



commerce  
undergraduate  
society

## CUS Exec Council Minutes

January 25<sup>th</sup>, 2012

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**Start Time: 6:41**

**Present: Julie, Andrea, Johannes, Jackie, Sara, Dylan, Aldora, DavidL, (Armin), (Emmet), (DavidH), (Rylie), (Alex), (Klazina)**

**Late: Chris**

**Regrets:**

### **Call to order and adoption of the agenda**

- Attendance
- Approval of Minutes

*BIRT the CUS Exec meeting minutes dated January 18<sup>th</sup>, 2012 are approved for distribution.*

**For: Unanimous**

*Motion passes*

### **Personal Updates**

### **Portfolio Updates**

- Andrea: the discount cards arrive next week, the CR Team will be at booths next week. They'll be putting something in the CUSunday. If you have alumni that want to participate in TASTE please let me know. As for EMP, we've integrated the LGBT option now for next year's applications, and we're working on Enterprize marketing. We may be starting a CR board to improve transparency within Sauder and reps will give feedback to the CUS and CR team.
- Johannes: I finished drafting a letter to go out to students about the \$500 fee, Armin's putting the final touches on that. We'll finalize it tomorrow. We finalized the lounge gift, we have a donation for naming our lounge. I'll be meeting with Tom Ross to figure out the details of where the money is going, to reduce the number of years we're paying \$500 per student and if this can be contributed to some other project for the CUS, hopefully it will be the former. I think this is \$400-\$800,000 (not sure). Hopefully the

money will go to the payment. We discussed the Whistler lodge as well, don't think we'll be pursuing the purchase of it. As well, since we removed the alumni board out of the referendum, we're working on the advisory board so if anyone's interested in getting involved, I'll be working on that

- Chris: I've been mostly working on updating the tvs, etc. Sauder Squad is launched and working hard, seems like people are pumped about it. Now my focus is transitioning everyone
- Julie: everything is going well, Johannes, Riki, and I are meeting with the Sauder café and we raised issues about the survey results. They will provide more hot food options, they requested we have this follow up meeting to discuss how to move on with this project. The All Candidates meeting is on the 27th if any of you are interested in board positions
- Dylan: I'm going to be working on part two of the BCC report for the board meeting after next to show the successes of the BCC and where we should allocate more money. We've looked at the Whistler lodge, it doesn't seem like the greatest thing to purchase
- Sara: working on the Wellness Fair right now and working with CSSEC. We're working on a Prezi and time line right now, and the architects are doing a feasibility study. We're waiting to see if we can gauge the interest of any donors
- Aldora: no updates, had a few people asking me how to get involved
- DavidL: no updates, just thinking about Enterprize

### **Enterprize Update- Jesse**

- Enterprize is coming up in 2.5 weeks, what is it besides and entrepreneurship conference?
- We did Enterprize a little bit differently this year, a lot of Sauder students think entrepreneurship is about building a product somewhere in your garage. I've talked to a lot of students, and a lot of people are driven by a fear of failure. They do things by desire to prevent themselves from failing, which is quite sad. When your goal is to prevent yourself from failing, your goal is to achieve not failing. Entrepreneurship is about finding the courage to innovate and do against the expectations of the people around them, they're driven by their passion, and we want students to desire to succeed. When they get the job they want, we want them to feel a sense of pride. That's what our speakers are going to try and talk about. We have the president of Disney Online coming, he built a company out of Kelowna and sold it for \$700M. We have Shawn O'Reilley speaking, he's worked on many major films, and is looking to change his own comic book into a movie in the near future. We want to provide an opportunity for students to book one-on-one appointments with professionals, seven minute appointments. Networking is very difficult, and sometimes you just want to get to know someone. We are bringing in people from EA, KPMG, RBC, etc. The average amount of experience is 23 years. We also have Claudia Hepburn, the Next 36 is Canada's premier place to train our entrepreneurs, they divide them into nine teams of four and give each \$50K to start their businesses. This program has been going on for several years.
- At this point we have a very strong program and a good plan for the next two weeks. I need help to get the word out to students however. We have to get across why it's

significant for all of these great professionals to be coming out. I've talked to Alex Monegro and the UGO and Entrepreneurship UBC who will send out emails

- For the next two weeks, I have teams in Queens and Toronto who are promoting the conference there. It's frustrating that I haven't been able to get this message out to Sauder students. We have 25 professionals confirmed, 12 speakers, most are CEOs and co-founders for established firms, and everything is in place

