



Location: CUS Boardroom

Present: Cindy Lynn, Joey Young, Maria Fung, Sean Fleming, Jasmine Jan, Riley Chow, David Pratt, (Sifat Hasan), (Enzo Woo), (Michelle Ho)

Regrets: Jacky Leung, Claire Eagle,

Start Time: 6:02pm

Song of the day: Riley, Rome – Phoenix

Call to order, adoption of the agenda and approval of minutes:

MOVED Sean, SECONDED David

“BIRT the agenda be adopted as presented.”

... Carried

For: Unanimous

MOVED Sean, SECONDED David

“BIRT the CUS Executive Council meeting minutes dated October 15th, 2012 are approved for distribution.”

... Carried

For: Unanimous

A) Membership: Introductions, Personal Updates

B) Portfolio Updates

i. *Presidential* – Jacky

- Societies Mixer, MBA society wants to do a mentorship program.

ii. *Finance* – Cindy

- Talked to Anu about the bookstore selling tickets, not sure if it's going to work out since they use a different payment system.
- Working on budgets and payments

iii. *External* – David

- Imprint's having their first event coming up
- Imprint and IBC have an event on the same day
- CR team -> no sponsorship from Golds Gym, person got fired
- Josh and Alex M. finally met
- EMP is in a break mode until their next event

iv. *Marketing* – Riley

- Campus Ambasauder doing hiring this week
 - Cavalier's newest edition out..
 - o Next month is a double issue, IBC, Chasing
 - InviteRight, another version of Rezgo.
 - Working on the yearbook, planned out the pages.
 - * dragon's den is having a student only
- v. *Internal* - Claire
- Sustainability, promote
 - Telling Damian to get people stop booking rooms for 12 hours
 - Maybe see if that company have cheaper coffee, it's free
 - We should have some sort of card, or some sort of sticker
- vi. *Engagement* – Sean
- Jason is doing tag next Sat
 - FYC is hired, had their first meeting, they're doing No Shave November: Ryan, Ram, Quinn -> they're looking for people to do it.
 - ISAS is having an event for Halloween, have alumni event the week after that... biggest event: Cultural Night in January
- vii. *Academic* – Joey
- APT – creates a survey for a select number of professors who are up for APT, send out to classes where these profs are
 - o Usually on Vista, it's on a 3rd party site which cost money -> needs credit card
 - o Response is low, told him to talk to Craig Kingsep to get the number higher
 - o Closed on Friday, need to make a report and present
 - AVPA
 - o Survey about BCC and sustainability classes
 - Case Competition Club event tomorrow, with Mark McCoy
 - o Partnering with Bizzcomm for a first year case competition
 - Reveal Closed their registration
 - Review for CMP, office hours this week for 295
 - Class Liaison done a report, compiled
 - o Making a role description
 - o Will meet with Benson about the online
 - SBCV -> reimbursements through ExCo for their entrepreneurship conference
 - JDC West had their mock case this weekend

- Academic Committee
 - o Focus group
 - o Next one will be at the end of November
- Name Tags – sent out a kick-starter, 150 responses WTP \$5/6
 - o Looking for about 500 responses
- Meeting with BCC about the Town Hall forum
 - o Trek Calgary finished selection, growth (last year 12 applications, 30 applicants 15 selected)
 - o Need to re-name the job finding club.

viii. *Ombudsperson* - Jasmine

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C) Presentations to the Executive Council:

- i. *Mr. World Canada ExCo Appeal* – Frankie Cena, 6:30pm
 - World-wide competition, a development for Frankie and a branding opportunity for us
 - Went to the UGO, for funding – waiting for Pam about Deans Office Funding
 - Was referred to Exco and was unsure
 - Frankie has done lots of Sauder, and something he wants to support
 - The organization fund lots of the trip, but here
 - Mentioning Sauder wherever he can

Questions:

When Deans Office funding

- A week ago?

How much money were you asking for?

- The norm of Exco
 - o It's usually a 1/3
- 1800, 1250 Registration and Flight

Any other expenses you want funded?

- Not sure, not asking for us

What's the benefit for the CUS?

- Can't be separate the CUS from Sauder
- The training and development that I'll be getting there is very valuable for me, networking, conference and a competition and it's non-traditional
- I'm willing to brand the CUS more

What would the sponsorship entail?

- Package

Have you gone to other on-campus sources for sponsorship?

- Have been time-constrained with school, TA, coaching

What will you do if you don't get money from the CUS?

