

# FRONT AND CENTRE

THE CAMPAIGN FOR THE UNIVERSITY OF MANITOBA

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## The Associates of the I.H. Asper School of Business 2017 - 2018 Annual Report

The Associates of the I.H. Asper School of Business are ensuring our business students are receiving an exceptional, varied education leading to their development as industry leaders. Students and faculty are benefitting from the wide range of activities and resources offered through your generosity, including competitions, mentorship, professional development and awards.

Thank you for your commitment to the School and to our students and faculty. Your contribution continues to make a positive and meaningful impact.

### Competitions and Networking Events

#### Jeux du Commerce (JDC) West Competition: January 2018

JDC West is the largest student-run business competition in Western Canada, attracting teams from 12 universities each year. It is an annual highlight for Asper students, who represent the school as Team Toba. The three-day event involves academics, athletic challenges, debate, a social competition, and a charity drive. Students are encouraged to express the attributes required in leadership.

***“Competitions are about student growth, both in the discipline they’re competing in and in their personal growth.”*** --- Mary Brabston, retired Associate Professor of Management and Information Systems, and JDC- West coach for 15 years.

The 2018 JDC-West competition was hosted by the University of Calgary and attended by about 600 students, with 50 students representing the Asper School. At the annual gala event, Team Toba proudly collected prizes for first place in finance, second place in marketing, second in athletics and second in charity hours. The team also expressed their creative sides during the competition’s team-building skit night, where they reinvented the classic Beauty and the Beast with a JDC twist. Team Toba co-captain Adrienne Cenerini said that the JDC 2018 highlight was “seeing the progress all the teams made from the start of their training up to the competition, and seeing the level of growth each delegate experienced.”

#### Stu Clark Investment Competition: March 2018

Sixteen teams of graduate students from across North America competed for best idea pitch, company logo, and business plan at the 14<sup>th</sup> annual Stu Clark Investment Competition, hosted by the I.H. Asper School of Business. Entrepreneur and Asper alumnus Stu Clark served again as a Championship Round Judge, while Associates Chair, John Proven also volunteered his time as a judge.

Lapovations, LLC, from the University of Arkansas – a company developing technologies for safer laparoscopic surgeries - won for best business plan. Mechanodontics from the University of California, Los Angeles, had the top idea pitch, and Mindful Mix

from the University of Louisville won top logo. The University of Manitoba's ioAirFlow Inc. was named top Canadian team, pitching automation software to help reduce energy consumption in commercial-industrial buildings.



The Judge's table at the 2017 Stu Clark Competition

### **Bachelor of Commerce First-Year Reception: September 5, 2018**

The annual Bachelor of Commerce First-Year Reception marked its 10<sup>th</sup> anniversary with a dinner at the Fairmont Hotel, welcoming 300 new students to the Asper School of Business. As in previous years, students were seated with at least one Associate member, a student leader and a member of faculty or staff. The dinner provided a warm and celebratory welcome to new students who experienced the immediate benefit of meeting their peers and mentors in a casual setting outside of the classroom environment.

This year's keynote speaker was Paul Mahon [BComm (Hons)/86], President and CEO, of Great-West Life and Canada Life, who reflected on his time in the Bachelor of Commerce program. Mr. Mahon drew comparisons from his personal experience and highlighted the many new opportunities that incoming students now have, including the Asper International Exchange Program. Mr. Mahon shared his perspective on trends

in the workplace and provided advice to students.

In addition to the new students, other attendees included members of the Associates, staff, alumni and members of the Commerce Student Association. Dr. Gady Jacoby, Dean was overseas but greeted the new students via video and encouraged them to join student groups and council, exchange and co-op programs, and activities offered by both the Associates and Young Associates.



Students and Faculty at the 2018 Bachelor of Commerce First-Year Reception

### **CSA Business Banquet November 16, 2017**

In November 2017, the Commerce Student Association celebrated 51 years of connecting dynamic students with Winnipeg's business leaders at its annual dinner banquet. This is the largest student-run corporate networking event in Western Canada. The 2017 theme, "Breakthrough," encouraged innovative ideas and startups. Attendees were asked to consider ways that they might achieve breakthroughs in all areas of their lives. The focus was on how graduates will shape business as an industry and as a community over the next 50 years.

