



ASPER SCHOOL OF BUSINESS  
**COMMERCE STUDENTS'  
ASSOCIATION**  
CREATE YOUR LEGACY

# STAG IMPACT REPORT

2024-2025



# A Message from the CSA Vice President Internal and Internal Relations Coordinator

What an incredible year it has been for the student groups within the Asper School of Business. As the Commerce Students' Association (CSA) Vice President internal and Internal Relations Coordinator, we have had the privilege of supporting and working alongside the many diverse Student Action Groups that make up our faculty's vibrant community.

Our role is to serve as a resource, ensuring that every student group has the support, tools and opportunities needed to thrive. This year, we focused on strengthening collaboration, streamlining communication and fostering a more inclusive and engaging environment for all student-led initiatives.

Whether it was through funding support, event guidance, or connecting groups with key stakeholders, our goal remained the same; to empower student leaders to create meaningful experiences for the student body.

The impact of student groups cannot be overstated. From case competitions and networking events to community initiatives and professional development opportunities, each group has played a crucial role in enriching the student experience. Seeing record-breaking attendance, new partnerships and new initiatives come to life has been truly inspiring.

We want to extend deepest gratitude to all student leaders who have dedicated their time and effort to making this year a success. Your passion and commitment continue to shape the future of the undergraduate students at the I.H Asper School of Business. We are excited to see how student groups continue to evolve and grow, and we remain committed to supporting your success every step of the way.



**Christabel Agyei Gyamfi**  
**Vice President Internal**



**Lily Sousa**  
**Internal Relations Coordinator**

# STUDENT ACTION GROUPS

## 2024-2025



University of Manitoba  
Marketing Association

Association of International  
Management Students



umäc  
University of Manitoba Actuarial Club



# UMQAS



# **ASPER SCHOOL OF BUSINESS ACCOUNTING ASSOCIATION (ASBAA)**



## **ASBAA 2024-2025 EXECUTIVE TEAM**

President: Sandeep Kalsi

Vice President: Bianca Oquendo

Director of Finance: Nicole Choi

Director of Corporate Relations: Alexandra Pritchard

CPA Network Night Co-Chairs: Brooke Naismith and Heart Parnala

Executive Assistant: Rudhtra Prabaharan

Academics Coordinator: Lalaine Balaoro

Toronto Trip Coordinator: Avleen Kaur

IACC Co-chairs: Asmi Bindra and Karl Bryan Vince Cruz

AMCC Co-Chairs: Sangyin Kim, Jasmine Galope, Yeasin Ahmed

Director of Marketing: Joaquin Manalo

Social Media Coordinator: Alysa Param



# EVENTS AND INITIATIVES

## Member Meetings

ASBAA hosted five themed member meetings. Themes include:

- What I Wish I Knew About CPA Recruitment
- The Truth About Big 4 Accounting”
- Industry Evening
- CPA vs. CFA (co-hosted with UMFO)
- Member & Alumni Celebration

23 guest speakers from top firms and organizations such as Deloitte, EY, PwC, KPMG, CPA MB, Manitoba Hydro, NFI Group, among others. Record-breaking attendance at MM2 with nearly 70 attendees.

## CPA Network Night

CPA Network Night held at the RBC Convention Centre, the event drew a record-breaking 237 ticket sales and welcomed over 100 corporate representatives from 24 participating companies. These included prestigious organizations such as Deloitte, Canada Life, MNP, PwC, Grant Thornton, KPMG, ONBusiness, Fort Group CPA, and the University of Toronto MPAcc program, among others. The event provided students with unparalleled networking opportunities and direct access to industry professionals.

## 17th Annual Toronto Trip

Another major highlight of the year was the 17th Annual Toronto Trip, during which ASBAA members visited four leading firms: Doane Grant Thornton, PwC, MNP, and EY. The trip offered students valuable firsthand exposure to the inner workings of top-tier firms and deepened their understanding of the professional landscape in Toronto.

THANK YOU  
ATTENDING  
MEMBER MEETINGS



# EVENTS AND INITIATIVES

## Academic Initiatives

The 2024–2025 term marked the successful launch of ASBAA's new Academics Coordinator role, aimed at strengthening academic support for members. Under this new initiative, ASBAA introduced a series of targeted programming to help students excel in their accounting courses. A total of six course-specific study sessions were hosted as of March 2025, covering both midterm and final review sessions for Assets & Equities—one of the most challenging core accounting courses. Additionally, ASBAA introduced Learning Lounges, which served as designated quiet study spaces exclusively for ASBAA members during critical exam periods.

