazaridis School of Business Wilfrid Laurier University***

The Lazaridis School of Business & Economics develops leaders with skills in management and economics with skills for a rapidly changing and complex global environment. It seeks to advance knowledge and practices in these fields by supporting both theoretical and applied research. Further, the Lazaridis School strives to serve business and its community by fostering mutually beneficial alliances with leaders at local, national and international levels.

### ***Lazaridis Students' Society Wilfrid Laurier University***

A student-led organization, LazSoc's membership comprises all 6,000 undergraduate Lazaridis School of Business and Economics students at



Wilfrid Laurier University. Most recently known as the School of Business and Economics Student Society (SBESS), the Lazaridis Students' Society re-branded this past January, a few months after having their business school named by the former CEO of Blackberry, Mike Lazaridis. As a society, LazSoc is dedicated to representing the interests of all undergraduate business and economic students and strives to support and enhance the student experience while providing opportunities for students to discover and pursue their passions.

On campus, LazSoc acts as a link between students, faculty, and members of the surrounding business and economics community. Each semester, the society offers resources, programs, and unique, tailored events to broaden students' professional and personal development, while also supporting the initiatives and programming of the 20+ Lazaridis business and economics clubs and associations - all of which are committed to the development of key student interests.

# ABOUT ECLR 2016



## **Chelsea Kalyn** | *Executive Director, External*

A third-year co-op student at Wilfrid Laurier University, Chelsea spent the previous semester at SC Johnson as a Marketing Intern. Outside of her classes and club-related extra-curriculars (including a term as an Events Manager with the Lazaridis Students' Society), she's also a varsity cheerleader. An avid event planner since high school, she's thrilled to be involved with the planning of one of the largest ECLR's yet!



## **Michelle Semler** | *Executive Director, Internal*

Michelle is a third year business student at Wilfrid Laurier University, who just finished a co-op work term at Suncor Energy. As one of the most involved students on campus, she was an Events Manager for the Lazaridis Students' Society this past year and continues to be involved as a Laurier Campus Ambassador. Michelle got involved with ECLR for the opportunity to provide a memorable and meaningful event for student leaders across Eastern Canada, and to share her passion for her campus with other students across the country.



## **Angelika Jarski** | *Director of Corporate Relations*

Angelika is a third year Bachelor of Business Administration Co-op student at Wilfrid Laurier University's Lazaridis School of Business and Economics, and has already completed multiple finance and accounting placements (including a stint with KPMG) on her journey to become a CPA. On top of her role with The Canadian Association of Business Students, Angelika will be serving as VP Student Engagement for the Lazaridis Students' Society in F2017, after a term as Director of Clubs for the organization.



## **Keith Diaz** | *Director of Sessions & Speaker Relations*

Keith is a third year business student at Wilfrid Laurier University who just finished up a co-op term at Axonify Inc. in product marketing. At Laurier, he founded the Golden Speakers Club and is known around campus for his positive energy and fabulous dance moves - Keith loves people and you just can't help but love him back!



## **Anson Chan** | *Director of Events*

A third year student at the Lazaridis School of Business and Economics, Anson has just finished a co-op term at Unilever as a Trade Marketing Intern and is a well-known face around Wilfrid Laurier University. After completing a term as the Co-President of the Laurier Marketing Association, Anson wanted to get involved with ECLR 2016 as he has found extra-curricular involvement to be one of the most rewarding parts of his university experience.



## **Jacqueline Relke** | *Director of Logistics*

Jacqueline Relke, our Director of Logistics, is a third year business student at Wilfrid Laurier University who is passionate about personal growth, health and fitness. You'll likely find her either at the gym or the airport, ready for her next adventure. Her inspiration for getting involved with ECLR was her desire to expand and grow her skill set and meet new people who inspire her.