## Associates Executives-in- Residence

Students, faculty, and members of the community benefit from interaction with our three Executives-in-Residence, all successful business leaders who have established and proven experience in public and private sectors. The Executives- in- Residence offer public presentations, lectures and mentorship opportunities to provide an immersive learning experience. The meaningful contribution made by the Asper School's Executives-in-Residence cannot be overstated, as they share a unique depth of knowledge and real life experience complimentary to classroom learning.

The Associates Executives-In-Residence are:

**Dan Torbiak**, Chief Tax Appeals Commissioner for Manitoba, will continue to mentor as he takes on an abbreviated role in the program.

**Jeff Strong**, a corporate actuary for Manitoba Blue Cross, serves in the Warren Centre for Actuarial Studies and Research, where he teaches and conducts recruiting and marketing.

As a compliment to her role as Executive-in-Residence, **Judy Mathieson**, a leadership consultant, oversees MBA students working on industry projects.

To date, 41 students have finished her three-credit-hour course, and 30 projects were launched (27 finished, three are nearly finished). Four students chose to enroll a second time, the maximum allowed.



## Associates Speaker Series

Faculty and graduate students exchanged ideas with distinguished researchers from around the world during the new Associates Speaker Series, launched in 2017-18. These presentations helped students identify their thesis topics and research direction, and resulted in successful collaboration and innovation.

- **Dr. Dipayan Biswas** (University of South Florida) spoke on the topic of sensory marketing, behavioral judgement and decision making.
- **Dr. Alexander David** (University of Calgary) conducted a seminar on accounting and finance.
- **Dr. Yongqiang Chu** (University of Carolina), a distinguished professor of real estate and urban economics, spoke on accounting and finance.
- **Dr. Jennifer Carlson Marr** (University of Maryland), addressed the dynamics of status hierarchies and motivational goals.
- Maritime transport expert **Dr. Zaili Yang** (Liverpool John Moores University) held a well-attended presentation on climate change adaptation for transportation infrastructure.
- **Dr. Giovani Caetano da Silveira** (University of Calgary) conducted a research seminar on the links between manufacturing strategy and servitization, as well as a workshop that drew 20 faculty members and graduate students in supply chain management.

## Faculty and Student Awards

### Student Awards

Students from all levels of study are supported by the Associates student awards. The Associates' awards encourage Asper students to maintain a high level of competition in their studies and reward their academic



excellence. During 2017-2018, the following promising students received Associate awards:

### Associates' Student Enterprise Award

Drew Glassford  
Brayden Ewasiuk

### Associates Award for Study in the Asper MBA Program (2<sup>nd</sup> highest GPA):

Ernest Kwan

### Graduate Student Fellowships

Zhen Qi  
Peter Pomart

### International Study Awards

Recipients are listed in an appendix to this report



***“Through their engagement with faculty and students, the Asper MBA program continues to evolve into a robust, quality program that prepares leaders to face local and global challenges. I am grateful to the Associates for their support, and honored***

***to receive this award.”*** --- Ernest Kwan, Associates Award for Study in the Asper MBA recipient

### Faculty Awards

More than 50 people attended the Associates' Achievement Awards Reception at the Asper School of Business. This annual event recognizes high-achieving faculty members, and serves as an opportunity for the dean to introduce and welcome new Asper School faculty.

Associates Chair John Proven presented merit awards for excellence in innovation, research, and teaching to the following faculty:

### Innovation

Dr. Jijun Gao, Business Administration

### Research

Dr. Mingzhi Liu, Accounting and Finance  
Dr. Sandeep Arora, Marketing

### Teaching

Dr. Arran Caza, Business Administration  
Dr. Changmin Jiang, Supply Chain Management

### 2018 IDEA Award

Since 1984, the Associates of the Asper School of Business have presented the International Distinguished Entrepreneur Award (IDEA) to outstanding entrepreneurs who have made an exemplary contribution to global economic life. This year's recipient, Arianna Huffington, founder of the Huffington Post and Thrive Global, drew nearly 1,000 people to the gala event, the highest attendance ever. Thanks to the Associates, Asper students were provided with tickets so that they could attend and network with guests. IDEA serves as an incredible opportunity to highlight the school and to encourage community support of business education, providing a platform for the school to demonstrate priorities and to share a vision for the future.



