



THE ASSOCIATES OF THE I.H. ASPER SCHOOL OF BUSINESS

2019/20 ANNUAL REPORT

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2019-2020 REPORT

The generosity of the Associates of the I.H. Asper School of Business continues to transform and enhance learning opportunities for business students at the University of Manitoba. The emergence of the COVID-19 pandemic presented new and unprecedented challenges this year and throughout this time, the Associates showed their unwavering commitment to our Asper students and faculty.

While some of our competitions and events moved to virtual offerings, your support helped to continue to provide our students with the educational offerings needed to become tomorrow's industry leaders. The following report outlines how the Associates' philanthropic support played a key role in the I.H. Asper School of Business during the 2019-20 academic year.

HELPING STUDENTS WITH EMERGENCY RELIEF FUNDING

While the Associates made a generous \$275,000 commitment for the 2019-2020 year, when the faculty launched an Asper Emergency Relief fund to help students affected by the COVID-19 pandemic, the Associates were quick and generous to respond. An additional gift of \$50,000 was provided to offer immediate support for Asper undergraduate students who lost part-time and summer jobs or their co-op placements. This provided not just a welcome financial relief but also sent a powerful message of caring and concern to Asper students when they needed it the most. With this additional contribution, the Associates provided a total of \$325,000 in funding for the year.

COMPETITIONS AND NETWORKING EVENTS

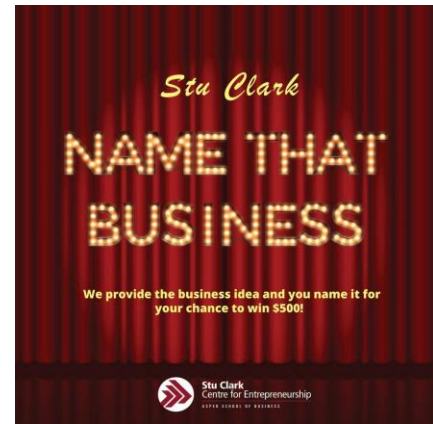
Virtual Competitions in the Stu Clark Centre for Entrepreneurship

Due to the COVID-19 pandemic, the Stu Clark New Venture Championships were cancelled in 2020 and rescheduled for spring 2021.

In place of this year's awards, the SCCE hosted 4 exciting online contests, open to all students at the University of Manitoba. The contests were designed to encourage entrepreneurship among students and provide an opportunity to win prize money. In May, 2020, The Stu Clark Small Business Award competition asked UM students to nominate their favourite Manitoba small business, explain why they love the business, and share what these companies are doing in response to COVID-19. The SCCE received 90 applications representing a variety of businesses, awarding \$500 to the top three winning students.

Other online contests included the Stu Clark Name That Business (June 2020) and Design That Logo Competition (June 2020), and the Learn From Home Competition (August 2020).

The SCCE also developed and launched an ongoing webinar series hosted by the SCCE's Venture Coach, Joshua Zaporzan. The webinars were free for all University of Manitoba students to attend and covered relevant topics such as No Idea! No Problem, The Perfect Pitch, and Business Plan Essentials.



Facebook Advertisement: Stu Clark Name that Business (June, 2020)

Orientation Opportunities in a Virtual Environment

COVID-19 restrictions did not permit the typical 2020 Orientation Day activities or BComm Dinner to take place. Instead, the faculty launched the Asper Pathway to Success (APS) Program, designed to engage with students through online sessions and a physical welcome package. The program complimented the University's online UM Essentials programming and featured information on academic programs, student leadership opportunities, and experiential learning possibilities within the Asper School. The welcome package was disbursed to 346 students from late August to late September, and included an Associates branded tote lunch bag, t-shirt, and other items relevant to students. Domestic and international postage was generously provided by the Associates. Targeted social media campaigns were also utilized in an effort to increase student engagement.

VIBE Awards

Since 2005, the I.H. Asper School of Business has profiled and celebrated the achievements of Indigenous entrepreneurs at the Visionary Indigenous Business Excellence (VIBE) Awards, one of Manitoba's most prestigious events for honouring Indigenous business leaders. The 15th annual VIBE Awards celebration took place at the Fort Garry Hotel, on November 7, 2019.