# ACCOMMODATIONS

## OTHER DETAILS



### *Where we're staying: King Street Residence*

*The newest member of Laurier's residence system, the King Street Residence is an 8-storey, co-ed residence building that provides 320 single rooms with semi-private washroom facilities. Each floor in King Street Residence has a common lounge with a kitchenette, and internet is available in each of the residence rooms.*



### *Parking Details*

*Parking will be available to all delegates at the back of the King Street Residence building, and is included in the accommodation fee.*

### *Optional Night Activities*

*On each night of the event, volunteers and program team members will provide and facilitate casual activities in the common areas of the residence, including board games and movies for delegates who would prefer staying in over participating in the planned social night events.*

## CODE OF CONDUCT

CABS fully expects all attending delegates to conduct themselves in a safe and appropriate manner throughout the duration of the conference. This includes, but is not limited to, the following:

- 1. No excessive drinking**
- 2. No illegal substance use**
- 3. No gross negligence**
- 4. No violent behavior**
- 5. No disrespectful behavior (inclusive of social media)**
- 6. No disturbing other guests (inclusive of all venues)**
- 7. Follow the itinerary and instructions from the ECLR 2016 Program Team and the CABS Management Team**

# PROGRAMMING

**CABS ECLR 2016 features the CABS Executive Development Curriculum**, a combination of targeted sessions and moderated discussions. An evolution from earlier programming models, the program is intended to give member executives the most value possible out of each event.

With a variety of executives in attendance, the programming of WCLR and ECLR requires a range of focus and content; with a placement directly after the commencement of CABS' member's terms, the general mandate revolves around planning and developing. For attending Presidents, the curriculum has a higher level focus, including organizational development, risk management, strategic planning, and leadership and motivation. Attending External delegates will find similar subjects covered, but with a partner-specific outcome approach - other attending executives take part in sessions that center around event-specific outcomes. Like all CABS' events, WCLR and ECLR serve as primary mediums from which to deliver the CABS curriculum program.



## JDC CENTRAL DELEGATES

For JDC Central captains, ECLR 2016 serves as the transitional event in the competition's curriculum. Both incoming and outgoing captains will be in attendance, and the curriculum ranges from learning outcomes in relation to the previous year's competition, an overview of the following year's competition, specific sessions for role responsibilities, and hosting/bidding guidelines.



# PROGRAMMING

## Friday Sessions

### **Session Title:** Organizational Development (BSA Executives)

The Organizational Development session is meant to examine an ideal Business Student Association, based on organization, structure, operations, governance, strategy, and execution. Delegates will analyze their own associations to find areas of improvement or growth, discuss operating structure, and work through change management processes. Upon completing the workshop, members in attendance should have a better understanding of the situations and circumstances where their operational goals become intertwined with their overall business structure, with an understanding of the required steps and actions to develop and improve their organization.

### **Session Title:** Project Management (BSA Executives)

In this session, delegates where learn about methods and best practices in regards to leading and managing Business Student Association operations and related projects. In the workshop, delegates will examine various techniques to better guide, monitor, and objectively measure the success and execution of various project-type initiatives. Upon completing the workshop, members should have a good understanding of the need to work with, train, and lead others on their respective council and committees, and how to balance leadership and management. Additionally, members should understand how to structure project management tools into the operating structure of the BSA and how to get the most value out of these tools; they should also have a better understanding for which projects they believe are critical to their success in the upcoming year and how to place more oversight over the execution on those vital initiatives.

### **Session Title:** Leadership & Motivation (BSA Executives)

This session examines the vital role of leadership and how to motivate a team, with a particular focus on BSA operations. Delegates will be able to get a glimpse of the choices they make as leaders that will affect how their society will function in the upcoming year and how work/life balance and team dynamics will play a role in the success of their BSA's performance. Members in attendance should have a better understanding of the situations and circumstances where their choices as a leader will have subsequent effects on their teams and organization. At a high level, students should have a good understanding of the various methods of leadership and how each of those methods affect their organization.

### **Session Title:** Review of JDC Central 2016 (JDC Central Captains)

In this session, delegates will review JDC Central 2016 in detail, along with previous competitions in order to gain a holistic view of the progression of the event. Analysis of prior outcomes will help all attending highlight areas for improvement for the upcoming competition.

### **Session Title:** Intro to JDC Central 2017 (JDC Central Captains)

The Executive Directors from JDC Central 2017 will showcase to attending delegates the initial planning for the upcoming competition, the proposed themes, potential sports and social choices, and any other proposed changes that will make the JDC Central 2017 unique from prior events.

# PROGRAMMING

## Saturday Sessions

### **Session Title:** Portfolio Discussion (BSA Executives)

Portfolio discussions will allow similar executives, sharing similar responsibilities and functions, to openly discuss areas of interest and shared challenges through a moderated environment. Moderators will take delegate feedback to create a structured agenda, while keeping subsequent discussions and developments moving forward with minimal repetition and irrelevance.