2018 IDEA Award Recipient Adrianna Huffington

Ms. Huffington has been named as one of the world's most powerful women by *Forbes*. Prior to the IDEA plaque unveiling at the Asper School, Ms. Huffington shared advice on how to be successful in business without burning out, and addressed questions from faculty and students.

## Student Groups and Associations

Student organizations are the life-blood of the Asper School of Business, offering support, peer mentorship and networking, and opportunities for students to practice skills they are developing in the classroom. Thank you for supporting this important part of Asper student life. During the 2017-2018 academic year, your contribution assisted the following 15 groups:

- Asper MBA Student Association
- Asper MBA Student Association (aMBAa)
- Asper School of Business Accounting Association (ASBAA)
- Asper Students' Co-op Association (ASCA)
- Association of International Management Students (AIMS)
- Beta Gamma Sigma (BGS)
- Collegiate Entrepreneurs' Organization (CEO)
- International Association of Students in Economic and Commercial Sciences (AIESEC)
- Management Information Systems Association (MISA)
- University of Manitoba Actuarial Club (UMAC)
- University of Manitoba Finance Organization (UMFO)
- University of Manitoba Human Resource Association (UMHRA)
- University of Manitoba Indigenous Commerce Students (UMICS)
- University of Manitoba Investment Group (UMIG)
- University of Manitoba Marketing Association (UMMA)
- University of Manitoba Supply Chain Organization (UMSCO)

## Student Group in Profile: University of Manitoba Human Resource Association (UMHRA)

The University of Manitoba Human Resource Association (UMHRA), based at the Asper School of Business, is the largest student organization of its kind in Manitoba. UMHRA provides opportunities for aspiring human resource professionals to develop through various partnerships and events.



UMHRA Executive Team

***"My experience with UMHRA over the years has been fun and rewarding! UMHRA provides its members with strong business community connections and student leadership."*** -- Geoff Westdal, co-chair, 21<sup>st</sup> annual National Business School Conference, Commerce Students' Association

## Career Development Centre

Through the generous support of the Associates, the Career Development Centre (CDC) offers students a range of professional development activities. This past year, thanks to your increased contribution, the CDC expanded programming for MBA students. Highlights are listed below:

The Centre developed an **online directory of executive mentors** in both the MBA Executive Mentor and Master of Finance Mentor programs.

In April 2018, 40 MBA and Master of Finance students and alumni attended a **“Lunch and Learn” on mindfulness in leadership**, led by Patrick O’Reilly, president of Pdraig Coaching & Consulting. Attendees said they were inspired to enhance their leadership styles and their personal connections with others.

In May 2018, 70 MBA students attended an **MBA Business Etiquette Lunch**, where they learned about dining etiquette and developing a professional image. Attendees said the presentation by Courtney Feldman of HIGHStyle Consulting was outstanding, and they appreciated learning these often overlooked skills.

In January 2018, the CDC oversaw production of the **MBA Resume Book**, a collection of professionally presented resumes of MBA students and recent alumni. The book is available to employers seeking the best talent; it also gives students and alumni direct access to employers.

In June 2018, CDC Director Kelly Mahoney attended the **MBA Career Services & Employer Alliance (CSEA) Conference** in Miami, Florida, where she learned about the latest research on co-operative education in graduate programs, and networked with other career services professionals.

In January 2018, co-op students connected with employers and co-op alumni at the annual **Celebrating Co-op** event in the RBC Convention Centre, the largest event of the year for the Asper Co-op program. As Asper Co-op Employer of the year, RBC recognized **Antoine Allard** as Asper Co-op Student of the Year.



Asper Co-Op Student of the Year Antoine Allard

Mr. Allard was recognized for his outstanding contributions to Parks Canada. His work included the redevelopment of Park Canada’s customer relationship database and a research and evaluation project on the agency’s Key Account Strategy. In addition to the Dean’s Honours List, Mr. Allard serves as the VP of Marketing for the Asper Indigenous Business Education Partners Program, and Executive Coordinator for the Métis University Students Association.