### Questions

- Andrea: do you have examples of how you want us to help you out?
  - How can I communicate this message? It's a long message, and I can go to classrooms and individuals, but myself and my team have difficulty in conveying this to others.
- Johannes: where is your current status with ticket sales, and what mediums have you tackled already and what has been successful?
  - We have 20 sold so far, another 20 from business plan competitors, and I'm looking for the UGO to subsidize 20 SHAD students
- Johannes: what's capacity?
  - 250
  - we've used the CUSunday, we've been out in the CA Hall and we did a moving art gallery, we went to each of the faculties and set up a gallery where people can make Lego products. Taking students aside and speaking to them has been the key in sales
- Julie: I see you guys at the CA Hall all the time. With limited time, what are their normal responses when you pitch to them?
  - Today I sold five tickets, if you communicate this message to them, students will buy it, but this is a hard message to convey because it's not as big as say, careers and options. I've been doing continuous sales training
- DavidH: what's the current price, and what is the biggest barrier from getting people to buy tickets?
  - Price hasn't been so much of the problem, it's been content. For those who are aware, we've had a lot of strong interest, but the biggest barrier is awareness. Currently it's \$89 for a day pass and \$199 for a full weekend
- Julie: is there food?
  - Yes
- Johannes: that's a fantastic price
  - We had to lower it because Kaylee invited a lot of the CEO community, most speakers are entrepreneurs or Top 40 under 40. We would burn a lot of relationships if nobody came
- Johannes: you have a lot of top people coming, there's been a huge divide over the last two years in terms of what we define Enterprize vs. the CUS to be. The reason that Enterprize stopped was because there was conflict between them and the CUS. We've committed to this this year, one of the big things is this divide between the CUS and Enterprize. This used to be the thing that defined the CUS.

- We're also taking resumes and professionals will be inviting individuals to sit at their tables during the gala event
- Aldora: what does the day pass include?
  - Everything except the hotel
- Dylan: have you gone to the entrepreneurship classes at UBC? There are 5-10 people who are already working on their own projects
  - Haven't gone to all of them yet
- Dylan: you do have a large team, I think getting their team to have their friends come
  - I will speak to my team about this
- Emmet: As a first year, I'm not sure if I'd reap the full benefits of this
- DavidH: I think it's an opportunity to learn, CEOs aren't that scary, if you could talk to people and get first years to change their attitudes
  - Enterprize used to also cost \$269, Enterprize will never be this cheap
- Johannes: this is how people got accounting jobs, they met the recruiter in first year by going to a conference. For \$89, the professional delegates are coming because they want to give back, but many want to hire, all of these entrepreneurs are looking to expand
- Julie: it always makes me feel better if I have a friend going. It happens with every conference. Even if you don't get an internship, you'll know that you had a great time. You're such a great motivator and I think your team is the same
  - The people that we're bringing for our workshop are really cool people to meet, you get a lot of value from your workshop people. A lot of Sauder students lose faith in themselves and that's why they get so anxious with themselves, and that creates a disconnect. This one-on-one session is where we want to put into their minds the belief that they can grab the attention of somebody important
- Johannes: where's the social event?
  - 560, it's an art gallery club
- Chris: we're all opinion leaders at this table, anyone who takes a role in the CUS has the responsibility to spread the word about things, it's a word of mouth kind of thing. I can provide all of the online support, but people have to make the sale
- Alex: I understand that you're trying to inspire interest, I feel as though the way that it's being portrayed, it feels like its not exciting enough for me. At two weeks you don't have the time to enter peoples' psyche and telling them that this is what they *should* be doing. If you highlighted who's going to be at the conference, I think you'll get a handful more of people who will go
  - we're not trying to get into peoples' psyche
- Johannes: you have Shell, Disney, EA coming
- DavidH: I didn't know any of those people were coming, and now I'm excited
- Johannes: talk to people, there's been a few days since you've posted anything on Facebook, spam people like NIBC. If you're confident about the quality of your conference, there's no reason for people to go, I noticed your people in CA Hall are really shy in selling.
- Julie: it might be hard for people to sell at the booth, if you ask them to do online marketing it might be more effective
- Andrea: spamming people will annoy people but they'll eventually look at your message