### **Session Title:** Similar-School Discussions (BSA Executives)

Similar-school discussions will allow similar executives from similar schools, sharing similar operations, structure, opportunities, and challenges, to openly discuss areas of interest through a moderated environment. Moderators will take delegate feedback to create a structured agenda, while keeping subsequent discussions and developments moving forward with minimal repetition and irrelevance.

### **Session Title:** Strategic Planning & Goal Setting (BSA Executives)

Within this session, delegates will review best practices for leading a BSA from a strategic goal planning standpoint; they will also examine various techniques on how to strategically plan around the various goals they have set or will be setting for their organizations. Members in attendance will gain critical insight into the ways to develop a strategic plan through the assessment of their respective strengths, weaknesses, risks, and opportunities. At a high level, students should have a good understanding of how to form the background knowledge of their current situation of their association's relative environment. Other aspects of the session can include how to take the knowledge of the current situation and set a strategic plan in place, how to goal set, how to develop SMART objectives, how to build a balance scorecard, how to derive KPI's, develop workflows, develop heatmaps, and etc. Overall, delegates should come away with a sense of how to develop a strategic plan document, develop measurable goals, and how to use benchmarks to keep accountable throughout the year, and to utilize these as a basis for an annual report to stakeholders.

### **Session Title:** Developing Powerful Partnerships (BSA Marketing & External Executives & JDC Central Captains)

This session focuses on reviewing best practices of leading a BSA in the area of corporate and partnership relations. Areas of focus will include leveraging transitional materials, managing relationships, creating value propositions, and growing corporate partnerships. This session will also offer delegates various techniques on how to deal with new and existing partners, along with reinforcing the essentials of account management and mutually beneficial outcomes.

### **Session Title:** Successful Event Management (BSA Internal, Finance, Academics, & Events Executives)

With Successful Event Management, delegates will review best practices for BSA event management. Delegates will examine various techniques on how to lead their various teams from the idea stage on an event through the various planning, preparation, and execution stages. Other areas of focus will include event concept, planning logistics, marketing, cross-portfolio communication, and leveraging association assets for corporate partnerships.

# PROGRAMMING

## **Session Title:** Captain Roles & Responsibilities (JDC Central Captains)

Focused on examining all aspects that make up the JDC Central captaincy, including the relating governance of CABS and the structure that comprises the captain's position. This session will also include best-practice and knowledge-sharing opportunities.

## **Session Title:** Bidding & Hosting (JDC Central Captains)

Facilitated through CABS, the session focuses on the process for bidding and hosting for JDC Central, including the related governance and structure. The mandate of this presentation is to ensure all participating delegates not only understand the opportunity of hosting the competition, but how to execute the event as well.

## **Session Title:** Lessons Learned (JDC Central Captains)

Each passing year of the competition offers an opportunity to improve for both the organizing program teams and the competing schools. Delegates will discuss opportunities for growth in context of previous challenges and issues.

## **Networking**

On Friday afternoon, over 10 firms representing various industries synonymous to the Southwestern Ontario region will be attending a networking session along with all delegates. With representatives from accounting, retail, fintech, financial services, insurance, consulting, and global trade firms, there will be something for everyone!. We encourage all of our delegates to network with all representatives from all firms in attendance at our networking event, and to be able to leave ECLR with valuable connections from one of the fastest growing economic hubs of Canada.

## **Team Building Activity:** Bubble Soccer

CABS regional events are known for their inclusion of a team building and bonding activity in the conference programming, designed to add a fun and adventurous touch to balance the classroom sessions. For ECLR 2016, CABS has decided to ensure this year's activity is exceptionally fun - delegates will be competing in Bubble Soccer! Like regular soccer, but with the addition of a large inflated bubble surrounding the player, it's promising to be a great experience!

For the games, 2 teams of 6 players will face off in 15 minute games. Teams will be slotted by member school delegation where possible, with smaller delegations and larger delegations combined where necessary to fill the roster. The intent is simple - the team that scores the most points during their game wins the activity, bragging rights, and a prize!