To complement academic learning with professional development, speed networking components were embedded into Member Meetings, allowing students to engage with industry professionals in a more interactive and low-pressure environment. These academic initiatives not only provided valuable learning resources but also fostered a supportive academic community within ASBAA.



## Case Competitions

ASBAA proudly hosted two major case competitions during the 2024–2025 academic year, both of which saw strong participation and increased sponsorship support. The 6th Annual Internal Accounting Case Competition (IACC) awarded \$1,350 in total prize money and was made possible through the generous support of several partners. CPA Manitoba served as the Premier Partner, with PwC and Payworks joining as Executive Partners, and the Edwards School of Business MPAcc program participating as an Associate Partner. The competition provided students with a practical platform to apply accounting concepts in a team-based, competitive environment.

Building on this momentum, ASBAA also delivered the 2nd Annual Accounting Matrix Case Competition (AMCC), which featured eight teams from three institutions: the University of Manitoba, Assiniboine College, and the University of Winnipeg. One hybrid team was also formed with students from both U of M and U of W. Centered on the theme of “Perseverance”, the event featured a keynote from Cheryl Zealand, CEO and Founder of Cranked Energy. The competition distributed a record-breaking \$1,750 in prize money and marked a milestone in external engagement with the highest number of sponsors to date. Key sponsors included CPA Manitoba as the Matrix Partner, MNP and Parrish & Heimbecker as Executive Partners, and Edwards School of Business MPAcc and Fort Group CPA as Patron Partners. The event was held at a new venue, the Holiday Inn Pembina South, enhancing the experience for all participants.





# **BUSINESS ANALYTICS ASSOCIATION (BAA)**

## **2024-2025 EXECUTIVE TEAM**



**Joy Okafor**  
**President**



**Dami Igbinyemi**  
**Vice President**



**Karimot Abodunrin**  
**Director of Finance**



**Colette Okedairo**  
**Executive Assistant**



**Director of Corporate  
Relations**  
**Dayan Ruchith**



**Dan Kabrun**  
**Director of IT**



**Makaita Nzenze**  
**Director of Events**



**Boluwatife Afolabi**  
**Director of Events**



**Desiree Nwokoro**  
**Director of Marketing**



**Mehreen Pervaiz**  
**Director of Research & Development**

# EVENTS AND INITIATIVES

## BAA X IIBA Meet and Greet

BAA hosted the inaugural BAA x IIBA Meet and Greet, an interactive event designed to welcome new and returning students to the association. The event aimed to foster connections among students, professors, and industry professionals while showcasing the association's upcoming opportunities. With the theme "Bridging the Gap: From Classroom to Workplace," participants engaged in games and networking activities that provided valuable insights into careers in Business Analytics and Management Information Systems post-graduation. Partnering with the International Institute of Business Analysis (IIBA), the event attracted an estimated 25 to 30 attendees and successfully encouraged students to become more involved in BAA initiatives.



## BAA Study Nights

To support students academically, BAA introduced Study Nights. Strategically scheduled before midterms and final examination periods, these sessions provided a collaborative and supportive environment for students enrolled in MIS and BA courses. With an estimated attendance of 5 to 10 students per session, the initiative helped cultivate a culture of academic excellence while building a stronger sense of community among peers. By offering a space dedicated to studying and mutual support, BAA empowered students to better prepare for their exams and reinforced the association's commitment to student success.

## BIZTEK

On January 23, 2024, BAA proudly hosted BizTek, its annual flagship event dedicated to connecting students with industry leaders in Business Analytics and Tech. Formerly known as the Management Information Systems Association (MISA) event, BizTek featured a wine and cheese reception, a formal dinner, award presentations, and speeches from sponsoring organizations. Students had the unique opportunity to sit with representatives from the company of their choice, creating meaningful conversations and networking prospects. Partnerships with IntegrationWorx (Premier Partner), IG Wealth Management (Executive Partner), and Associate Partners such as IIBA, Bison Transport, Birchwood, and Damean Defense made the event a resounding success, offering students critical exposure to potential career paths and employer expectations in the corporate IT and analytics fields.