- Alex: this conference isn't something you casually buy tickets for. Students who are going to buy tickets will know what the conference is about
- Johannes: we're missing buzz. I think it's something we can really work on. Enterprize used to be a big party that everyone went to. Some people will be sold on the competition or the night event or the professionals. If your friends are going, you're sharing memories with other students. We need to get to the point where enough of the social groups in Sauder are going. The same thing with SoCo, everyone knew their friends were going on the ski trip
- Dylan: ACF sold tickets by yelling at people from trees. You need to talk to as many people as possible. I'm not seeing the marketing materials right now, so we need more marketing than what you're doing
- Johannes: it's like elections, it's tough, if you have a good message then it's like networking
- Alex: you can sell the competition as "dinner and a show", it would be cool to watch, people aren't sure if it's a case competition or conference. If your target are entrepreneurs, you'll get maybe 20 people in Sauder. If anybody attended the conference that got to watch any of these presentations, I feel like that's worth \$90
  - It's a series of workshops, and we have speakers and our audience isn't targeted towards entrepreneurs. Here's a chance to explore a completely different side of Sauder. It's an opportunity to advance in one's career
- Andrea: the job descriptions of the speakers say they weren't all entrepreneurs, they have amazing experience in general
- Johannes: be confident in what you're doing. Lets make this happen

### **Block Party Contributions- Johannes**

- We have a request to promote the event, activate the field, and contribute financially. We did it two years ago. I think we can contribute something.
- Dylan: it's a lot of money to contribute
- Johannes: I think we can activate the field, Sara could you and SoCo do this? Set up an activity and work with Anna, and if we need to contribute money, can we authorize up to \$2000?

Motion: Johannes, Chris

*BIRT the CUS Executive Council authorizes SoCo to spend up to \$2000 from our special projects fund to "activate the field" for the AMS Block Party of the 2012 year.*

Voting Phase

**For: Unanimous**

*Motion passes.*

### **Lounge Ping Pong Table Discussion- Dylan**

- Students like the pool table so much, maybe we could get a few more items that students could play around with. Johannes mentioned a ping pong table, but I don't want ping pongs flying everywhere. We could get a dome hockey table or a fooseball table. The dome table is \$1400, and we could buy it from the same pool table company so maybe we could get a discount.
- Johannes: Julie can you investigate where our fooseball table went?
- Julie: I think they threw it out, the dean doesn't like old furniture, etc
- Dylan: at most I was hoping I could get \$1600 to buy a dome hockey table
- DavidH: can we have a poll online or in the lounge?
- Johannes: a poll is good
- DavidH: the guy at Future Shop put in an order for our speakers, then he left his job and didn't tell me he wasn't doing anything with the speakers anymore
- Julie: people have been asking if we're allowed to play music, etc
- Dylan: I think there's a demand for more activities in the lounge
- Julie: do we have a CUS Lounge Twitter account? It might be good to tell people when coffee's gone, etc

### **Photos- Johannes**

- For Valentine's day, when can we do one? Next meeting? Everyone dress up in red next Wednesday
- Andrea: I can get us some props, Mia can come out maybe and take the picture
- We need to figure out when we're putting the photos up from the previous years' execs. I think we'll do ours right before awards night. I'm thinking with our new board structure we should do an exec photo, and we should have some composite head shots done as well, it's unfair for the board not to get pictures taken. We can book Artona to get them to come to Angus

### **Global China Connection- Julie**

- I got a booking request from them
- Chris: they're not part of the CUS Clubs, they can't book this

### **Exec Retreat Date/ Organization; Round Table- Johannes**

- We'll have the exec retreat March 9<sup>th</sup>, 10<sup>th</sup>, 11<sup>th</sup> and turnover March 25<sup>th</sup>. Round table is the first weekend of March
- DavidL: I think for round table, if there's no capacity issue then everyone incoming and outgoing should be going. We could have one or two execs not go to them
- Dylan: everyone should go to NBSC, as execs, this is professional development that I think we've earned by doing out jobs, I never see any problem with justifying this to students

- Johannes: at the beginning, execs will be hired Feb 24, 25, 26, and when they're chosen they go to round table that weekend. Do you think we have room for the incoming execs plus the president, should the incoming ombuds go?
- DavidL: I don't think so
- Johannes: maybe thirteen people is what we're looking at right now
- Dylan: you shift capacity between NBSC and WCLR

**End time: 8:39pm**