## **Other Activities**

# SESSION LEADERS



## **Evan Thor | Operations Specialist | *Blackberry***

### *Organizational Development Session*

Evan Thor is an alumnus of Wilfrid Laurier University. During his time on campus, Evan was a member of LazSoc (then the School of Business & Economics Students' Society, or SBESS) executive for three years, including stints as VP External and then President in his final year. Outside of LazSoc, Evan served as both the Co-Chair of ECLR 2009, also hosted at Laurier, and Executive Director for the 5 Days for the Homeless National Organizing Committee, which accumulated in him receiving the School of Business & Economics' Student Volunteer of the Year Award for his contributions to the school. Upon graduation in 2010, Evan began working in project management at BlackBerry in the prototyping division of hardware engineering; at the same time, he was also Co-Chair of JDC Central 2011 hosted at Wilfrid Laurier University. In early 2011, Evan switched teams to coordinate content for BlackBerry's largest customer and partner conferences. Again in early 2014, Evan moved to the BBM team and now works in Advertising Operations. Evan continues to stay involved by being a regular participant and speaker at Laurier and CABS events each year - in 2016, he was awarded the CABS Alumni Lifetime Achievement Award for his continued involvement. Outside of his professional life and community involvement, Evan lives in Cambridge, Ontario with his wife, son and Yellow Lab, Oscar.



## **Evan Little | Demand Generation Specialist | *Clearpath Robotics***

### *Leadership & Motivation Session*

A past Lazaridis Students' Society (LazSoc) President & VP Marketing and recent Wilfrid Laurier University alumnus, Evan now runs the Demand Generation team at Clearpath, a tech startup that develops the world's most advanced self-driving vehicles for industry. In his role, he's responsible for driving 60% of the company's revenue pipeline through targeted marketing campaigns & programs. He discovered his passion for the tech industry and entrepreneurship at an early age, starting his first business at the age of 16. Soon after arriving at Laurier, he joined Magnet Forensics, a tech startup based out of Waterloo, Ontario, where he helped the company reach 2,700% revenue growth in 2012 - listing the company to the annual Profit HOT50 list.

By the time Evan turned 21, he was working on the marketing team at Google Inc. in San Francisco, California, and was elected President of LazSoc, then the Laurier School of Business & Economics Students' Society, a position he held until graduation in 2015. He holds an Honours BBA degree from the Lazaridis School of Business and Economics.



## **Dragana Savic | Manager, IT Improvement & Advisory | *Ernst & Young***

### *Project Management Session*

Dragana graduated from Wilfrid Laurier University in 2012 with her BBA in Brand Management and Communication. While at Laurier she was extensively involved with the School of Business & Economics Students' Society (SBESS), now known as the Lazaridis Students' Society, and served as VP Marketing and President during her undergrad. Following graduation Dragana started her career in IT consulting at IBM, specializing in global HR process design and HRIS implementations. Over the course of the last few years, Dragana has worked on some of the most complex projects around the world and has gained extensive experience and expertise in this area. Following IBM, Dragana spent some time at Accenture, and was most recently brought onboard at EY to help build out their HR IT Advisory practice in Canada.



# SESSION LEADERS



**Brandon Van Dam | Project Manager | Sun Life Financial**  
*Portfolio Discussion (Academics) & Similar School Discussion*

A current project manager at Sun Life Financial, Brandon graduated from Wilfrid Laurier University in 2014 with a BBA and a concentration in marketing. A heavily involved student during his undergraduate, Brandon got involved with the Lazaridis Students' Society as a corporate relations manager, which led to the roles of VP Academics and eventually President of the organization. Complementing his studies with professional experience, Brandon worked at such firms as RBC and KPMG before taking on a series of roles with Sun Life Financial. Still involved and invested in Laurier, Brandon also finds time for his role as a lecturer for introductory business courses.



**Laura Douglas | Assistant Brand Building Manager, Dove | Unilever**  
*Portfolio Discussion (Marketing) & Similar School Discussion*

A proud Wilfrid Laurier University Alumnus, Laura Douglas served with the Lazaridis Students' Society for three years and graduated as the Executive Vice President of Clubs and Associations. Her passion for people also led her to working on the 5 Days for the Homeless Campaign, where she helped raise over \$47,000 in three consecutive years. Known for fostering a sense of club love, her club president experience came from Enactus where she was awarded the Central Canada Women Leader of Tomorrow. Currently, Laura works as an Assistant Brand Manager on the Dove brand at Unilever Canada and volunteers as an Advisory Board Member for the Lazaridis Students' Society.



**Aneesh Lal | Brizi | VP Client Engagement**  
*Portfolio Discussion (President) & Similar School Discussion*

Aneesh graduated from Wilfrid Laurier University in 2011 with a BBA and concentration in International Business. During his senior year, he was the President of the School of Business & Economics Students' Society (SBESS), now known as the Lazaridis Students' Society.

