



commerce
undergraduate
society

Board of Directors Meeting Minutes October 4th, 2010

Start Time: 6:10 PM

End Time: 8:50 PM

Attendance: Pia, Prina, Chad, Daria, Surrey, Moses, Connor, Tom, Veronica, Nikolay, Jordan, Dylan, Jeff, Niki, Michelle, Michael, Brian, Tim, Lucas, Laura, Dennis, Agatha, Stas, Jen, Vanya, Kaylee

Jeff is acting for the Ombudsperson, Jesse Xing

Beyond Pink 2010 – Vanya & Jen

- Pitch for sponsorship – see PowerPoint

Questions

- Sauder Tap
 - We are sourcing form our workplaces
- Veronica: Can you tell us more about YWIB? And are these events networking opportunities?
 - Runs events throughout the year and is the mother to Beyond Pink. In addition to networking, there are numerous speakers.
- Bryan: For every ticket sold is there a deficit?
 - There are tiers for YWIB members (\$120), students (\$110), and non YWIB members (\$180), for the bottom tiers there is a deficit. 250 Delegates in total.
- What is your relationship with ExCo?
 - We are listed as an external conference. You aren't guaranteed having the price subsidized by ExCo as a student
- Moses: If Sauder already sponsoring, is there additional benefit for students if the CUS sponsors the conference? If the CUS sponsors the event, do the CUS students get a subsidized fee beyond what they are already paying (\$135)
 - Beyond Pink cannot provide a further subsidized fee
- Daria: Can you give us an idea of the speakers
 - Devin Brooks and mother who cofounded the company Judy brooks.
 - Andre Baxter – Bratface marketing.
 - Ravi from Bombay Bar.
 - Sofia Aldon from Elizabeth Jewelry. There is a variety and we are approaching start-ups.
- Lucas: What other tiers of sponsorship are there?
 - Our premier is Sauder. And we have a \$2,000 sponsorship as well as a \$4,000 sponsorship.

Discussions

- Tom: Do we typically sponsor events?



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- Last year we did sponsor YWIB for \$5,000. Other conferences we sponsored were PNEC, IBC, and Style & the City. We only sponsor non-profit events.
- Chad: We talked about ranges from \$3000 - \$6500 last year. Last year we sponsored only Beyond Pink, not YWIB
- Lucas: I would support a variable type of sponsor, in order to subsidize Sauder students
 - The reason why we decided to go with a fixed funding, we decided we don't dictate how ticket prices are set at for Sauder students.
- Lucas: Can we give a variable cost, per-head as an added value per Sauder student
- Prina: If we have 4 complimentary tickets from Beyond Pink, how would we decide who gets them?
 - We determine who gets the tickets
- Michael: I think there are a great deal of Sauder students and alumni involved. I think in terms of supporting this, going with a fixed cost is better, in order to provide direct funding in order for them to determine how to get more Sauder students to attend.
- Connor: On the variable vs. fixed cost, it's easier for the organizing committee to get a direct amount of support. We have allocated money in our budget for \$5,000 in case Beyond Pink returned this year
- Bryan: Looking at the sponsorship model, what they give to the CUS is brand representation. As a society, this is not something we need significantly. Is there any other added value you can give to the CUS students for us to sponsor at this level?
 - What we are pitching to you now is a standard model which we have shown to every potential sponsor
 - Paulina: There is a great deal of value to place our logo on the events. If we can get the word out that the CUS does sponsor the event, we can show the CUS is contributing to this.
- Tom: Is this the weekend that there are other CUS events are taking place?
 - It is during the same month as many other conferences, however it doesn't land on the same day of any other conferences.
- Tom: It is important to realize that we want other CUS sponsored events to get a great deal of students
- Chad: Beyond Pink caters to a target of females
- Moses: With promotion, is it fair for YWIB to ask for marketing, and not other clubs?
 - Paulina: They all have access to our marketing
- Michael: Connect sponsorship – how can we tailor it to bring more value to students. Instead of taking 4 free tickets, how can we pass it on to students



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- Tim: I know Beyond Pink is expecting 100 Sauder students, however for the 3 YWIB events, do we know how many Sauder students attended the three other events?
- Connor: If we donate \$5,000, we are donating about \$35.00 a student

Be it resolved that the Commerce Undergraduate Society Board of Directors supports the Beyond Pink Conference by sponsoring at least \$1 to the project.

In Favour: 15

Opposed: 0

Abstentions: 1

Motion Carries

Be it resolved that the Commerce Undergraduate Society Board of Directors sponsors \$4,000 to the Beyond Pink 2010 Conference.

