



CANADIAN ASSOCIATION  
OF BUSINESS STUDENTS

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# **Management Team October 2015 Update**

## **Fiscal 2016**

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The Canadian Association of Business Students  
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## President

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### Portfolio Update

Hello members!

October was a big month for our team with many exciting initiatives seeing some real results. We have our website live with its first grouping of features, there are new CABS programs now in the execution phase, we've built meaningful relationships with external groups and looked towards new partnerships, and have continued to build upon and improve our existing offerings.

My biggest deliverable since CBSC 2015, the website, now has our members' portal functioning, with all the Presidents added in as users. With the architecture all designed and the structure built in, we will continually be rolling out new features and programs for administration through this tool, including our Learning Centre, CABS Preferred Vendors Program, Online Store, CABSWiki, etc. Right now, our member Presidents can begin using the forum for their discussions, which allow us to document all information for future years. Additionally, our CABS Resource Center has been moved to the website and tables on Member Profiles and Intelligence are now available.

Outside of the website, I worked alongside Simon to build our extra-curricular transcript program, and recently on-boarded a new director, Kingsley Eze, to help us with the administration of our growing programs. I also completed a Governance Development Plan and further developed policies and forms, but unfortunately was not able to meet with the respective committee due to scheduling issues, and due to time issues with our upcoming BOD meeting, will have to wait until a later time to more fully share with the BOD. Other tasks have included directing the CABS program guide initiative and serving as the project manager for our CABS publications, an ongoing project. Finally, with the resignation of our Secretary, as communicated in a recent memorandum, I've also been handling all administrative duties.

Moving forward, with my website responsibilities becoming less pressing, I will look to aligning my portfolio with other areas of our action plan that require further attention so we can fulfill every aspect of our mandate.

Thanks for reading, and I look forward to seeing you all at NBSC 2015!

Sincerely,

**Calvin Parker**  
President

## Vice President Finance

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### Portfolio Update

October and the first half of November proved to be a busy month with operation tasks and strategic initiatives. With JDCC ramping up team captains making the necessary preparations, finance was kept busy with communicating with members and invoicing teams for appropriate fees. With initial payments now sent and received, remaining fees for registered delegates will be invoiced once numbers are confirmed and communicated with teams.

In addition to JDCC Finance, I continued to work closely with CABS director of finance, Jean-Phillipe (JP) Allen, to reconcile not only current fiscal year accounts, but also previous fiscal years to ensure that past and future reports can accurately inform the corporation. Reconciliations have been successfully conducted with many thanks to JP Allen.

Following up on the Board of Director's mandate to seek relevant insurance policies, I have consulted with agents at the Cooperators insurance and am working with them to procure an accurate assessment. Upon a thorough assessment of CABS' vital information, a targeted proposal will be considered and presented to Board for approval of purchase.

On the strategic initiative front, final amendments were made on the member accreditation program and will be presented for Board consideration. The amendments and revisions were cooperatively acted on between many of the CABS executive team portfolios.

I have worked to create new governing documents which will serve to oversee and structure the creation of new committees responsible for the administration and sustainability of new CABS programs. All new governing documents will be presented to board for consideration.

Seeking new ways to deliver value for our membership, I worked closely with Calvin Parker to create the framework and supporting documentation for the new Extra-Curricular Transcript Program. The program aims to provide verification and validation of CABS members' activities beyond the classroom which contribute to developing the outstanding leaders that make up our membership. The program's outline and supporting documents will be presented for Board's consideration and approval.

I wish you all the very best heading into the end of your first semester and the best of luck on your final exams!

Sincerely,

**Simon Bullock**  
Vice President Finance

## Vice President Corporate/Vice President External

### Portfolio Update

The month of October and part of November leading up to NBSC has been great as I've been connecting with students, alumni, and the external business community. I am looking forward to seeing the progression of the corporate portfolio with my newly installed corporate directors, which will hopefully turn into a couple additional corporate directors (doubling the size of the portfolio team to 4), over the next few months as I transition to full time work in New York fairly soon.