## BAA x UMSCO Case Competition

BAA x UMSCO Tri-Hour Case Competition represents a new annual event designed to challenge students' analytical thinking, problem-solving abilities, and strategic application of business and logistical concepts. Hosted in collaboration with the University of Manitoba Supply Chain Organization (UMSCO), the competition offered students a platform to present their ideas to industry professionals and tackle complex real-world business problems. Whether competing for the top prize, gaining experience, or networking with professionals, students had the opportunity to enhance their skills and prepare for successful careers in their respective fields.





# JEUX DE COMMERCE WEST (JDC WEST- TEAM ASPER)



## JDC 2024-2025 EXECUTIVE TEAM

Co-Captains: Grace Cook and Evan Adair

VP Academics Internal: Kayla Odidison

VP Academics External: Anna Sonntag

VP Charity: Quirin Stetefeld

VP Athletics & Challengers: Catrina Peters

VP Finance: Dalton Reidke

VP Marketing: Tamara Nelson

VP Events & Morale: Abrianna Graham

VP Corporate Relations: Pablo Mejia

VP Development: Nicole Blatta

VP Debate: Eric Bao

Godparents: Rutik Patel and Brooke Reed

# EVENTS AND INITIATIVES

## JDC West Competition

At the JDC West Competition, Team Asper placed in five disciplines including Finance, Non for Profit, Operations Management, Debate and Skit Night!



## Charity

Team Asper volunteered well over 2000 hours, creating impact in the wider Winnipeg community through supporting charities such as United Way, Harvest Manitoba, Variety Manitoba, and the Make a Wish Foundation. The annual charity fundraiser in support of United Way Winnipeg help raise \$4000, with 50 attendees at the Chilin for Charity event!

## Academics

Team Asper also hosted three trial days throughout the year, bringing in industry judges to help strengthen our team overall. Each trial day had around 65 attendees each!



## Partnerships

Throughout the year Team Asper was sponsored by the following organizations:

- All Commodities Trading
- Bison Transport
- Integration Worx
- JEM Insurance
- MNP
- Princess Auto
- The Associates





# UNIVERSITY OF MANITOBA ACTUARIAL CLUB (UMAC)

## 2024-2025 EXECUTIVE TEAM



**Hannah Thiessen**  
Co-President



**Alyssa Crymble**  
Co-President



**Tharindu Kottegoda**  
Communication Chair



**Jayden Belza**  
ASNA Rep



**Kuna Patel**  
International Student Promotions Coordinator  
Rep



**Mylea Hildebrand**



**Eric Strick**  
Secretary



**Brenden Gingras**  
Special Events Coordinator



**Owen Wieclawski**  
Treasurer

# EVENTS AND INITIATIVES

## Recruitment Prep Session with CDC

This event helped students learn about what companies have to offer and what it is like to work there. The session had approximately 25 students in attendance, who got the opportunity to network with employees, recruiters and other students.

## UMAC Welcome BBQ

In the fall, UMAC hosted a Welcome BBQ event that successfully brought together approximately 50 students, fostering a sense of community and creating an inviting environment for new and returning members to connect and engage with the association.

## Speed Interviews

This event was hosted, providing approximately 20 students with an opportunity to enhance their interview skills through rapid, professional-style interview rounds.

## Fish Dinner

The Fish Dinner, a flagship networking event, brought together approximately 85 students and 65 employer representatives, offering students invaluable career insights and connections.

## Mentorship Mingle

UMAC also introduced a Mentorship Mingle as a new initiative, drawing about 30 attendees to foster mentorship relationships between mentors and mentees.

## Societies of Actuaries

With approximately 25 participants, students got the opportunity to learn about the actuarial profession and SOA.

## Karaoke Night

UMAC hosted a Karaoke Night with 15 attendees, giving students a chance to unwind and build community.

## Holiday Party

UMAC celebrated the end of the fall term with a cozy Holiday Party, attended by about 10 students, creating a close-knit environment to destress before exams and celebrate the hardworking and successes in the fall semester.





# EVENTS AND INITIATIVES

## ASNA Conference

The ASNA conference is a professional development opportunity for actuarial students to network. This event had approximately 40 students in attendance.

## What is an Actuary

An informative session that welcomed approximately 30 attendees, to hear about the daily life of an actuary and gain a better understanding of the differences between a Life and P&C actuary.