## Capital Projects

With the Associates support, the student groups and associations at the Asper School of Business now have a prominent display case proudly exhibiting the achievements of the school. This beautiful new addition shares the stories of past generations in a central location on the first floor of the Drake Centre. Most of these awards were previously featured in a smaller display on the main floor at the Asper School, and have been moved to the first floor.

This vacancy will be filled by a state of the art digital display wall, honoring past IDEA recipients and announcing Associates and Young Associates events. This exciting improvement will enhance the main floor of Drake Center, celebrate past IDEA recipients and inspire business students through the accomplishment of these compelling and successful leaders.



## Dean's Initiatives

The Dean's Special Project Fund gives students, staff, and faculty opportunities that would not be possible otherwise. Thank you for providing the flexibility to create the experiences described below:

- The Associates' Achievement Awards Reception, an annual luncheon accompanied by the presentation of awards to outstanding faculty.
- A visit to the Asper School of Business by IDEA recipient and media magnate Arianna Huffington, who shared her business knowledge and experience with students.
- The purchase of traditional sashes for our graduating Métis students.
- The Hayes Hayes Mediation Workshop, a two-day event led by Andrew Hayes, Professor of Quantitative Psychology at Ohio State University. More than 60 faculty and graduate students attended from the departments of Accounting and Finance, Business Administration, Health Sciences, and Psychology. Asper professors Kelley Main and Wenlong Yuan coordinated the event.

***Thanks to the generosity of the Associates, the Asper School continues to foster excellence in leadership, build outstanding learning environments, and support student success — Thank You!***

## Appendix I

### University of Manitoba Business School Foundation International Study Awards - 614134

#### ENDOWMENT CAPITAL UPDATE FOR 2017/18

<b>Total donations and contributions to principal, March 31, 2018</b>	<b>\$ 322,125.87</b>
<b>Market Value at April 1, 2017</b>	<b>\$ 449,785.46</b>
New Gifts and Contributions	\$ 0.00
Investment Earnings	\$ 23,878.77
Capitalized Unspent Income	\$ 23,497.21
Transfers Out	\$ 0.00
<b>Market Value at March 31, 2018</b>	<b>\$ 497,161.44</b>

#### ENDOWMENT SPENDING UPDATE FOR 2017/18

<b>Available Spending Allocation</b>	<b>\$ 16,956.88</b>
Gifts and Contributions to Spending	\$ 0.00
Actual Expenditures	\$ (\$12,075.00)
Transfers from Capital Unspent Income	\$ 6,079.24
<b>Balance at Year End</b>	<b>\$ 10,961.12</b>
<b>2018-19 Spending Allocation</b>	<b>\$ 18,544.81</b>



## Appendix II

### University of Manitoba Business School Foundation International Study Awards

Prepared for: Associates of the Asper School of Business

Account #: 614134

In 2017-2018, your fund supported the following students. On behalf of these individuals, thank you for your generous support.

<b>Student Name</b>	<b>Faculty</b>	<b>Program</b>
Rachael Aluko	I. H. Asper School of Business	Management-Honours Co-op
Audrey Arida	I. H. Asper School of Business	Management-Honours Co-op
Polina Burmistrova	I. H. Asper School of Business	Honours
Carly Gallinger	I. H. Asper School of Business	Honours
Jillian Hambley	I. H. Asper School of Business	Management-Honours Co-op
Nicolas Ko	I. H. Asper School of Business	Honours
Michael Laverge	I. H. Asper School of Business	Management-Honours Co-op
Tamara Martens	I. H. Asper School of Business	Honours
Shu-Mon Mok	I. H. Asper School of Business	Red River College Joint Program
Kim Ngan Nguyen	I. H. Asper School of Business	Management-Honours Co-op
Jack Psooy	I. H. Asper School of Business	Honours
Brigitta Schuler	I. H. Asper School of Business	Honours
David Shao	I. H. Asper School of Business	Honours
Scott Shayna	I. H. Asper School of Business	Honours
Landon Stewart	I. H. Asper School of Business	Management-Honours Co-op
Evan Stock	I. H. Asper School of Business	Honours
Stéphanie Vallée	I. H. Asper School of Business	Honours