After graduating, Aneesh was elected as the President of The Canadian Association of Business Students (CABS), where he helped take the organization to new heights, which was recognized with the CABS Lifetime Achievement Award in 2014 for his accomplishments. Additionally, Aneesh was also awarded the Young Alumnus of the Year Award from Laurier for his commitment to leadership development across Canada. Professionally, Aneesh worked at Coca-Cola Refreshments for 3 years, in which his most recent role was Key Account Manager for Toronto's Food Service division. He lead Central Canada in sales before leaving in August 2015.

Today, Aneesh is a full time MBA candidate at the Odette School of Business at the University of Windsor, and is also the VP of Client Engagement at Brizi, a sports-marketing tech startup based out of Toronto, Ontario. As someone with a tremendous array of tremendous student leadership experience, he is known to support the CABS conference circuit and it's members thoroughly.



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# SESSION LEADERS



**Shadi Varkiani | Logistics Supervisor | *Climate Choices Canada Conference***  
*Portfolio Discussion (External) & Similar School Discussion*

A fourth year Economics & Financial Management student at Wilfrid Laurier University's Lazaridis School of Business and Economics, Shadi became immediately involved in extracurriculars when she arrived on campus. As a promising freshman, she was chosen for the role of VP Corporate Relations for LazSoc, then the School of Business & Economics Students' Society (SBESS). She was re-hired for a second term in fiscal 2015, and throughout her two years, was able to raise \$100,000 for events in addition to fostering long-term business relationships within the community.

Outside of LazSoc, she has been a representative on the board for the School of Business & Economics Petitions Committee as well as the Economics Committee. Additionally, Shadi was featured in Laurier's new business building video which helped raise thousand of dollars for the Lazaridis Hall building.

**Kaitlyn Edwards | Employer Liaison (Co-op) | *University of Guelph***  
*Portfolio Discussion (Events) & Similar School Discussion*



Kaitlyn graduated from the University of Guelph with a B.Comm in Marketing Management while also obtaining her Certificate in Leadership. She went from Events Manager to Director of Events to finally being voted in as Vice-President Internal Affairs for the CBESA. During this time she held many other positions such as Logistics Coordinator on the OC of JDCC and ECLR. During her last year as a student Kaitlyn worked as the Red Bull Student Brand Manager on campus, and finally received a full time position with the University of Guelph as Employer Liaison for Co-operative Education and Career Services - she was recently promoted to Marketing & Website Coordinator.

**Yosra Mohamed | Retail Sales Analyst | *PepsiCo***  
*Portfolio Discussion (Internal) & Similar School Discussion*



A graduate of the University of Guelph, Yosra was involved in multiple extracurricular activities within the school and the College of Business and Economics. She became involved with the College of Business & Economics Students' Association (CBESA) in second year as an Events Manager, and progressed within the organization over the next 4 years as the Director of Academic Affairs, Vice President Internal, and in her final year, becoming President of the CBESA. Outside of CBESA, Yosra was heavily involved in admissions as a tour guide and ambassador, an orientation volunteer, a BComm Undergraduate Senator, and was a volunteer/advisor with the JDCC Guelph delegation. Getting involved at Guelph and being a part of the changes that took place in the relatively new business school and BSA was her favourite part of her university career and in her final year, she was awarded the Collin Cureatz Memorial Leadership Award for Co-op Student Involvement and was recognized as a Guelph Mercury Top 40 Under 40 in 2013. Following graduation, Yosra was hired in to the Campus Leadership Program at PepsiCo where she spent a year and a half learning the foundation of the business as a Pre-Sell Customer Representative and has since moved on to her current role as a Retail Sales Analyst on the Drug Channel business.

# SESSION LEADERS



**Denise Wang | OMD Canada | *Senior Strategist***

*Successful Event Management Session*

An alumnus of Wilfrid Laurier University and the Lazaridis Students' Society (then the School of Business & Economics Students' Society), Denise got involved in extracurriculars through the Laurier Marketing Association, eventually becoming the co-president of the club. During her time with the group, she led a club re-branding initiative, which entailed a new logo, identity and an overhaul of the events. In her final year at Laurier, Denise became the VP Student Engagement on the School of Business & Economics Students' Society. In this role, she found new ways to engage with students and drive attendance at events. Currently, Denise works as a senior strategist at OMD Canada, where she is responsible for leading strategy and developing media plans across a variety of clients.