## Poker/Game Night

UMAC organized a Poker/Game Night with about 20 participants for community building and fun.

## UMAC Cup

UMAC hosted the UMAC Cup, a case competition designed specifically for business students to apply their analytical and problem-solving skills to real-world actuarial and business challenges. Sponsored by Wawanesa, the event saw participation from five teams of four students each, offering them the opportunity to showcase their critical thinking, teamwork, and presentation abilities in a competitive environment.

## Pancake Fundraiser

Pancake Fundraiser raised funds for the Heart and Stroke Foundation, in memory of Mike Byrne, former Executive in Residence for the Warren Centre for Actuarial Studies and Research.

## VW's Social Night

VW's Social Night, a newly introduced event attended by approximately 15 students to connect and unwind.

## Townhall

UMAC hosted a Town Hall to celebrate their accomplishments and hear from election candidates.

## NOB Night

An evening to celebrate accomplishments and success for the year.



# **UNIVERSITY OF MANITOBA INDIGENOUS COMMERCE STUDENTS (UMICS)**

## **2024-2025 EXECUTIVE TEAM**



**John Lodge**  
**President**



**Todd de Groot**  
**VP Operations**



**Gabriel Perrie**  
**VP Finance**



**Matthew Carriere**  
**Executive Assistant**



**Aubrey Slater**  
**VP Marketing Internal**



**Shay-Ann Scott-Jolicoeur**  
**VP Marketing External**



**Tristan Garland**  
**VP Corporate Relations**



**Fiona Patchenose**  
**First Year Representative**

# EVENTS AND INITIATIVES

## UMICS x CSA Blanket Exercise

The year began with the UMICS x CSA Blanket Exercise in honour of the National Day for Truth and Reconciliation, which saw participation from approximately 26 students and 3 faculty members.

## UMICS x IBEP Welcome Night

This was a warm and welcoming night, where 16 students and faculty members gathered to connect and network.

## Halloween Movie Night

Halloween Movie Night attended by 13 students, was an initiative for students to hangout and showcase their halloween costume.

## UMICS x Manitoba Metis Federation

In collaboration with the Manitoba Métis Federation, UMICS delivered an MMF Info Session, which engaged 11 students in learning about what the MMF does and discussing employment opportunities.

## Alumni Mixer

The UMICS Alumni Mixer, which connected 26 current students and alumni at a venue provided by BDO, fostering mentorship and community ties.

## Case Competition

UMICS also hosted its own Case Competition, which brought together 52 participants, judges, and volunteers. This event highlighted the challenges and opportunities of Indigenous businesses while empowering students to develop innovative solutions

## Movie Night

UMICS hosted a movie night to help students and members connect, relax and unwind.

## Member Jets Hockey Game

The UMICS Jets Hockey Game, which offered 18 students tickets to relax and enjoy a hockey game.





# EVENTS AND INITIATIVES

## UMICS TRIP

UMICS concluded the year with a significant STAG Trip to the WhiteCap Dakota First Nation in Saskatchewan, involving 15 students and 1 faculty member. This immersive cultural experience was supported by the Asper School of Business, IBEP, and the Edwards School of Business. Students got the opportunity to learn, connect and network.



## Future of Indigenous Business Banquet

UMICS proudly hosted the 2025 FIBB, welcoming 240 attendees, including students, alumni, corporate partners, and distinguished guests. The banquet emphasized Indigenous excellence in business and fostered key networking opportunities.

Partners Included:

CPA Manitoba, Deloitte, CIBC, Birchwood, Richardson, IG Wealth Management, KPMG, Payworks, EY, MNP, TD, Boeing, Coca Cola, The North West Company, Northern Lights Petroleum, Asper School of Business, UMSU, La Brasserie Nonsuch, Brandi Vezina, Jesse Bandura, and Real Comeault.



# UNIVERSITY OF MANITOBA QUEER ASPER STUDENTS

## 2024-2025 EXECUTIVE TEAM



**Winnie Carey**  
President



**Rudhtra Prabakaran**  
Vice President



**Gabrielle Wong**  
Director of Events



**Rheanne Morin**  
Director of  
Communications



**Elliot Thordarson**  
Director of  
Finance



**Yosi Jacobowitz**  
Director of  
Marketing

# EVENTS AND INITIATIVES

## Queer Coffeehouse

The queer coffeehouse at the Asper School of Business was our first ever opening event, introducing ourselves in a professional setting as creating a space for LGBTQ+ students and allies to connect, share experiences, and celebrate diversity.

