



@TheCABS
#WCLR2015

WESTERN CANADIAN



Leadership Retreat

— UNIVERSITY OF REGINA —

Conference Guide

For Delegates

WELCOME TO WCLR

Dear delgate,

Let us be the first to welcome you to Regina and the Western Canadian Leadership Retreat (WCLR). We, the Organizing Committee (OC), are extremely excited to share with you the conference we have been planning for the last few months. Regina has so much to offer and we are more than happy to be your tour guides for the weekend.

WCLR 2015 is a conference designed to develop your organization and your own leadership skills. This conference is all about development! As all of your positions are still relatively in the beginning stage, this conference will help give you the skills needed to grow yourself and your organization. Our goal is to give each and every student valuable deliverables to take back to their organization.

We look forward to meeting the student leaders of Western Canada and helping develop their skills so that they can achieve their own goals.

Sincerely,

Jeanna Kozan & Victoria Johnson
WCLR 2015 Organizing Committee



WELCOME TO HILL

It's a pleasure to welcome you to the Paul J. Hill School of Business.

We have one of the most active student bodies on campus, with a variety of organizations that allow students to apply their skills and interests to real situations. They are known for their student-led community service through such charitable activities as Keg-A-Rama, now in its 43rd year and Five Days for the Homeless.

The Regina community can take pride in knowing they have a local business school with strong student leadership. It's a school with students who value excellent business intelligence, alongside humility, and an overwhelming commitment to giving back to the community through volunteerism and charity. It's a school that reflects all the positive elements of the community within which it resides.

As a student leader, you are in a unique position to make a difference on your campus and in your community. This is your moment to think big and to exert your voice. I hope you take this opportunity to seek guidance, training, and mentorship from your peers to keep you on the right track.

With my sincere appreciation,

Andrew Gaudes, PhD
Dean | Paul J. Hill School of Business



ABOUT WCLR

OVERVIEW

The main objectives of WCLR are to further develop both organizational strategy and planning, along with techniques and models for corporate partnership acquisition and retention. It is critical that societies are able to establish corporate relations early in the

fiscal term to ensure all planned initiatives are financially viable, and that the business strategy initially developed at CABS Roundtable remains relevant and achievable throughout the planning period associated with the summer months.

CITY OF REGINA

Established in 1882, Regina is the capital of the Saskatchewan and the Canadian city closest to the geographical center of North America. Regina has a population of more than 200,000 growing 7.7 per cent from 2006 to 2011 according to Statistics Canada. With the lowest unemployment rate in the country, at 3.9 per cent, Regina is on a path of growth. Nicknamed the Queen City, Regina experienced a 6.1 per cent GDP growth in 2011, fueled by its resource based economy including oil and gas, potash and agricultural production. The city's economy also includes banking and finance, computer and information technology, manufacturing and telecommunications sectors. Regina's culture and history, paired with its friendly citizens, is what sets it apart from other Canadian cities. Regina is home to countless unique experiences including Wascana Park,



one of North America's largest urban parks, the RCMP Training Depot, Government House, the Kramer IMAX Theatre, the Provincial Legislative building, the Mackenzie Art Gallery, the Saskatchewan Sports Hall of Fame, the Regina Symphony Orchestra and of course the Saskatchewan Roughriders. Regina is also home to world renowned annual events including the Cathedral Village Arts Festival, Mosaic: A Festival of Cultures, Canada's Farm Progress Show, Canadian Western Agribition, the Queen City Ex and the Regina Folk Festival. In addition, Regina is a choice destination to hold event. Just in 2014 the city hosted including the 2014 Grey Cup, the 2014 North American Indigenous Games, and of course the 2014 JDC West Business Case Competition. Now Regina hosts WCLR 2015.

ABOUT WCLR

OUR HOST

Hill Paul J. Hill School of Business

The Paul J. Hill School of Business will be the host school for a full day of sessions and learning at 3737 Wascana Parkway, Education Building.



The Paul J. Hill School of Business at the University of Regina is known for its excellence in student achievement. The school is also home to one of the most active student societies on campus; the Hill Business Students' Society. Knowing the relationship business people must have in their local communities, over \$80,000 was

raised for local charities in 2014-2015 academic year. There have been several high profile success stories to come from students of the business school at the University of Regina. Hillberg & Berk and Ten Tree Apparel were both founded by Hill Alumni and were also both featured on every business student's favourite show, Dragon's Den.