**Adam Normand | Specialist, Innovations | Scotiabank**

*Portfolio Discussion (Finance) & Strategic Planning & Goal Setting*

A prior CABS VP Finance, President, and VP Corporate, Adam is excited to reconnect with the circuit of business student leaders that played such an instrumental role in his own development.

Adam completed his undergrad at Bishop's University, which he complemented with multiple internships and co-op's at firms such as BDO. Upon graduation, he relocated to Montreal to continue with BDO and eventually Bell Media, where he worked his way up to the position of IT project manager. After working with Scotiabank through the JDC Central case competition, he accepted an offer for a Business Analyst position with the bank in Toronto. Most recently, he's shifted to the organization's newly developed Digital Factory as a Innovations Specialist.



# THE SCHEDULE

THU  
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Time	Event	Location
12:00PM - 4:50PM	Arrival & Registration	King Street Residence
4:50PM - 5:00PM	Walk to Opening Ceremonies	N/A
5:00PM - 5:50PM	Opening Ceremonies	Schlegel Centre (KPMG Atrium)
5:50PM - 6:00PM	Walk to Dinner	N/A
6:00PM - 8:00PM	Dinner	Wilf's Restaurant & Bar
8:00PM - 8:10PM	Walk to Accomodations	N/A
8:10PM - 9:10PM	Free Time	Hotel Laurier (King Street Residence)
9:10PM - 9:30PM	Walk to Night Event	N/A
9:30PM - 2:00AM	Night Event	Chainsaw

FRI  
27

8:00AM - 8:50AM	Breakfast	Hotel Laurier (King Street Residence)
8:50AM - 9:00AM	Walk to Sessions	N/A
9:00AM - 9:50AM	Session 1	See Session Breakdown
9:50AM - 10:00AM	Break	N/A
10:00AM - 10:50AM	Session 2	See Session Breakdown
10:50AM - 11:00AM	Break	N/A
11:00AM - 11:50AM	Session 3	See Session Breakdown
11:50AM - 12:00PM	Walk to Lunch	N/A
12:00PM - 12:50PM	Lunch	The Arts Building (1E1)
12:50PM - 1:00PM	Walk to Networking	N/A
1:00PM - 2:30PM	Networking	Schlegel Centre (KPMG Atrium)
2:30PM - 3:00PM	Prepare for Activity	N/A
3:00PM - 5:00PM	Team Building Activity	Alumni Field
5:00PM - 5:10PM	Walk to Accomodations	N/A
5:10PM - 6:30PM	Free Time	N/A
6:30PM - 7:00PM	Bus to Dinner	N/A
7:00PM - 9:30PM	Dinner	The Tannery
9:30PM - 10:00PM	Bus to Night Event	N/A
10:00PM - 2:00AM	Night Event	Brixton Social

SAT  
28

8:00AM - 8:50AM	Breakfast	Hotel Laurier (King Street Residence)
8:50AM - 9:00AM	Walk to Sessions	N/A
9:00AM - 10:20AM	Session 4	See Session Breakdown
10:20AM - 10:30AM	Break	N/A
10:30AM - 11:50AM	Session 5	See Session Breakdown
11:50AM - 12:00PM	Walk to Lunch	N/A
12:00PM - 12:50PM	Lunch	The Arts Building (1E1)
12:50PM - 1:00PM	Walk to Sessions	N/A
1:00PM - 1:50PM	Session 6	See Session Breakdown
1:50PM - 2:10PM	Break / Walk to Sessions	N/A
2:10PM - 3:30PM	Session 7	See Session Breakdown
3:30PM - 3:40PM	Break	N/A
3:40PM - 5:00PM	Session 8	See Session Breakdown
5:00PM - 5:10PM	Walk to Accomodations	N/A
5:10PM - 6:10PM	Free Time	Hotel Laurier (King Street Residence)
6:10PM - 6:30PM	Walk to Dinner	N/A
6:30PM - 8:40PM	Dinner	Shoeless Joe's Sports Grill
8:40PM - 9:00PM	Walk to Accomodations	N/A
9:00PM - 10:40PM	Free Time	Hotel Laurier (King Street Residence)
10:40PM - 11:00PM	Walk to Night Event	N/A
11:00PM - 2:00AM	Night Event	Night School

# EVENT THEMES

Thursday, May 26th | Chainsaw  
*No Theme*



Friday, May 27th | The Tannery  
*Black Tie Formal*

Get ready to dress to impress on Friday night as we head to Waterloo's "The Tannery" for a formal dinner followed by a night of dancing at the popular Brixton Social. There will be a photo booth before the meal - if you needed any further motivation to bring your best wardrobe!