## Pride Week

Climbing Night – Sept. 16th. The Pride Climbing Night brought together more than 20 attendees for an evening of fun, connection, and community. Whether first-time climbers or experienced enthusiasts, everyone had the chance to challenge themselves in a supportive and welcoming space. The event highlighted the importance of inclusive activities that bring people together in a relaxed and encouraging environment.

Allyship 101 Panel – Sept. 17th. The Pride Allyship Panel featured four speakers and 10 attendees who shared their experiences and insights on how to support the LGBTQ+ community. The panelists discussed the importance of allyship, offering practical advice on how to create more inclusive spaces. The event encouraged open conversation, deepened understanding, and highlighted the role of allies in fostering a supportive environment at the Asper School of Business.

Pride Party – Sept. 20th. The first ever social that happened at Club 200 sold over 100 tickets. Our Pride Social at Club 200 was a vibrant, fun-filled evening where LGBTQ+ students and allies gathered to celebrate, connect, and enjoy the night. The event offered a relaxed space to meet new people, share experiences, and support each other in an inclusive environment. It was a great way to foster community and show support for Pride in a lively and welcoming setting.

## Drag Bingo

The Drag Bingo event featured four amazing performers and brought together over 20 attendees for a night of fun, laughter, and community. The performers brought their unique flair to the game, making it a lively and engaging experience for everyone. It was a great opportunity to celebrate diversity, enjoy some friendly competition, and connect with others in a supportive and inclusive environment.

## Business Pride Fair

All students had the opportunity to connect with businesses that prioritize equity, diversity, and allyship with the LGBTQ2S+ community, featuring senior leaders from within the community. Explore career opportunities in areas like Accounting, Finance, HR, Marketing, Logistics, Indigenous Business, and Supply Chain, and discover employers who are committed to inclusive hiring practices. The event saw around 50 student attendees involved, and 12 corporate companies involved.





# **UNIVERSITY OF MANITOBA SPORTS BUSINESS ASSOCIATION (UMSBA)**

## **2024-2025 EXECUTIVE TEAM**



**Josh Stoller**  
**President**



**Anna Josebachvili**  
**VP Events & Operations**



**Andre Sutter**  
**VP Finance**



**Gabriela Lerat**  
**VP Marketing**



**Nate Steele**  
**VP Strategic  
Partnerships**



**Toni Shulman**  
**VP Strategic Partnerships**



**Michael London**  
**First Year Representative**

# EVENTS AND INITIATIVES

## Inside the Huddle

The inside the huddle event gave students the opportunity to hear Wade Will share his journey as a leader in professional sports and a chance for attendees to watch a bombers game. This event had 35 attendees.



## Financial Advising in Sports

This event gave attendees the opportunity to gain industry insights on financial advising for professional athletes, economic influences and career advice with Brian Coughlin, Vice President, Investment Counsellor and Head of Cardinal Sport. This event had 10 participants.

## Beyond the Ice

With 25 attendees, the event featured John Olfert, President & COO of True North Sports + Entertainment and the Winnipeg Jets who provided an insightful presentation on his journey in the sports industry.

## Careers in Sports Management

This event in collaboration with CDC gave students the opportunity to learn about how a degree in business can pave your way to success in sports management and an opportunity to connect and gain valuable industry insights. The event had 25 attendees.



## Behind the Scenes of RINK

This event gave participants an exclusive look at the roles of Marketing, Finance and HR at the RINK. The 10 attendees got a chance to tour the facility, and hear from RINK employees who shared their insights into their careers in sports.

## Sports Trivia Night

With 30 attendees, this event gave participants the opportunity to connect, relax and put their sports knowledge to the test.

## Year End Celebration

This event gave attendees the chance to connect with industry professionals and like minded students, network and gain valuable insights of the industry, while celebrating the future of sports business.



# UNIVERSITY OF MANITOBA FINANCE ORGANIZATION (UMFO)



## **UMFO 2024-2025 EXECUTIVE TEAM**

Co-Presidents: Megha Jaryal and Tamara Nelson

Co-Vice Presidents: Benjamin Swistun and Alexander Cholakis

Directors of Corporate Relations: Irene Alabi and Krish Kapoor

Directors of Special Initiatives: Nikol Sokolsky and Owen  
Hansen

Director of Finance: Steven Unger

Director of Logistics: Simon Hallick



# EVENTS AND INITIATIVES

## Finance Mentorship Program

The UMFO mentorship program gave students the opportunity to learn from their mentor's experiences with job recruitment, networking and building a career in finance and also gave students a clearer path to success helping them develop their skills and thrive in the industry.