2019 recipients included:

- **Angie Zachary, Owner & President, Be●YOU●Tee** – This factory, bar, and school runs a full service luxury salon in the Corydon Village area. Founded in 2014, Be●YOU●Tee has mentored and graduated over 400 men and women to become make-up artists and become first-time business owners.
- **Troy McLennan, Co-owner and founder, HUB Technology Solutions** – A member of the Métis Business Club and a Manitoba Métis Federation Employment and Training partner, over the last 25 years HUB Technology Solutions has grown from a modest two-person operation to a strong, dynamic organization with over 20 employees and more than 100 active clients throughout Manitoba, Canada, and the US.



2019 VIBE Recipients Troy McLennan (L) and Angie Zachary (R), with Dean Gady Jacoby (C)



Guests enjoy a meal at the 53rd CSA Business Banquet

CSA Business Banquet

The annual Commerce Students' Association's Business Banquet is the largest undergraduate networking event in all of Canada. For more than 50 years, the Business Banquet has been facilitating relationships and expanding networks, and bringing together the past, present, and future of Manitoba's business community.

The 53rd CSA Business Banquet took place on October 20, 2019, at the RBC Convention Centre. The theme of the event was "LEGACY" and 424 people, including 283 current students, were in attendance. Keynote speaker Drew Dudley, the founder of Day One Leadership, used humour and storytelling to illustrate what it takes to be a strong leader. The internationally sought after speaker also encouraged students to think about how they could create their own legacy and expressed the importance of leaving a lasting impression.

The 54th CSA Business Banquet has been postponed to March 4th, 2021 due to COVID-19. Student organizers are planning a virtual event that they hope will attract 400-500 company representatives and Asper students. The event will include a keynote presentation and special guest speeches that will be live-streamed from a central location. The goal is to maintain the professional integrity of the event in a safe format but still deliver similar impact to attendees as in past years.

Jeux du Commerce (JDC) West Competition

JDC West is the largest student-run business competition in Western Canada, attracting teams from 12 universities each year. Over 500 students from 12 of Western Canada's top universities unite annually to compete in this competition that is solely organized by and for business students.



Asper School of Business' 2019 Team Toba

This year's event took place in Regina, Saskatchewan from January 17-19, 2020, prior to the COVID-19 travel restrictions. With one of the best performances to date, the Asper School of Business reinforced its place as a top Canadian business school. Team Toba, from the Asper School of Business, won many awards including: 2nd Place in Participation, Faculty Advisor of The Year - Lukas Neville, 1st Place Finance, 2nd Place Business Technology Management, 2nd Place International Business, 2nd Place Marketing, and 3rd Place Debate.

Support from the Associates helped to cover expenses related to Trial Day 2, which is a full-day mock competition for all teams prior to JDC West 2020, and team attire and transportation.

Howard Morry Leadership Conference

In September 2019, the Associates provided the Commerce Students' Association (CSA) with funding to support their partnership at the Howard Morry Leadership Conference, planned to occur on March 21, 2020. Due to COVID-19, the event was cancelled and the funds remain with CSA to be used at the event in 2021.

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 2019-2020, the following promising students received Associates' awards:



Amanda Fanning receiving the 2019 Associates Student Enterprise Award

Associates Student Enterprise Award (\$2,500)

- Amanda Fanning

Associates MBA Award (\$250)

- Jordan Hughes

Graduate Student Fellowships (\$58,500 in total)

- Banitalebi Behrouz - \$1,000
- Liu Qixin - \$6,000
- Liu Xin - \$30,000
- Zhang Zixu - \$21,500

Faculty Awards and Events

The following faculty merit awards for excellence in engagement, research, and teaching were presented during *3 Hours, 3 Events* held on November 22, 2019:

Engagement

- Dr. Mingzhi Liu, Associate Professor, Accounting and Finance Department
- Dr. Parshotam Dass, Full Professor, Business Administration Department

Research

- Dr. Bruno Silvestre, Full Professor, Supply Chain Management Department, Associate Dean Strategic Partnerships and Administration

- Dr. Steven Zheng, Full Professor, Bank of Montreal Professor, Accounting and Finance Department, Department Head

Teaching

- Dr. Namita Bhatnagar, Full Professor, F. Ross Johnson Fellow, Marketing Department

Award recipients received \$5,000 each. Up to half of the award amount may be taken as a cash award while the remainder can be used for research, travel and education or other activities that support the recipient's professional activities.