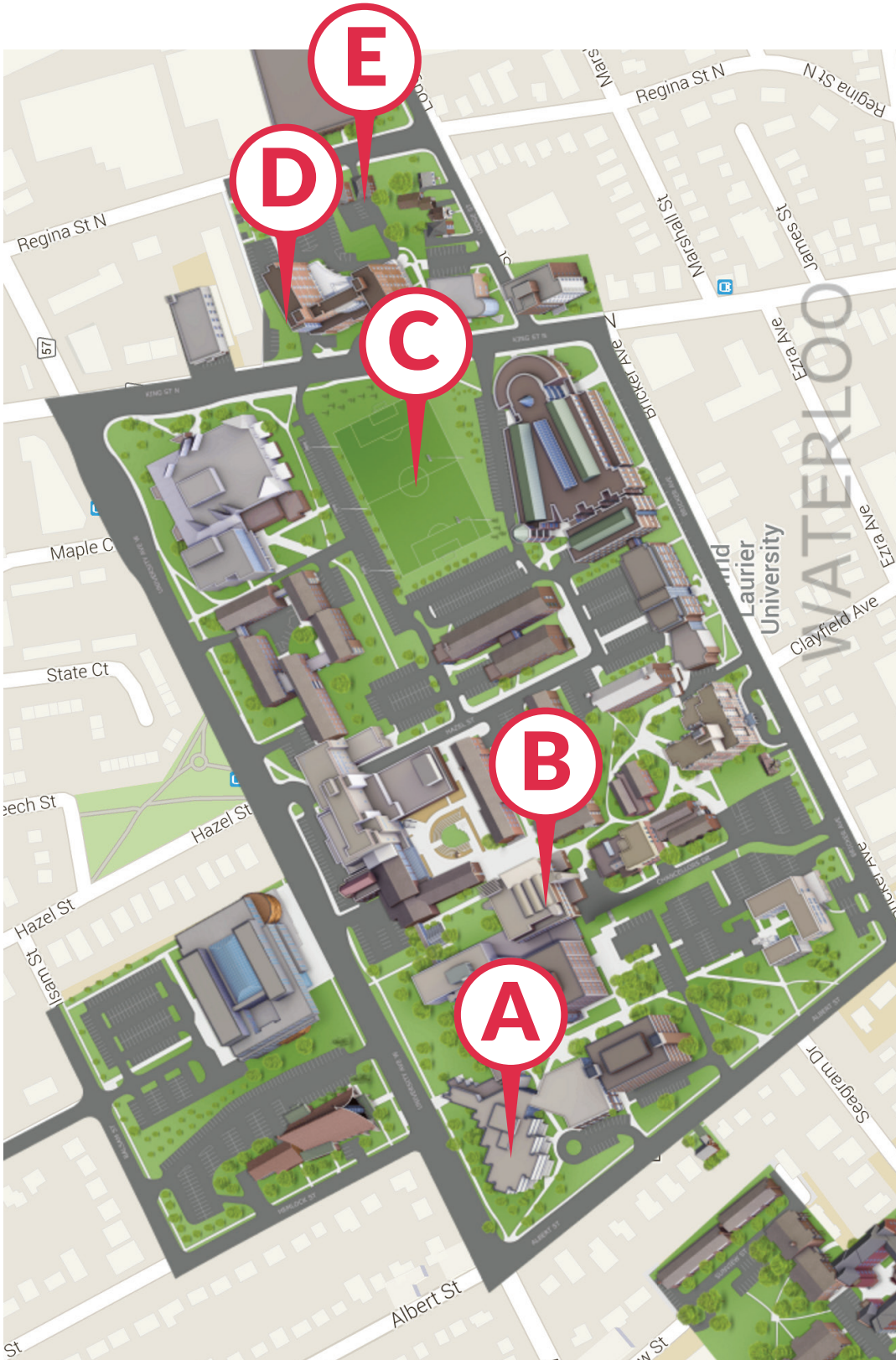
Saturday, May 28th | Night School  
*Around The World*

Let's take a trip around the earth on ECLR 2016's Saturday night! Each attending school will arrive dressed to impress as a unique place in the world - together, the conference attendee's will head to the night's venue, Night School, for a "not so educational" night out!