## Stock Market Challenge

The event offered a realistic trading environment, which helped students gain market insights, practice investment strategies and demonstrate analytical skills.

## How to Excel Workshop

This event in partnership with Deloitte, equipped students with basic Microsoft Excel skills. The session covered general functions, formulas, shortcuts, setting up financial models and basic charts and graphs.

## Scotiabank Global Banking Info Session

UMFO partnered with Scotiabank to host a Banking Info Session aimed at increasing financial literacy and awareness of banking opportunities for students.

## Introduction to Real Estate

UMFO hosted an Introduction to Real Estate Seminar led by Steve Boulton, an industry professional from Longboat Development Corporation. This engaging session provided students with a foundational understanding of the real estate industry.

## Intro to Real Estate Finance

This event delved into the fundamentals of real estate finance with Andrew Girdner, VP at CMLS Financial. It gave students valuable insights into real estate finance concepts.

## UMFO Case Competition

This was the very first UMFO case competition. This case competition gave students the opportunity to showcase their skills, gain real-world experience and offer innovative solutions.

## UMFO Toronto Trip

UMFO organized a Toronto Industry Trip, offering 16 student delegates a unique opportunity to engage with professionals across Canada's financial capital. Over the course of the trip, delegates visited 12 firms across 6 distinct industry divisions, gaining firsthand exposure to corporate culture, business practices, and potential career paths.

# EVENTS AND INITIATIVES

## CPA vs CFA Info Night

UMFO hosted a CPA vs CFA Info Night in partnership with ASBAA to help students better understand two of the most prominent professional designations in commerce: the Chartered Professional Accountant (CPA) and the Chartered Financial Analyst (CFA). The event featured speakers with firsthand experience in both pathways, who provided insight into the academic requirements, career opportunities, and long-term value of each designation.

## How to: Financial Modelling and Valuation

UMFO, in collaboration with the Price Student Management Investment Fund (PSMIF), hosted a Financial Modelling and Valuation Workshop focused on the valuation of COSTCO Wholesale Corporation. This hands-on session introduced students to essential valuation techniques and gained practical experience building financial models from scratch and interpreting financial statements.

## How to: Networking and Resume Tips

Networking and Resume Tips Workshop was hosted to support students in developing strong professional presence and communication skills. The session offered practical advice on how to build meaningful connections at networking events, maintain professionalism in outreach, and tailor resumes to stand out in competitive recruitment cycles.

## How to: Stock Picking

UMFO partnered with Civil Service Superannuation Board (CSSB) to host an engaging Stock Picking Session aimed at strengthening students' analytical and investment decision-making skills.

## 36th Annual Finance Banquet

UMFO proudly hosted the 36th Annual Finance Banquet, a flagship event that brought together students, alumni, faculty, and industry professionals to celebrate achievements in finance and foster meaningful connections. The banquet featured keynote speaker Finlay Mckay, and networking opportunities, creating a space for students to engage with industry professionals.

# **UNIVERSITY OF MANITOBA SUPPLY CHAIN ORGANIZATION**

## **UMFO 2024-2025 EXECUTIVE TEAM**

President: Gilbert Eretchabor

Vice President: Rexzus Cruz

Director of Marketing and Communications: Paden Roeland

Graduate Student Representative: Prikshit Rana



# EVENTS AND INITIATIVES

## CITT Info Session

This event gave students the opportunity to learn about the benefits of joining Canada's logistics association and earning the CITT-Certified Logistics Professional designation.

## UMSCO x BAA Tri Hour Case Competition

In partnership with BAA, the Tri-Hour Case Competition represents a new annual event designed to challenge students' analytical thinking, problem-solving abilities, and strategic application of business and logistical concepts. Hosted in collaboration with the Business Analytics Association (BAA ), the competition offered students a platform to present their ideas to industry professionals and tackle complex real-world business problems. Whether competing for the top prize, gaining experience, or networking with professionals, students had the opportunity to enhance their skills and prepare for successful careers in their respective fields.