Kent, our Prairies Regional Director is our Western facing director for the time being, and has been tasked on dealing with the following concentrations:

- CPA Bodies that make up CPA West in professional exams territory
- Public Practice (Accounting) firms which he holds a specialty in dealing with
- Energy sector
- Agriculture, akin to his region
- Consumers sector; Management Trainee Programs

Kent has also been tasked on a special project, which is leading the search to find an effective, but affordable, auditor for the corporation.

Lash, our Central Canada Regional Director is our Ontario and Eastern facing director for the time being, and has been tasked on dealing with the following concentrations:

- CPA Bodies east of Manitoba
- Financial Services firms which he holds a specialty in dealing with
- Professional Associations and Bodies
- Sports & Entertainment sector
- Technology & Telecommunications sectors

As of right now, my corporate focus has been around:

Finalizing JDC Central contracts and partnership agreements

Handing off operational JDCC tasks to our JDCC Corporate directors

Building more connections for potential CABS Roundtable partnerships

Our entire corporate team's focus is now ensuring we have strong partnerships and professional development opportunities for CABS Roundtable, coming up soon in Calgary in late February.

With regards to my External portfolio, as mentioned in my quarterly update, I will be bringing forth an update at NBSC in my work on the following areas:

- A CABS Awards program overhaul
- Refining the CABS Executive Development Curriculum
- Connecting with the CFBSD on future opportunities to collaborate
- Liaising with the Conference Board of Canada on helping see through a landmark research project on post secondary business education in Canada
- Working with 5 Days for the Homeless to identify a guardianship and succession plan for the organization's current leadership team.

Sincerely,

**Zac Hogg**  
Vice President External  
Vice President Corporate

## Vice President Marketing

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### Portfolio Update

For the month of October, the Marketing portfolio has had three main areas of focus: the CABS website, social media campaigns & strategy, and CABS publications.

The CABS website has seen continued development work from Calvin Parker and Adam Normand, and all pages of the website that have been completed are now live. Expect to see the addition of pages, features, and content over the next month as we take the current structure and deliver incremental improvements. Each board member has been sent access information to the CABS Member Portal, which will enable access to a system of forums where we have already set-up common discussion topics for you to engage in. The great part about this, is that it will cut down on email communication, and it will save these discussions for future teams to refer to and learn from, which will also make your transition that much easier to manage!

Our CABS Social Media Strategy is now complete, and we've been able to more clearly define our target audience, objectives, tactics, and performance metrics to track our route to success. We've already started to roll out some new campaigns as a result, with Calvin Parker taking on the Alumni Features campaign. To date, we've had excellent engagement and reception from a broad range of CABS Alumni members in these features! To assist in the effective execution of this strategy, we're currently in the process of bringing a new team member on board as a Social Media Director. They'll be joining us this coming month to schedule content, administer our blog, and engage with users on our channels.

Finally, we've been working on a CABS Publications plan that fills in many gaps in documentation and information packages among our portfolios. I've worked with Rose-Lyne and Jeanna on two of the first deliverables in this plan, which are the CABS Conferences and Competitions Promotional Packages. These will be an excellent tool to use with a variety of audiences, including prospective members, schools interested in being an event host, and potential partners. In the coming month, we'll be continuing to develop additional publications and documentation based on this approach, including a high-level CABS Overview document that will be suitable for all audiences.

As always, thank you all so much for your continued exceptional levels of engagement within the CABS circuit, and for pushing the boundaries in your own societies! Keep up the excellent work.

Sincerely,

**Cody MacKay**  
Vice President Marketing

## Vice President Member Relations

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### Portfolio Update

For my portfolio, the majority of the initiatives have been around keeping in contact with the BOD and working to support Head Office Initiatives.

Through October, I finished the remainder of informal check-in calls with presidents. Not everyone participated, but from the calls I gained a more thorough understanding of what events and programs were happening at each school, the progress, and areas of improvement. This continued effort helps us to better target our program offerings and executive development curriculum at conferences. Two webinars on elections, a topic of interest every year at this time were featured in anticipation of the discussions at NBSC.