MEET THE OC



Jeanna Kozan | *Executive Director, External*

Jeanna, a fourth year marketing and entrepreneurship major, has taken full advantage of what it means to get an experiential education. Having attended over eight conferences, she has seen it all. The most prominent experience of her university career has been her two years as President of the Business Students' Society. She has learned to manage a team of roughly 60 students and has overseen the coordinating of numerous events. She is always up for a new challenge and proved it when volunteering her time as VP Debate for JDC West 2014. Jeanna hopes to graduate, travel and find a career that allows her to make this upbeat passion into a lifestyle.



Victoria Johnson | *Executive Director, Internal*

Victoria is a fourth year marketing and finance major who, since day one, hasn't let anything get in her way of getting involved and doing the best she can. At the end of her first year, she signed up for one of the craziest journeys of her life, JDC West. After chairing the event in 2014, she earned herself a spot on the Hill Business Strategy 2015 team. Additionally, Victoria was elected as the 2014-2015 VP Events for the Business Students' Society and manages a team of 21 members. This team brainstorms, plans and executes various events from social, to charity and to corporate events.



Amanda Johnson | *Director of Logistics & Operations*

Amanda, Director of Logistics and Operations, will be finishing her degree in accounting in just a few days. She's been an active member of the BSS working as event support and more recently as the Co-Chair for the Annual Business Dinner. Prior to this, Amanda was the VP of Human Resources for the JDC West OC in 2014. She coordinated over 200 volunteers and did whatever it took to ensure the event ran smooth. This included going to the final gala in slippers after running around for almost three days straight! Victoria and Jeanna couldn't be happier to have her on board!



Brady Kapovic | *Director of Corporate Relations*

Brady Kapovic, Director of Corporate Relations, has recently completed his time at the UofR, taking a marketing degree with him. Brady, was also on the OC for JDC West 2014 as a marketing director. He's been active on the BSS and JDC West teams as well. Brady is currently employed with the Canadian Western Agrabiton, an annual event in Regina bringing together agriculture trade shows and of course, the rodeo. Brady is ready to check off another event in his portfolio and get to experience his first CABS conference.



Abbie Treslan | *Director of Corporate Relations*

Abbie Treslan was the most recent and final piece to our OC puzzle. Abbie has been working closely with Brady to build relationships between CABS and the Regina community. Abbie has kept busy volunteering with the BSS, JDC West and high level sports events. She is an active ringette player and knows how to work hard, play hard. Future plans for Abbie include going to law school and taking what she learns in University and finding ways to apply it to her everyday life.

ACCOMODATIONS

HOTEL DETAILS



Please be advised that **your room may not be ready until 4pm** on the day of arrival. Please check in at the WCLR registration before heading to the hotel front desk. Check out on Sunday, May 10th is **noon**. Organizing a late check out time will be at the responsibility of the delegate.



The first delegate to check into the room will have to put down their credit card number. This will be to pre-authorize for incidentals. Any and all damage will be charged back to the individuals in the room.



Delegates that will be driving to and from the conference will have covered parking available to them. This parking comes at a cost of \$12 per day, and can be arranged with the front desk upon check-in.

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 WCLR Organizing Committee and CABS**
- 8. Follow instructions from WCLR Volunteers & CABS Mgmt. Team**

THE SESSIONS

FRIDAY

Organizational Development

Most students want to see their organization grow and become closer to their ideal society or team. In order to do this, leaders must discuss best practice and from there decide what their own organization can do. With effective structures in place for meeting and communication teams can focus more on other organizational development. This session will set your organization up with basic structures to help aid your organization in the search for success.

Risk Mitigation

With new roles and responsibilities there always come with fears and risks. This session will help teams understand what risks can develop in a student run organization and how to combat them. Organizations that are proactive about aspects like event insurance, engagement and public relations plan a strategy in advance to mitigate risks. Through this session, students will be equipped to handle any fears they may have for the year to come.

Leadership

Leadership skills take time and practice to develop. This session is designed to help students determine how they have been leaders in the past and how those skills can transfer into this new role. In many situations with student organizations, leaders simply have to manage their team. Defining when these two different roles occur is important for moral of your team. Students will take away best practices and methods to review performance.