# THE CAMPUS



**A**

**Schlegel Center/  
Peters Building**

**B**

**WILFS**

**C**

**Alumni  
Field**

**D**

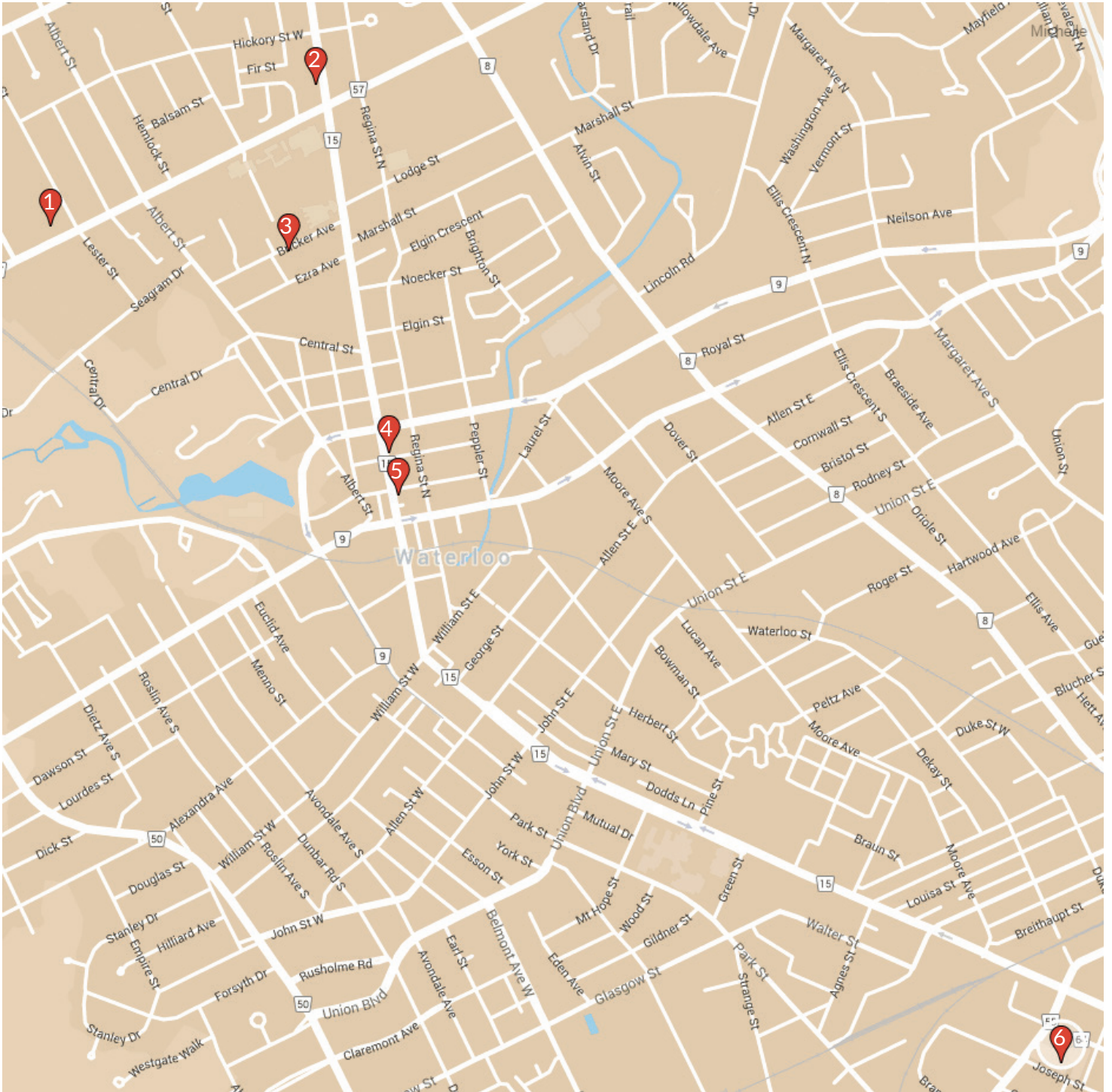
**King Street  
Residence**

**E**

**Parking  
Access**



# THE VENUES



- 1) Brixton Social
- 2) Shoeless Joe's Sports Grill
- 3) Wilfrid Laurier University

- 4) Night School
- 5) Chainsaw
- 6) The Tannery



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