## Logistics Lounge Hangout

This event gave students the opportunity to network with each other over a friendly competition.

# **ASSOCIATION of INTERNATIONAL MANAGEMENT STUDENTS**

## **AIMS 2024-2025 EXECUTIVE TEAM**

President: Philo Rezk

VP Social Programming: Harsh Chapatwala

VP International Affairs: Sydney Atchison

VP Academic Programming: Trevor Donald

VPs Marketing: Miranda Harder and Sara Burazor

VPs Finance: Daniel Eng and Deepak Singh Bhadouria

# EVENTS AND INITIATIVES

## The Buddy Program

The initiative paired new international management students with experienced peers, providing them with an opportunity to explore the city, gain new cultural and social experiences, and build meaningful connections within the student community.

## Info Session

AIMS hosted an Info Session featuring two distinguished guest speakers: Cassandra Woolever, a proud Métis small business owner, and Charlotte, a career counsellor at the University of Manitoba. Cassandra shared her personal journey as a female entrepreneur, offering valuable insights into the challenges and triumphs of building a business as an Indigenous woman. Charlotte provided guidance on navigating the Canadian job market as an immigrant, addressing topics such as resume development and interview preparation. This session created an inclusive and supportive space for students to learn from lived experiences while gaining practical career development strategies.

## Ski Day Trip

IMS organized a Ski Trip for Incoming Asper Exchange Students as part of its commitment to creating memorable cultural and social experiences for international management learners. The trip provided students with the opportunity to enjoy a classic Canadian winter activity while bonding with peers.



# UNIVERSITY OF MANITOBA MARKETING ASSOCIATION



## UMMA 2024-2025 EXECUTIVE TEAM

President: Joshua Herold

Vice President: Charis Ikiriko

Executive Assistant: Azilfa Baig

Event Coordinators: Fernanda Recabarren, Harpreet Singh and

Daniil Belokurov

Directors of Corporate Relations: Quinn Jackman and Natasha

Paryani

Director of Finance: Tabish Ghani

Directors of Marketing: Hayley Adams and Carol Girgis

# EVENTS AND INITIATIVES

## UMMA Meet & Greet

The University of Manitoba Marketing Association (UMMA) hosted a Meet and Greet to kick off the academic year and welcome new and returning members. The event provided a casual and engaging environment for students to connect and network.

## 20<sup>th</sup> Annual Wine & Cheese

UMMA hosted its flagship event Wine & Cheese Networking Night, bringing together students and business professionals for an evening of conversation, connection, and career exploration. The event offered attendees the opportunity to engage with industry leaders and students gained insights into the dynamic field of marketing.

## Bytes & Brands

The session featured insights from industry professionals who shared their experiences navigating technological change, adapting to digital transformation, and climbing the career ladder in marketing. The event provided students with actionable strategies to remain competitive and adaptable.

## Marketing Case Competition

UMMA hosted a Marketing Case Competition that challenged students to apply their creativity, strategic thinking, and marketing knowledge to real-world business scenarios. Participants worked in teams to develop innovative marketing solutions and presented their strategies to a panel of judges comprising industry professionals and faculty.

# **ASPER STUDENT CO-OP ASSOCIATION (ASCA)**

## **2024-2025 EXECUTIVE TEAM**

President: Mihir Falgun Chokshi

Vice President Operations: Shreyank Mehta

Vice President Marketing: Zahara Husain

Director of Finance: Priyansh Modi

Director of Events: Iran Torres

Director of Corporate Relations: Owen Unrau

Director of Mentorship: Kristin Wu

Executive Assistant: Shail Jain

Director of Professional Resources: Sayyeda Fatima

Director of Internal Promotions: Khushi Ladani



# EVENTS AND INITIATIVES

## Mentorship Program

ASCA launched a mentorship program designed to support co-op students during their first work term. The initiative helped to ease the transition into the professional environment by pairing students with experienced mentors who could provide guidance, share insights, and offer support throughout their work term experience.

## CPHR Info Session

ASCA hosted a CPHR Information Session to educate students on the Chartered Professionals in Human Resources designation. The session provided insights into the certification process, career opportunities in HR, and the value of obtaining a CPHR for long-term professional development.

## Business Cards

ASCA offered a business card creation service, enabling students to design and print personalized cards to support their networking and professional branding efforts.



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