I also participated in support roles such as giving feedback on the CABS Accreditation Standards Program to make amendments following CBSC and the calls I had with presidents who had questions and further thoughts on the program. More detail will be provided during the NBSC Board of Directors Meeting but the committee to evaluate member accreditation that I will lead will be a specific/ focused committee on this topic rather than the initially proposed “Special Projects Committee”.

Other Head Office initiatives that I supported have been around the creation of CABS Program guides and member related website feedback. My role with the website was minimal to support the structure and vision of Calvin Parker and Adam Normand, but I looked into opportunities to benefit the member/ user experience and integrate our Google Drive Resource Centre and all the documents in meaningful ways. More work is to be done to make this a collaborative platform for all of us to get used to but we are very excited about this new launch.

Please also review the Q3 Report to find out more about Head Office activities. Thanks very much for your continued commitment to making the CABS network amazing! Good luck with exams and congratulations on doing awesome jobs in your roles these past few months!

Sincerely,

**Jessica Gutierrez**  
Vice President Member Relations



## Vice President Conferences

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### Portfolio Update

October was an exciting month with the rush of building event bids and with an increase of action with our CABS Roundtable event. Another project that was tag teamed with VP Competitions, Rose-Lyne was the collection of event details from our members.

This past month, two bids were created to present in hopes of hosting our flagship events CBSC and Roundtable in the coming fiscal year. This process involves speaking with the group planning to host and discussing the requirements of the bid as well as providing some advice and 'best practices'.

A lot of time was put into developing our event Promotional Packages as well. These packages highlight a number of important aspects of each event, from schedules, to programming, key partners and details on the bidding process. The hope of these packages is not only to use them to promote them to the Board of Directors but also to promote them to potential sponsors. Getting these events better known by our internet network is just as important as getting them know by our external network.

Our events calendar is a great tool for our members to find other great events and also a way for our members to promote the events they host. With the help of the whole team, this calendar is now available online.

Since CBSC, I now have two more organizing committees to work with for WCLR and ECLR in the coming year. This process has also been very exciting for me. Seeing the energy that our members have and want to share with the rest of the CABS network is an amazing thing!

With event planning, now is the time for venue booking, social media building and sponsorship reach out. Our Calgary Organizing Committee has been such a joy to work with so far. I'm getting very excited as things are moving forward at a very good pace!

I look forward to continuing to work with my teams and develop templates for future teams!

Sincerely,

**Jeanna Kozan**  
Vice President Conferences



## Vice President Competitions

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### Portfolio Update

October was a very important month for my portfolio! Here is an overview of what I was able to work on.

Most of my attention was dedicated on a part of my portfolio that was an important pillar of my electoral campaign: Getting an agreement signed between REFAEC and The CABS concerning JDC Central being hosted in the Province of Quebec.

The purpose of this agreement was to allow Quebec school with dual memberships and who compete at both JDC and JDC Central to host JDC Central if they wished. Beyond this, successfully being able to come to an agreement would improve relationships between CABS and REFAEC, as both parties operate on similar values and a common vision.

An agreement of this sort had been in the talks for the last two years however, no document had ever been approved by both parties. I am happy to tell you however that with the help of Bertrand Sinniger, current REAFEC President, we were able to draft an agreement which we believe would allow Quebec schools to host JDC Central while making sure that neither JDC or JDCC is at risk and that sponsorship will not be cannibalized. This document was presented at the last REFAEC Congress meeting, which I attended, and was approved by the REFAEC Presidents. The final step is now to have this document approved by the REFAEC Board of Directors which will be held later this year. Please note that the REFAEC governing structure is different than The CABS structure, where Presidents are the Board of Directors are two different entities.

Furthermore, throughout the month of October, I continued assisting the JDC Central Organizing Committee in their daily operations. The Sports facilities were confirmed in October as well as the closing gala venue. The Organizing Committee also worked very hard towards organizing the November Captains meeting.

Thank you all for your continuous support, I look forward to sending you my November updates!

Sincerely,

**Rose-Lyne Boghos**  
Vice President Competitions