



Attendance: Jesse, Jacky, Jeff, Sharlene, Paulina, Connor, Niki, Kaylee, Moses, Sylvia, Berent

Start Time- 6:00 PM

End Time – 8:30 PM

Global Ink

- See PowerPoint

Questions:

- Jesse: Who would cover costs in foreign universities?
 - These costs are included in the budget, for distribution
- Jesse: You mentioned you were going to be doing interviews with KPMG, and also people from Cornell would be reading the issues, so how would this be relevant?
 - The interviews would be catered to all regions, so the questions would be global ones
 - This year we are focusing on the global change, and how the recession affected everyone
 - The website will have a digital issue
 - The CUS advertisements would be very large, the sponsorship would be a whole page
- Paulina: Could we take a look at the issue before it goes into printing?
 - Yes, absolutely. And you can look at the magazine as a whole.
- Paulina: The marketing commission could create the full page ad
- Jeff: What is the editing process like?
 - Rena Zhou is the editing director, and there are two additional editors, with 4 writers
- Jeff: Last year you received Walter Gage funding, so how it is looking this year?
 - Their sponsorship didn't carry over to this year, so this year we are working on new sponsors
- Connor: How will funding go for next year? Have you looked into ad revenue from external firms?
 - It will depend on who will want to carry on relationships next year in terms of sponsorship.
 - Currently we are not looking at external funding, but we have received Dean's Office Funding
- Moses: You said you wanted to stay neutral, however you are willing to advertise CUS events, is this contradiction?
 - I don't believe this will affect our neutrality. We feel we owe it to our sponsors to promote them.
 - We want to promote Sauder through the magazine
 - I don't feel our websites will affect our neutrality



Executive Meeting Minutes December 1st, 2010

- Niki: How did you select your editors? Do you think there will be trouble to hire new people next year?
 - We didn't select them. This was the Editor in Chief's project.
 - No, we feel people want to be a part of Global Ink, there were over 40 applications this year
- Niki: How was funding done in other schools, such as Cornell?
 - They are getting substantial funding from their school, and they are receiving external funding
- Connor: Publication date?
 - We want to print in January
- Connor: Is it only Sauder students who publish?
 - We only have one Arts student who is a photographer
- Connor: How many students are on the team?
 - Twelve
- Paulina: Last issue had an article regarding IBC, are you planning on having something like that again?
 - This year we are focused on economic conditions, so probably not

Discussion

- Jeff: I like the initiative. I think it's good to give students this opportunity. I am in support.
- Sharlene: I am in support. I like that they have initiative. And it looks like good quality. I thought they didn't do a second issue?
 - They did a second publication, not a second issue
- Niki: The proposal is really thought out, and the issue looks amazing. For this year, they are doing well. However, if you don't have people with the right skills, it could end up looking bad. I like the theme, and that people can explore this passion. It's more of a magazine, and it's different than the Cavalier.
- Paulina: I like it, and it's a good way to get the CUS and Sauder name out.
- Niki: They are under a club, so I'm concerned about us checking over the magazine. I don't think we need to. As long as your only checking it for the logo, that's good.
- Connor: I think we should just submit our ad, but not make suggestions to the layout or any suggestions with the magazine.
 - Paulina: However we don't want there to be bad quality
- Connor: I'd rather them screw up, and us not fund them next year, rather than us change this year's issue with our input.
- Jeff: I think we want to make sure what they actually print is representative of what they proposed
- Jesse: Last time there was a discussion about us paying to ship the magazine.
- Niki: I think it's fair if we pay to ship them, because Cornell is paying to ship them here.



Executive Meeting Minutes December 1st, 2010

- Jesse: We are sponsoring the writers, editors, the students who read the magazine and we are also getting the benefit from other schools. We are paying essentially for magazines from other schools. Is that adding value to our students? How good is the magazine from other schools?
- Sharlene: I don't know how to segregate the distribution costs. It's not that big of a portion of the budget, so I don't think it's that big of a deal.
- Jacky: Business Asia from Cornell doesn't have a nice layout, but it has more professional content.
- Paulina: I think this will have a great advantage to our students.
- Connor: I'd rather our students write about Vancouver's relationship with Asia, rather than read about Cornell's relationship with Asia.
- Connor: I think 20 pages is good, I'd like to see it go a step further.
- Paulina: If they put an editorial on a conference, I feel like that's a fallback if one of the articles isn't up to par.
- Jacky: I am concerned with this year's quality not matching last year's quality
- Jesse: In terms of our budget, I don't want it to be a first come first serve for next term.
- Michael: Business Week went over budget 40%, we have a great deal of money still to be liberal with

All those in favour of supporting Global Ink for the \$1,500 sponsorship:

For: 6

Against: 0

Abstain: 0

Motion Carries

NBTC

- Invitation to entrepreneurship competition in Toronto. March 18th-19th
- We have a product design class that has five or six entrepreneurship teams
 - They usually compete in Enterprise
- Looking for a good business plan
- Up to 30% discount, tickets are \$180.00
- Sponsored by RIM, so they will also provide cash prizes
- Responsible for accommodation and flight
- This is a National Non-Profit Canadian organization, U of T, Western, University of Waterloo on organizing committee
- Alumni come from all over Canadian Universities
- Two full days of engaging workshops and keynotes.
- Harry Rosen is a keynote, also CEO of IMB Canada
- Workshops sponsored by CMA Ontario
- Panel Called: The Road Ahead What's Next in 20 Years
 - Bring together executives from across Canada
- Mobile workshop – WIND Mobile