- It'll just be harder when
- I'm going to go regardless
- Working 4 jobs to make a living
- It fits in with what the CUS has done in the past, I'm going away to a 'conference', learning experience.
 - o We haven't funded anyone who's gone to a non-business conference

Discussion:

- It's a really good opportunity, just can't justify giving him \$1,000
- Maybe not that amount
- Not comfortable with giving him personal money,
- It's not explicitly stated
- No precedent for non-business conferences
- This is more exceptional, and we're not
- The exposure we're getting is exceptional, is this something that we want to be associated with that closely?
- Frankie would appreciate this so much
- It's easy to turn it down,
- Most of their sponsorship for the event are a far cry from the CUS as an academic institution
- This is a very personal matter, and there are many people with big dreams too
 - o This might not be exposure on the right place
- The way we spend our money is very variable...
- This is different from Mr. Universe?
- This is still very impressive, we can recognize this in other ways, fundraise
- It's very big of him to come in
- There's some value, but does that value make sense?
- Anything will help him.

Moved Joey, Cindy

"BIRT that the CUS Executive Council will fund at least \$1 to Frankie Cena for his Mr. World Canada competition."

... Carried

For: David, Sean, Riley

Against: Joey, Cindy

- This is a special case
- I suggest \$250, the lower sponsorship level
- It's comparable to what we each person on the ski-trip...
- Frankie is an active member of the community, we should support him.
- Cindy and Joey are still really uncomfortable with this
- Maybe bring this to the board; it's the principle of this.

Moved Sean, Seconded David

“BIRT that the CUS Executive Council will fund \$250 to Frankie Cena for his Mr. World Canada Competition.”

... Carried

For: David, Sean, Riley

Against: Joey, Cindy

D) Cabinet Business:

i. *Nametags* – Joey

- Sent out the survey, 143 responses, 118 are interested from about \$5-10.
- Might be like a capital expenditure
- We print inserts

ii. *Chasing Sustainability* – Riley

- Does Chasing Sustainability need help? They have only sold twelve tickets online (do not have cash sales numbers) as of Sunday evening and as we know, they are aiming for what, 125 or 150 sales?
- They've also had issues with speaker
- They should have a cash option
- They've been booth-ing
- Start promoting it personally.
- They still have water bottles

E) Other Business:

i. *CABS Video Conference with Aneesh Lal* (Oct 29, 7pm)

- trying to have a competition with the other schools to promote CABS
- What's the value for us?
- People don't even know about the CUS..

ii. *BCC Town Hall Forum* - Joey, proposed by Jack

- Working on that

iii. *NBSC Objectives* - David, proposed by Jack

- Conference

- David: purpose increase number of external delegates

- iv. *Frosh Expansion* - Sean, proposed by Jack
 - Haven't been working on it
- v. *Commerce Student Endowment Fund* - Cindy, proposed by Jack
 - Going to talk to AMS
 - Was talking about putting it in with the Sauder but that fell through
 - Can we create some sort of account?
 - Can we create a company and put the money in it?

- vi. *Building State* – Clare, proposed by Jack
 - The UGO staff have been cleaning to pick up the slack
 - They want us to do our part
 - Tell the students to keep thing cleaner

F) Next Meeting: Oct 29th, 2012 6pm

G) Adjournment.

End Time: 7:22pm

FRANKIE CENA

2-2301 St Johns Street
Port Moody, BC V3H 4M1

778-999-9480
FrankieCena@gmail.com

PROFILE

A charismatic, enthusiastic fourth-year student at the University of British Columbia, with experience in coaching and management. A proven communicator, with excellent presentation skills and leadership abilities. Strengths in planning, organization, prioritizing, and goal setting.

EDUCATION

Bachelor of Commerce, Sauder School of Business, University of British Columbia **Completion 2013**
Direct Entry Status- One of 700 Selected Students out of over 8000 applicants

- Recipient of the Millennium Excellence Scholarship \$22,000, Passport to Education \$1,000 for academic achievement and leadership abilities

PROFESSIONAL EXPERIENCE

Member/Coach **2004-Present**

Burnaby Mountain Debate Society, Burnaby, BC

- Successfully trained over 60 students by developing a unique debate curriculum which involved engaging activities and personalized lesson plans
- Coached and lead students to achieve top honors in regional, provincial, national, and international tournaments including qualification to the, "International Competition for Young Debaters" at Oxford University in England

Competitor, Jeux Du Commerce West Business Competition (JDC) **2009-Present**

University of British Columbia, Vancouver, BC

- Analyzed ten cases related to Human Resources while putting in over 100 hours of work to constantly improve results
- Developed skills as an orator and debater by preparing cases on various business topics
- Described as, "possibly the best speaker of the tournament" by the head judge because of the delivery and presentation of key points for the case
- Surpassed previous UBC Debate team results by being the first team to place and win first place in the tournament