In Favour: 15

Opposed: 0

Abstentions: 1

Motion Carries

Be it resolved that the Commerce Undergraduate Society Board of Directors supports the Young Women in Business "Connect" Events by sponsoring at least \$1 to the project.

In Favour: 10

Opposed: 3

Abstentions: 3

Motion Carries

Comments regarding Connect

- Tom: I don't know how I feel about getting 4 free tickets from the organization, and how this incentive looks upon the Board of Directors. I also am unsure what Connect is.
 - Connect is hosted by YWIB, which are three events hosted on campus. The complimentary tickets are for educational purposes, not to be used as an incentive. These tickets can be given to Sauder students.
- Prina: In regards to the tickets, is it possible to give these tickets to high school girls who could attend this conference?
- Michael: We should organize an initiative to give away for four tickets



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- Tim: In regards to the events, is this only open to the UBC chapter of YWIB? Can you provide an estimate of how many students will attend the Connect events; it seems very similar to Beyond Pink? I would like to see a breakdown of the Connect event, so I know that every dollar the CUS is providing is broken down.
 - It's open to everyone, YWIB members get a discount but anyone can go. There are a variety of events that occur during the year. One example is one on entrepreneurship skills (Judy Brooks, Jill Sander) and at my table of 8 people there were two Sauder students.
- Moses: I don't feel as if we have enough information regarding what Connect is, and believe you should provide numbers much like we were given for Beyond Pink
- Connor: I would rather provide a lump sum of \$6,000 to Beyond Pink, as we are essentially purchasing space for our logo to be on their events.
- Daria: This can be linked to how Me Inc has smaller workshops. The concern I have is that if the CUS were to sponsor YWIB, would the money be spread out to different chapters?
 - Yes it would be spread through

All in favour to table the motion and to have Beyond Pink return

Favour: 8

Opposed: 7

Abstentions: 1

Motion Carries

CUS Service Retreat

- See PowerPoint

Discussions

- Niki: There was a lack of attendance, however maybe attendance would have been better if the Board was invited
- Chad: I believe communication builds culture within the CUS. I like the ideas to spend the 400K. There needs to be a committee to compile an implementation plan.
- Prina: We are bad at telling people what is going on, and it makes it better to tell people and talk about what's going on within the CUS.
- Niki: The date was finalized for almost a month



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- Bryan: To have a retreat right after people are hired will ensure attendance, and to make the retreat mandatory for service council will be more effective.
- Moses: I think it is a decision that all students need to be a part of. Anything over \$50,000 goes to referendum
- Lucas: If we start a commerce version of the CCF.
 - Chad: That was an idea, and the AMS may sponsor us
- Michael: Does it have to be an income generating idea or something to facilitate students in the future?
 - It can be anything
- Pia: We started a Contributed Surplus Committee, and we can reopen it.
 - Students Interested: Lucas, Mike, Niki, Veronica, Daria, Tim, Paulina

Budget Oversight Committee Update

- See Budget Breakdown

Questions & Discussion

- Niki: What is happening with the budgeted dinner?
 - There is a light breakfast and there are appetizers
- Jeff: What is replacing the dinner
 - CIVC will be having a reception and finger food. There will be a small dinner for the business delegates and professionals. There will be a dinner for the business delegates and Ethan, and possibly the dean. There are a great deal of buffers in the budget
- Bryan: We shouldn't be paying \$17 per person on behalf of each student for a dinner. There are other ways to build a relationship with CEO's.
- Chad: We need to take care of relationship management. These people are willing to give back to Sauder, so we should provide this dinner and treat them right.
- Niki: Do the business delegates pay for the alcohol?
 - Yes
- Niki: What do other conferences do to show their appreciation for speakers?
 - Other conferences provide meals during a conference, or wine is provided. Additionally, other conferences provide a small gift to speakers.
- Pia: This dinner is a way to apologize for what has happened with this conference
- Bryan: Is it okay to provide drinks for students?
 - We can throw these students out if they get intoxicated

****In-Camera Discussion****

Updates

Dylan- AMS:



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- UBC Line - President would like to pursue partner options with the UBC line – which has been placed as the 3rd priority behind the evergreen line and a line going out to Surrey and Whiterock. AMS wants the UBC line to be first or second priority.
- AMS ad-hoc committee to pursue the AMS referendum to go ahead. This committee has two student at large positions, and the referendum committee is raising the fees by \$24, since the fees have not changed since the 80's even though inflation has occurred.
 - Moses: Did the AMS break down costs to the students? - We walked students through what the AMS was going to do with each dollar of the \$24
 - Supplementary to that consultation, is it possible to show something online so that each student can see where these funds are going? – Sure, absolutely
- Check out the Sub design cube, behind Starbucks where you can talk to the architects about the new SUB design.