- Entrepreneurship workshop – CEO of Grassroots
- A Young Innovator seminar
- Speaker Brian Wong
- Networking, Wine and Cheese, Gala Dinner
- Niki: How many years?
 - This is the 11th year
- 50% of the delegates are competitors in the competition
- Niki: How is the case presented?
 - The top 19 business proposals will enter round one on the first day of the conference?
- Niki: Who are on the selecting panel? How do the marking criteria work?
 - Our judges, entrepreneurs
 - The marking is very general
- Niki: How many delegates are you expecting?
 - 300
- Jeff: Can we use the competition as a way to sponsor the CUS?
 - We have a monthly newsletter called the Innovator, so we are open to promoting CUS events

Discussion:

- Paulina: They are asking for us to promote their event?
- Niki: There are three competitions. Would we be pre-screening people, or do we let anyone?
 - We let anyone.
- Paulina: I don't know if it's the best idea to pass on the e-mail of the entrepreneurship professors.
 - We can talk to the professors and let them know about it
- Jesse: I'm sure engineers would be interested in this
- Niki: Also, HR professors focus on consulting
- Paulina: An MIS professor would be good to inform students
- Connor: I think one general e-mail would be great to inform students
 - That might not be the best way, because other organizations will ask me to send out mass e-mails
- Jesse: In their proposal, it says we get 50% off. And the package says the same thing, but she said 30%.
- Connor: Are we comfortable with marketing their event?

All those in favour of supporting/marketing NBTC:

For: 6

Against: 0

Abstain: 0

Motion Carries



Work Updates:

Paulina – VP Marketing

- Looking into obtaining data for research
 - Admissions forum feedback
 - Satisfaction feedback and surveys
 - Want to contact Sarah and see if we can contact them to utilize this research
- Got the admissions report back
 - 32% people strongly agreed with our presentation being really good
 - 35.3% agree and 54% strongly agree that we were interesting
 - 38% agree and 48% strongly agree for relevant
 - With the fair, finance club didn't show up
 - People liked the Sauder Squad
- Approached about conversations regarding bad cafe food
- Approached by Prina, David Lam who donated money to the library passed away seven days ago, so perhaps we should talk to the Dean's Office

Niki – VP Engagement

- Made waffles and pancakes for students in CA Hall
- Meet with CCP to discuss 5 Days for the Homeless, we don't fulfill the core requirements
- Meeting with a first year students who wants to do a first year booklet, "guide to surviving first year" possibly online
- Meeting with Moses to talk about scarves, Chad has decided to take responsibility for the CUS 70th B-day
- Semi-Formal event for 2nd year – we need one event per month, and so far we haven't had an event

Kaylee – Executive Assitant

- Working on a few initiatives within the CUS - RT
- Addressing multiple e-mails – Sauder Sports

Sharlene – VP Internal

- Trying to get a hold of architects, lockers haven't been figured out yet
- CUS safes
- Mini Enterprize

Jeff – VP Academic

- Class Liaisons information has been compiled
 - 486W, still issues with consistency of marking, but overall students are receiving value



- Commerce 101 students are loving
- Potentially put comm. 293 to second year, and comm. 101 to first year
- Niki: May help second year transfers
- Working on case competitions, but issues with equity have been brought up – coaches are choosing teams. Start wikis to create continuity
- We need to plan for successions
- Working on how to collect information for future purposes

Michael – VP Finance

- Quarterly report is done, want to post it on CUS Online
- System is down

Jesse- Ombudsperson

- Case competition equity
- Was asked where was Enterprise

Jacky – VP External

- New evaluation survey
- Plugs on tables don't work
- Final meeting with IBC, only problem was excess chairs and tables
- Potential Model UN, only with the bank
- CSBC- timeline is tight, first speaker series in February, and they need money. Present to exec
- Student Societies was a success

Connor – President

- Working on figuring out Round Table
- Leaders of Extraordinary Business School meeting
- PCC Meeting
- Skyped with Brock about performance contract
- Trying to figure out hoodies from lululemon

Booth Policy – Shar

- Talked to Linda and Bruce – limiting the number of booths to seven
- Don't want to override the CUS
- We don't know how it will be for next year because David Lam is re opening
- They want to know what we want to do, they just want students to be accountable for their booths
- Connor: I am happy with seven booths
- It is too crowded between the couches

Water Dispenser –Shar

- Talked to Dylan and Michael, want to put up the dispensers like the ones in the SUB



- Stephanie is asking if we are going to pay for it, which is \$30 a month
- Connor: It is in the contract
- Paulina: Can you make a post on the CUS online to tell students about the water dispensers

Mini – Enterprise

- They had to leave a deposit, but the policy wasn't in effect until this Monday
- However, there was \$85 necessary to cleaning up after
- They didn't leave a mess, but they only left garbage bags
- They have left over money
- They should fight this issue

Business Banquet

- There is a Business Banquet in Winnipeg, that U of M has had every year
 - Every year it's sold out, 700 students
- What about we host a Business Banquet at UBC?
- Niki: I think it's a good idea to have it after recruitment
- We used to have one, so I will look into the feasibility of having another one

CUS 70th Anniversary

- Connor: Send out an e-mail to board and service council, to see if anyone wants to help Niki head the event

In Camera Discussion

Things To Get Done by Christmas

- Transition system – Kaylee
- Scarves and ties – Niki
- Honorary President – Jacky
- Round Table – Jacky
- Chocolates and cards – Shar
- Research Project Defined – Paulina
- Constitution - Chad