SATURDAY

Strategic Planning

McNair Business Development Inc. will be leading the Strategic Planning session on the Saturday of WCLR. McNair is Saskatchewan's largest business and management consulting firm, with a talented team of consultants and a complement of associates. Together with their clients, they have made a positive impact on job creation, wealth and economic growth in Saskatchewan and Western Canada.

This session will be geared to the overall strategic planning for the year for each organization. To do this, teams will create key performance indicators in such a way that they align with the purpose and goals of the organization. A key part of this will also be measuring the success throughout the year to guarantee that the organization is on right track.

Building a CPP: VP External

There is more to the VP External role than just the standard CPP building. This session will stress the importance about the relationships that need to be built and maintained to position your organization in the best way possible. Kirk Morrison will discuss the different ways to best sell your events and assets.

Breaking Down Barriers: JDCW Captains

It's important for JDC West Captains to grow as individuals through breaking down barriers of communication within their teams, their schools, their fellow Captains and their Organizing Committee. To go against the grain we will go beyond the typical "Captains Hour" and achieve excellence with this interactive session, moderated by Mason Gardiner.

OUR SPEAKERS



Jeph Maystruck | Session Leader | *Org. Development*

Jeph graduated from the Paul J. Hill School of Business majoring in Marketing. Jeph loves marketing. While Jeph was in University he led the Business Students' Society as their president. Once completed University he led the University of Regina Alumni Society as their president. It is safe to say, he also love to be involved. Outside of University Jeph created his own business and is now the mad man behind Strategy lab. Strategy lab is a marketing agency located in Regina that specializes in website creation, strategic marketing plans and various speakers' workshops. In Jeph's spare time he loves volleyball and many other sports.



Emily McNair | Session Leader | *Risk Management*

Emily McNair graduated from the Hill School of Business in 2011 with majors in Entrepreneurship and Marketing. She has been very active with the JDC West Business Competition - competing on the 2011 team, being External Co-Chair for the 2014 competition, acting as an Executive member for the 2012 and 2015 teams, and just recently joining the Board of Directors for a two-year term. Emily is currently working at the University of Regina in the fundraising department, and is pursuing her Masters in Leadership. She has her Project Management Professional and Certified Management Consultant designations, and is an active volunteer.



Kirk Morrison | Session Leader | *Building a CPP*

Kirk Morrison is a Hill Alumni, JDC West Alumni, JDC West OC Alumni, BSS Alumni and an all around great guy. Kirk will be hosting the Building Corporate Connections session on Day 2 of WCLR. Kirk's experience with corporate networking and extracurricular involvement make him a true advocate for what societies like yours have to offer. Kirk currently works as a business analyst with Conroy Ross Partners and is excited to work with students who are wearing the same shoes he wore just a few years ago.



Mason Gardiner | Session Leader | *Breaking Down Barriers*

Mason spent 4 years with the Hill JDC West team. In 2012, he placed first on his Marketing team. In 2013 & 2014, he co-captained the Hill team and is the only person in JDC West history to ever co-captain a full delegation for two years. Mason's favorite JDC West moment was winning School of the Year in 2014 with his team. Mason now works as a Marketing & Promotions Coordinator with the Saskatchewan Roughriders and spends his time playing volleyball and working on his vlog.



Katherine Simaluk | Session Leader | *Leadership*

Katherine is a Paul J. Hill School of Business alumni, captain of the 2011 Paul J. Hill School of Business JDC West team, and the recipient of the 2011 JDC West Executive of the Year award. Katherine has spent her career primarily working in the IT industry and is currently working at SaskTel in a brand new area, working to transform and stand up a new IT division in the company. When she's not coaching in the boardroom, you can usually find her coaching on the basketball court. Katherine is passionate about leading people to achieve results that they initially do not believe are attainable. She's thrilled for the opportunity to share her leadership philosophy and experiences, but is more excited for the opportunity to discuss how conference participant's leadership can positively impact their new roles and responsibilities.