2020 IDEA participation

Due to limitations associated with COVID-19, the IDEA committee decided to further postpone IDEA to May 27, 2021. While many suggested a virtual event, the committee realized that participants would miss the shared IDEA experience. Dinner, conversation, tributes, and the entertainment are all part of a gala that cannot be captured online. While the Associates support for IDEA was not applied in 2020, funding has been carried over to support plans in 2021.

Student Groups and Associations

The Asper School is well known for its robust student organizations that offer support, peer mentorship, networking, and opportunities for students to practice skills they are developing in the classroom. During the 2019-2020 academic year, the Associates provided funding to help the following associations who were active in providing support to their memberships.

- Asper MBA Student Association (aMBAsa)
- Asper Network of Empowered Women (ANew)
- Asper School of Business Accounting Association (ASBAA)
- Asper Students' Co-operative Association (ASCA)
- Association of International Management Students (AIMS)
- Beta Gamma Sigma (BGS)
- Collegiate Entrepreneurs' Organization (CEO)
- International Association for Commerce, Science & Economics Students
- Management Information Students Association (MISA)
- University of Manitoba Actuary Club (UMAC)
- University of Manitoba Finance Organization (UMFO)
- University of Manitoba Human Resource Association (UMHRA)
- University of Manitoba Investment Group (UMIG)
- University of Manitoba Marketing Association (UMMA)
- University of Manitoba Supply Chain Organization (UMSCO)
- University of Manitoba Leadership Organization (UMLO)
- University of Manitoba Indigenous Commerce Students (UMICS)
- MFin Student Association
- MSc & Phd Student Association

Featured Student Group

The mission of the **Asper MBA Student Association (aMBAsa)** is to enhance the MBA student experience by creating opportunities for students to form lasting relationships with their colleagues and the wider Manitoba business community. Throughout the 2019-2020 academic year the aMBAsa hosted three events for the students; a graduation mixer in June 2019, a Bollywood Night fundraiser in December 2019, and a winter mixer in January 2020.



Asper MBA Student Association (aMBAsa) at the 2020 MBA Games

The mixers provided students with the networking opportunity to meet each other in a casual setting, a highly valued activity in the MBA program. These events also engaged the student community in fundraising efforts including The Bollywood Night fundraiser which raised \$2,000 for charity and helped the Asper MBA Games team purchase clothing and noisemakers to represent the program at the 2020 MBA Games. 26 Asper MBA students attended the games in Hamilton, Ontario from January 3-5, 2020.

STUDENT SERVICES

Career Development Centre

The Career Development Centre (CDC) offers students and alumni a range of professional development services, programs, and resources. It has recently created an online directory of executive mentors for the MBA Executive and Master of Finance programs, and an MBA Resume Book of students and recent alumni. The book is available to employers seeking Asper talent, and also gives students and alumni direct access to employers.

Through the generous support from the Associates, the Centre was able to offer the following professional development in support of students for the following events:

- Graduate Programs Power Lunch - MBA Executive & MFIN Mentor Programs – Sept 17 - 18, 2019
 - 30 MBA and 15 MFIN students gathered at the Drake Centre to hear presentations from Ivy Mannil, the Graduate Programs Business and Professional Development Consultant, and several mentors who were also program alumni.
- Graduate Programs Power Lunch – Workplace Mental Health - Oct 17, 2019
 - 55 MBA and MFIN students and alumni met at the Executive Education building in downtown Winnipeg. Amy Oliver, President of Amy Oliver & Co., presented on workplace mental health. Participants gained a better understanding of burnout as a mental health issue and its impact on the workplace. Subjects explored included risks that may lead to burnout, signs and symptoms, how it can affect the health and performance of employees, and workplace and organizational contributing factors.
- Asper Career Month – Emotional Intelligence – January 29, 2020
 - 35 Undergraduate, MBA and MFIN students attended a presentation at the Drake Centre by Janice Gair, co-founder and president of EI Advantage. The presentation was well received and attendees left the event with a better understanding of the key role emotional intelligence plays in effective leadership and career success.
- Celebrating Co-op – January 29, 2020
 - More than 230 guests attended the 12th annual Celebrating Co-op event sponsored by the Associates and the North West Company at the RBC Convention Centre. Award recipients included:



Students attending the 12th annual Celebrating Co-op event at the RBC Convention centre

- Asper Co-op Employer of the Year – Women's Enterprise Centre
- Asper Co-op Student of the Year – Calvin Loi, who completed his co-op at Canada Life Assurance Company

- MBA and MFIN Business Etiquette Lunch – May 23, 2020
 - 90 MBA and MFIN students attended this virtual presentation. Lew Bayer, CEO of Civility Experts, discussed dining etiquette and tips on presenting a professional image through a variety of platforms - in person, virtually and through social media.

Associates' Executives in Residence

The Associates funding covered Jeffrey Strong's stipend for the 2019-20 academic year. Jeffrey is the Executive in Residence at the Warren Centre for Actuarial Studies and Research and has lectured for various undergraduate courses since 2006. Funding from other sources covered the benefits and levies for Mr. Strong.

CAPITAL PROJECTS

Faculty Display Case & Student Action Groups (STAG) Office Upgrades

The STAG office upgrades are part of the larger Drake Building Health and Wellness initiative, which began two years ago. Recent updates include:

- Converting all lighting to LED. CSA and STAG offices were upgraded in January and February, 2020.
- The Faculty Display Case has been designed and required materials have been purchased. The case will be installed in Spring, 2021

DEANS' INITIATIVES AND PROGRAMMING

Special Projects Fund

The Special Projects Fund gives students, staff and faculty opportunities that would otherwise not be possible. This year Dean Jacoby used this fund to support faculty professional development and pursue his research. This funding supported Assistant Professor in Finance, Dr. Ya Gao with her CFA level-3 exam and Dr. Jacoby's research travel and attendance at an international conference in Finance.

The Associates also provided funding to continue the Asper's School's Manitoba Club membership and offer an exciting and timely Executive Education Series.

Executive Education Series for Associates

In response to the COVID-19 pandemic, Executive Education created a six-part "Virtual Leadership Series" comprised of topics designed to assist businesses with navigating through these unprecedented times. The sessions began in April and ended June, 2020. All sessions were sold out and had waiting lists of more than 50 individuals for each presentation.

- Supporting Your Staff Psychologically in Uncertain Times, with Lukas Neville, PhD, Assistant Professor, Asper School of Business - April 30, 2020
- Leading & Managing in a Virtual Environment, with Dawn-Marie Turner, PhD, MEd., CMC, President, Turner Change Management - May 6, 2020
- Negotiating in a Time of Crisis, with Sean MacDonald, BA (Hons), MPA, Sessional Instructor, Asper School of Business - May 13, 2020



Facebook Advertisement: Executive Education Virtual Leaders Series

- Surviving the COVID-19 Pandemic: Federal Government Incentives to Help Keep your Company Afloat, with Shiu-Yik Au (Yik), CFA, MBA, PhD, Assistant Professor, Asper School of Business - May 20, 2020
- Mindfulness for Leaders, with Jieying Chen, PhD, Assistant Professor, Asper School of Business - May 27, 2020
- Personal & Corporate Brand Building during the Pandemic Crisis, with Fang Wan, PhD, Professor/F. Ross Johnson Fellow, Asper School of Business - June 3, 2020

Thank you for your commitment to the Asper School of Business. Through your financial generosity and your partnership, you are playing an important role in developing our future business leaders.