Chad Embree- Senator:

- 486 W – Was a topic of controversy and the past four months we have been revising the course. The first round of feedback will happen this week through class liaisons. Meeting with Dr. Hubbard, who is the consultant for the course.
- Met with first year reps, talked about elections, spoke about the AMS
- Retreat, last lecture, brand management program are all on the agenda this evening
- E3 Initiative – UBC is looking to see how money is given out to students. Any science students this year got a presidents entrance scholarship, and other faculties got near-nothing. We are looking to give monetary funds to all students. We are looking for scholarships that add value.
 - Niki: I thought that everyone who met the average got the scholarship? Yes, however an idea is for every student to get a scholarship
 - Lucas: I feel as if that's socialist – if there are a great deal of high average students in science, then they deserve the scholarship.
 - Moses: Will this money be locked away somewhere for the student to access? – Theoretically, if 30 students could use the money to hold a conference, it's for them to decide where the money goes
 - Tom: Did a majority of commerce students not get the scholarship because they didn't have the grades or the money ran out? This was because science students averages were significantly high, and our entrance averages are a bit lower



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- Tom: If you are smart enough to score high grades, then you deserve the high scholarship
- Daria: I think this initiative will mean less, scholarship is what drives people to come to UBC
- E3: Chad sits on the student advisory committee – UBC will send him to UBCO for the Student Leadership Conference
- Discovered that the original faculty colour of commerce is the “CUS blue”. We were discussing potentially moving the colour back to blue

Board Updates:

- Prina: Mascot’s clothing is being fixed, we are getting a vest, and we have a \$50.00 discount. If anyone has feedback for the Mascot, let Prina or Niki know.
- Daria: This Thursday 6PM, Global Village
- Tom: We need to figure how to save 3 million for the building
- Moses: Still working on project for the CUS shirts. Concern about the office hours, make sure executives are present and that the students are aware of where the office hours are
- First Year Reps: Thinking of making a YouTube channel to make everything more inclusive

Executive Update:

- Paulina: Trying to plan marketing strategy. Doing research on the CUS brand and how people perceive it. The Sauder Squad captain has been hired.
- Jeff – Academic: Class liaison training is finished, and we will be providing more resources to them. We have a good turnout, about 140 class liaisons. New class liaison coordinator has been hired. Early feedback is happening this week, which will partially drive the 486W discussion. We are helping the UGO decide how to provide funding on case competitions. Canaccord Learning Commons – In the new space there will be more study rooms, segregate the silent study area from the group study area, increasing the number of physical programs being run out of the space, and the digital media area is doing well. Construction is doing well.
 - Prina: Do we still get to check out the building in the midst of construction?
 - Tom: Yes, that will be happening soon
- Niki: We need a focus group for the Sauder T-shirts sold at the Bookstore. The clothing is not selling.
 - Chad: I was told the shirts were priced between \$19.95 - \$21.95, because they are ethically priced and have the Sauder logo
- Niki: Spent 40 hours hiring new student positions. First Year Coordinator is Graham. Second Year Coordinator is Kyle. Grad Chair has not yet been hired.



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United Way Fundraising tickets are \$4.00 and you get a hot dog, chips and pop.

- Internal: We are decorating the Bruce Birmingham centre. We are taking all the CUS photos and going to create a mural.
- External: Going to Kelowna

Presidential Update:

- Dean called from Abu Dhabi
- Went to Whistler
- RoundTable conference call on Tuesday – The dean's office is flying us to Kelowna to aid in RoundTable.

CUS Service Council Retreat

We're here to add **VALUE** to
students and develop a community

R.O.A.

R.O.A.

Return On *Awesome*

ROA Review Team

Headed up by Lisa – SOCO
Josh – POITS
Peter – VCPE

ROA on 400K

ROA on other CUS events

Connor's Personal Feedback

Disappointed on Numbers

Couldn't elect Reps due to quorum

“No Excuses, Play like a champ”

Should be made mandatory

Under Budget =-)

More effective at end of Semester 2

Lets hope we don't have another building referendum

Focus

What they thought of the CUS

Where they wanted to see it go

How can we support them?

Feedback

There's a family culture within

Sauder

People like this

Multiple Levels of Engagement

People like this too

We write the book for transparency
and accountability in Canada

You should be proud

And our UGO/Dean's office LOVES us

Don't understand the policies

That's being worked out!

Thank you Chad and the PPC for making
the summaries and handbook, SC will

love you

More flexibility on business cards

Branding?

Internal Newsletter

Going to be putting that together
with VP Engagement

Open Access Calendar

Calendar and events is working on it

Steps moving forward

SC meetings once a month

Board please join!