Director **2009-Present**

New Era Academy, Coquitlam, BC

- Created, marketed, and directed a five day debate camp for thirty students in grades four to twelve with a high satisfaction rate
- Analyzed the company's situation in order to cut costs and maximize profits; redesigned the entire format and marketing structure
- Recruited and managed 12 volunteers who assisted in preparation and event planning

Street Team Member **2011-2012**

FortisBC

- Engaged between 50 and 300 customers per event and communicated various FortisBC initiatives and detailed rebate offers
- Taught various communities about the importance of energy conservation by having community members of all ages engage in trivia games, product information offerings, and other events

Finalist **2010-2011**

The NESTEA Recruit, National Marketing Competition with Inventa

- Placed 2nd in a field of 24 teams in an "Apprentice" Style competition hosted by Coca-Cola, NESTEA, and Inventa.
- Raised over \$2000 dollars in twenty four hours, entirely through a text a thon that utilized social media and other marketing strategies to bring awareness and gain over 1,200 likes on a Facebook page
- Filmed, directed, and edited three videos which utilized the core creative brand tonality of NESTEA resulting in advancement to the future rounds

Resident Advisor **2010-2011**

Student Housing and Hospitality Services, UBC

- Participated in a 10 day training program which provided training on conflict resolution, active listening, and handling a variety of sensitive situations
- Achieved a 95% satisfaction rate on a survey administered to the 40 residents on my floor
- Prepared, executed, and provided formal feedback on over 10 events throughout the year which focused on the community, social, academic, and global citizenship pillars of university

ACHIEVEMENTS/AWARDS

- Sauder School of Business Dean Award and Alumni Bursary
- Chairman- United Nations World Youth Conference

INTERESTS

Singing, Musical Theatre, Acting, Public Speaking, Debating, Coaching, Volunteering, Travelling, Reality Television

Re: Application for Unlisted Conferences

Firstly, thank you very much to EXCO and the CUS for considering my application.

Around one month ago, a friend referred me to the National organization Miss/Mr. World Canada and recommended that I apply to be selected as the Canadian delegate to compete in the Mr. World Competition. After an application process, a submission of photos and resumes, and an interview with the Miss/Mr World Organization Chairman and Panelists- I was selected as Mr. Canada. Basically this entails two things:

1. I will be competing at Mr. World in Kent England for two weeks in November. There I will be meeting delegates from 80 countries across the world and competing in the final pageant on Saturday November 24th. Mr. World is the most viewed competition of its kind with over 4 million viewers worldwide.

2. I will hold my title as Mr. Canada for two full years and represent the Miss/Mr. World organization. For the past Mr. and Miss Canada, this has meant going on mission trips around the world, getting a role on the television series Smallville, being cast on Wipeout Canada, raising thousands of dollars for Variety Children's Charity and much much more.

While most of my costs are covered while in England, I am primarily looking for two things:

1. Monetary Sponsors- I am allowed to raise \$5000 in sponsorship to help cover costs including flights, expenses in England, a registration fee, clothing, suits, grooming, photo shoots, etc.

2. Clothing Sponsors- Companies that will provide me with outfits to wear while in England, either casual clothes for my day to day interviews and experience while there or sponsors for my evening suit, lounge suits, swimsuit, and performance outfit.

Ever since being admitted to Sauder, I have made it a part of my personal brand. Since being here in 2009, I have been featured in over 30 newspaper articles and featured on television six times. In a majority of these articles and appearances, I am always sure to mention the either Sauder, UBC, or both. Sauder has been a huge part of my upbringing in the last four years, so I always mention this institution with pride.

This sponsorship would be greatly appreciated, as it will make this once in a lifetime opportunity a lot easier to access. Without having to worry about costs, I will be able to better focus on preparing and maximizing the outcome of my opportunity. From the perspective of why should Sauder get involved with such an initiative- there is a huge marketing potential. Before even being announced as Mr. Canada, I have already been booked to host a fundraiser gala in Toronto and at this Thursday's Gala, there will be several media outlets covering the event. Having the public know that a Sauder student is Mr. Canada can only help increase the prestige of the institution. I am graduating in May, which makes me an alumnus in less than one year. I will hold my title for the next two years and I hope to use it in ways to help support my coaching of speech and debate, as well as present opportunities for Sauder and UBC.

I am leaving for Europe, on November 1st, so a timely response would be much appreciated. If there is any other questions please give me a call or email at frankiecena@gmail.com or 778-999-9480.