APPENDIX

University of Manitoba Business School Foundation International Study Awards Endowment fund balance as of March 31, 2020

CAPITAL

PRINCIPAL VALUE	\$322,125.87
MARKET VALUE	\$407,585.91

UNSPENT FUNDS

MARKET VALUE	\$28,550.53
TOTAL AVAILABLE SPENDING IN 2019	\$19,585.63
GIFT ADDED TO SPENDING IN 2019	\$61,700.00
EXPENSES IN 2019/20	\$(67,100.00)

BALANCE <i>(MOVED TO UNSPENT FUND)</i>	\$14,185.63
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University of Manitoba Business School Foundation International Study Awards - 614134

In 2019-2020 your fund supported the following students. On behalf of these individuals, thank you for your generous support.

Student Name	Faculty	Program
Rachael Alguire	I. H. Asper School of Business	Honours
Michele Bernardin	I. H. Asper School of Business	Honours Co-op
Mattison Borgfjord	I. H. Asper School of Business	Honours Co-op
Charnkamal Brar	I. H. Asper School of Business	Honours Co-op
Dorline Braun	I. H. Asper School of Business	Honours Co-op
Shreyas Chaudhari	I. H. Asper School of Business	Honours
Sarah Deibert	I. H. Asper School of Business	Honours
Mackenzie DeiCont	I. H. Asper School of Business	Honours
Alexandra Dufresne	I. H. Asper School of Business	Honours
Yubo Feng	I. H. Asper School of Business	Honours
Justin Foderaro	I. H. Asper School of Business	Honours
Santiago Godoy	I. H. Asper School of Business	Honours Co-op
Viktoriia Goikhman	I. H. Asper School of Business	Honours Co-op
Kieran Hall	I. H. Asper School of Business	Honours Co-op
Abby Ilchena	I. H. Asper School of Business	Honours Co-op
Kennedy Ivanyshyn	I. H. Asper School of Business	Honours Co-op
Danielle Jones	I. H. Asper School of Business	Honours
Brett Koffman	I. H. Asper School of Business	Honours
Anna Kowalchuk	I. H. Asper School of Business	Honours
Mya Kryschuk	I. H. Asper School of Business	Honours
Stephane Labossiere-Howard	I. H. Asper School of Business	Honours
Riley Lang	I. H. Asper School of Business	Honours
Dominique Loewen	I. H. Asper School of Business	Honours
Sarah MacDonald	I. H. Asper School of Business	Honours
Gabriel Manek	I. H. Asper School of Business	Honours Co-op
Dalveer Mann	I. H. Asper School of Business	Honours Co-op
Olive Marek	I. H. Asper School of Business	Honours
Gregory Mcknight	I. H. Asper School of Business	Honours
Brooklyn Meyer	I. H. Asper School of Business	Honours
Nicholas Meyer	I. H. Asper School of Business	Honours
Jalene Moman	I. H. Asper School of Business	Honours
Howard Monson	I. H. Asper School of Business	Honours Co-op
Riley Moskal	I. H. Asper School of Business	Honours
Joshua Nowosad	I. H. Asper School of Business	Honours Co-op
Cole Paige	I. H. Asper School of Business	Honours
Emily Paola	I. H. Asper School of Business	Honours
Matias Pelich	I. H. Asper School of Business	Honours
Abigail Potter	I. H. Asper School of Business	Honours
Hilary Ransom	I. H. Asper School of Business	Honours Co-op
Sarah Remple	I. H. Asper School of Business	Honours

University of Manitoba Business School Foundation International Study Awards - 614134

Student Name	Faculty	Program
Jasper Roadley	I. H. Asper School of Business	Honours Co-op
Tessa Robert-Betzold	I. H. Asper School of Business	Honours
Justin Shayna	I. H. Asper School of Business	Honours
Megan Simpson	I. H. Asper School of Business	Honours
Evan Stock	I. H. Asper School of Business	Honours
Nicola Wells	I. H. Asper School of Business	Honours
Olivia Wells	I. H. Asper School of Business	Honours
Manlius Wood	I. H. Asper School of Business	Honours
Tarik Zeid	I. H. Asper School of Business	Honours