Capital Expenditures

Original purpose of fee

Buy new computers for the computer labs, etc

Turnover Procedures

Something for the board:

Give a **milestone** sheet to each position ← LOVE this idea

400K?

A retreat house

A Condo?

Whistler, Bowen, etc.

Sauder House, start buying UBC West
side condos

Thoughts and ideas?

Please let us know

YwIB *build your story...*
presents

beyond p!nk 2010

CUS SPONSORSHIP PROPOSAL

MAKE YOUR BRAND
LEAVE YOUR MARK
MAKE YOUR BRAND/LEAVE YOUR MARK

Young Women In Business / Beyond Pink 2010

The **Young Women in Business [YWiB]** network is a non-profit society for emerging female leaders in Western Canada. The network acts as the central forum to connect ambitious young women from a variety of careers, industries, and backgrounds. YWiB hosts a variety of events that provide our members with opportunities to develop relevant skills and knowledge, so that they have the insight, support, and capability to reach their fullest personal and professional potential.

Founded by

- Claire Frazer
- NJ Thompson
- Nina Turkiewicz
- Elizabeth Young
- Paulina Lipska
- All Executive & Directors of YWiB: Sauder Alumni
- Have a UBC & SFU chapter as well
- Approximately 750 members, 200 Sauder Alumni/Students
- More information at www.ywib.ca

Our Advisory Board

- **Judy Brooks** | Founder, Blo Blow Dry Bar
- **Bob Elton** | CEO, BC Hydro
- **Frieda Granot** | Senior Associate Dean, Sauder School of Business
- **Michelle Pockey** | Partner, Fasken Martineau
- **Heather White** | GhostCEO & 2020 Communications
- **Maili Wong** | Vice President, HSBC

Beyond Pink is a two day conference taking place on November 19th & 20th aimed at providing real world skills that are applicable to individuals from all walks of life. We aim to discover and strengthen each delegate's talents to help them "make their own brand and leave their mark" as their story continues.

- Organizing Committee of eleven: three current Sauder students, two Sauder alumni
- 100 Sauder students participated last year , 30 Students from other schools, 100 Young Professionals
- Partnering with ExCo this year
- More info at www.ywib.ca/beyondpink2010

Benefits of Supporting Us

What We're Asking:

- \$2,000 for YWiB Tier Two "Connect" Sponsorship
 - \$4,000 for Beyond Pink's Event Partner
-

Benefits of Supporting YWiB • *For the following three events*

Health & Wellness [January 19th]

Negotiations [March 23rd]

Sustainability & Philanthropy [May 25th]

all events include the following:

- 4 Complimentary Tickets to all events (\$350 face value)
 - Corporate Logo on all at-event promotional materials
 - Medium Corporate Logo & Link on website (www.ywib.ca)
 - Medium Corporate Logo on Monthly E-Newsletter (Readership 650)
-

Benefits of Supporting Beyond Pink • *Choose one of the below opportunities*

[all events include interaction time with hundreds of delegates & speakers and marketing exposure – including conference materials, website, delegate communication & delegate bag takeaways for attendees to use during the weekend]

Tradeshaw

[a creative tradeshow encouraging successful entrepreneurs to share their personal stories with delegates]

- Speaking Opportunity (1 minute) to announce the opening of the event
- Featured booth at tradeshow event
- Opportunity to distribute promotional material

Mentor Dinner

[a group mentoring environment is the ideal setting for a night of sharing, advice & inspiration]

- Speaking Opportunity (1 minute) to welcome delegates
- Company logo featured on the centerpiece of all tables

Power Couple Brunch [a unique spin on a keynote presentation hosted by a successful power couple to share their secrets]

- Speaking Opportunity (1 minute) to introduce the mentors
- Company banner in event room

Case Competition [delegates are broken into smaller teams to tackle a case and present to the group at large]

- Speaking Opportunity (1 minute) to introduce recipients of awards
- Company banner in case presentation rooms

Rough Budget

EXPENSES

Room Rental	\$6,160
F&B	\$21,621
AV	\$4,000
Tradeshow	\$700
Gala	\$700
Mentor Dinner	\$8,500
Brunch-Subeez	\$5,700
Printing	\$800
Delegate Packages	\$500

Total Expense \$48,681.60

REVENUES

Sales

Student 100 @ \$110	\$11,000
YWiB Member 70 @ \$120	\$8,400
Young Professional 65 @ \$160	\$10,400

Sponsorship

Secured	\$8,000
Requested from CUS	\$4,000

Total Revenues \$41,800

Total Expenses \$45,681

Deficit - \$6,881

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