THE SCHEDULE

THU
7

Time	Event	Location
16:00	Official hotel check in	Double Tree by Hilton
19:00	Bus to Supper	Double Tree by Hilton Lobby
20:00	Supper	Bushwackers
21:45	Bus to Night Event	N/A
22:15	Night Event: <i>Hoedown Throw-Down</i>	The Pump Road House
2:00	Hospitality Suite	TBD

FRI
8

Time	Event	Location
8:30	Bus to the University of Regina	Double Tree by Hilton Lobby
9:15	Breakfast	University of Regina ED 530
10:15	Sessions	See delegate tags
11:45	Lunch	University of Regina ED 530
12:30	Sessions	See delegate tags
14:00	Break	University of Regina ED 530
14:30	Sessions	See delegate tags
16:00	Session Wrap up	University of Regina ED 530
17:00	Free Time	Double Tree by Hilton
19:15	Walk to supper	Double Tree by Hilton Lobby
20:00	Supper	Copper Kettle
21:45	Bus to Night Event	N/A
22:15	Night Event: <i>Olympic Student Social</i>	The University of Regina
1:00	Bus to the Hotel	N/A

SAT
9

Time	Event	Location
9:30	Breakfast	Hospitality Suite TBD
10:30	Sessions	Double Tree by Hilton TBD
12:30	Lunch	Double Tree Moose Jaw
13:30	Strategic Planning Session	Double Tree Moose Jaw
15:15	Break	N/A
15:45	Group Activity	Double Tree Moose Jaw
17:30	Free Time	N/A
19:00	Bus to Supper	Double Tree by Hilton Lobby
20:00	Spring Wedding Supper	Regina Floral Conservatory
21:45	Bus to Night Event	N/A
22:15	Night Event: Wedding Reception	O'Hanlons Pub
2:00	Hospitality Suite	TBD

EVENT THEMES



Hoedown Throw-Down

Get dressed up in your best plaid and denim tuxedos because we are taking you all to dollar draft night at The Pump Roadhouse. Make sure to brush up on your two-stepping and line dancing skills ladies and gentlemen. Our WCLR volunteers will be at your service this night providing transportation back to the hotel at the dial or text of a phone! Numbers will be provided in your delegate tags. Delegate tags will be required to get into the bar!



Olympic Student Social

Since most business student enjoy being competitive and consuming a beverage or two, why wouldn't we incorporate some type of tournament into the conference? Grab your partner to create a unique name and costume for this night. Teams will get the chance to play in a 23 team single elimination tournament.



Spring Mock Wedding

Spring is a time for weddings and receptions with friends. The night will start off at the Regina Floral Conservatory where we will have an elegant as well as comical wedding and supper. One lovely lady and one dashing young man will be hitched in our WCLR 2015 mock wedding. Floral, pastels, bowties and twirly dresses are encouraged. Shine up your shoes and get ready for some cheesy vows, bad speeches from groomsmen and bouquet tosses.

After the wedding and supper we will head to O'Hanlons for the reception (after party). This is the time that people can truly enjoy the night and the end of another great conference. The bar is approximately two blocks and a quick walk back to the hotel.

THE VENUES

1

Double Tree by Hilton | *Our Hotel*

Address: 1975 Broad St, Regina, SK S4P 1Y1
Phone: (306) 525-6767

2

University of Regina

Address: 3737 Wascana Pkwy, Regina, SK S4S 0A2
Phone: (306) 585-4999

3

The Pump Roadhouse

Address: 641 Victoria Avenue East, Regina, SK S4N 0R2
Phone: (306) 359-7440

4

Regina Floral Conservatory

Address: 1450B 4th Avenue
Phone: (306) 781-4769

5

Bushwacker Brewing Company

Address: 2206 Dewdney Avenue, Regina, SK S4R 1H2
Phone: (306) 359-7276

6

Copper Kettle/O'Hanlon's Pub

Address: 1953/1947 Scarth Street, Regina, SK S4P 2H1
Phone: (306) 525-3545

7

Vic's Tavern

If you need a quick bite & have time, take a quick walk down the street to Vic's Tavern!

8

Casino Regina

It wouldn't be a night out on the town if you didn't end up at the casino. A casino trip is NOT a walking trip. Please take a cab if you plan to venture off to play some games in the middle of the night.

CONTACT INFO

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4

Amanda Johnson | *Organizing Committee*

Phone: (306) 529-0906

5

Abbie Treslan | *Organizing Committee*

Phone: (306) 550- 9086

6

Regina Cabs | *Taxi Service*

Phone: (306) 543-3333

7

Calvin Parker | *CABS President*

Phone: (250) 508-1907

Our Partners



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