Sincerely,

Frankie Cena



"Beauty with a Purpose"
Helping Children Worldwide

DELEGATE SPONSORSHIP PROGRAM - 2012

Dear Potential Sponsor:

Frankie Cena has been nominated as Mr. WORLD® CANADA 2012. The official Crowning is taking place on October 18, 2012 in Vancouver, BC and the World Competition is taking place in Kent England from November 9 to 24th, 2012.

The MISS / MR. WORLD® Pageant is the oldest, and the top pageant in the world represented by 120 countries and attracting over two billion viewers, more than the Olympics. MISS / MR. WORLD® has changed the lives of many children with special needs by raising over \$500 million dollars globally. The MISS / MR. WORLD® Pageant's mandate is "Beauty with a purpose". The pageant stresses the equal importance of inner and outer beauty.

MISS / MR. WORLD® CANADA has chosen Frankie Cena as Mr, World Canada 2012 and our Ambassador to represent Canada on the world stage. MISS / MR. WORLD® CANADA works on empowering young men and women to help build lifelong skills in in key areas which in turn will open their doors to the future. This platform will enable our contestants to be the voice for the role models of tomorrow. This pageants focus is on humanitarianism and philanthropy. Telling the world the difference that can be made by donating their time and effort in selfless acts to help all children in need. MISS / MR. WORLD® CANADA gives back to the less fortunate by raising funds for Variety-The Children's Charity. Our efforts inspire hope, enrich lives, and build a better future for children with special needs.

Your help, support and generosity is greatly appreciated. If you have any questions, our delegates are there to help you or please feel free to drop us a note at info@MissWorldCanada.com or visit our website www.MissWordCanada.com.

Sincerely yours,

A handwritten signature in black ink, appearing to read "Ike Lalji".

Ike Lalji,
Chairman
Miss World Canada
& World Creative Entertainment, Inc.





"Beauty with a Purpose"
Helping Children Worldwide

DELEGATE SPONSORSHIP FORM - 2012

NAME OF DELEGATE BEING SPONSORED | TYPE OF SPONSORSHIP

SPONSOR INFORMATION

COMPANY NAME | AMOUNT SPONSORED | FIRST NAME | LAST NAME | POSITION | STREET | SUITE | WORK TEL | CITY | PROVINCE | POSTAL CODE | CELL | E-MAIL ADDRESS | OTHER PHONE No:

Authorized signature of the sponsor: _____ Dated: _____

CHEQUE PAYABLE TO MISS WORLD CANADA & MAILED TO THE ADDRESS BELOW
Sponsor to e-mail HIGH RESOLUTION company logo, company name and delegate name to info@MissWorldCanada.com
Receipts will be mailed to the sponsor. Tickets will be at the door on Gala day May 9, 2013 under the your name.

Each contestant is responsible for acquiring her own sponsorship up to a maximum of \$5,000. This is to cover the pageant total package of \$2,400. Contestants require additional sponsorships to cover pageant fees, airfare, clothing, accessories and much more. Your support and kindness is greatly appreciated. We invite you to take a look at the following Sponsorship Packages available:

DELEGATE PLATINUM PACKAGE: \$5,000

- The delegate who you are sponsoring will be present for 2 of your company events within 1 year
The delegate can appear in one of your commercial.
Logo and Company name placed on Miss World Canada Website and Facebook (under the delegate photo)
Company name placed on Official 2013 Program Book (name under the delegate photo)
4 VIP Entrance for the Crowning Gala of Miss World Canada 2013 on May 9, 2013 (valued at \$600)

DELEGATE GOLD PACKAGE: \$2,400

- The delegate who you are sponsoring will be present for 1 of your company events within 1 year
Logo and Company name placed on Miss World Canada Website and Facebook (under the delegate photo)
Company name placed on Official 2013 Program Book (name under the delegate photo)
4 VIP Entrance for the Crowning Gala of Miss World Canada 2013 on May 9, 2013 (valued at \$600)

DELEGATE SILVER PACKAGE: \$500

- Company name placed on Official 2013 Program Book (under the delegate photo)
2 VIP Entrance for the Crowning Gala of Miss World Canada 2013 on May 9, 2013 (valued at \$300)

DELEGATE BRONZE PACKAGE: \$250

- 2 Entrance for the Crowning Gala of Miss World Canada 2013 on May 9, 2013 (valued at \$100)

VIP Entrance includes access to the Crowning Gala, the private VIP Reception before the Gala and the After Party after the Gala with VIPs & Contestants. High Resolution Logos, Ad Copy and other required material for the Program Book is due before 40 days prior to the Crowning Gala date.