

COMMERCE STUDENTS' ASSOCIATION

Impact Report 2025-2026



ASPER SCHOOL OF BUSINESS
COMMERCE STUDENTS' ASSOCIATION
CREATE YOUR LEGACY



A Message from the CSA President

This year marked the Commerce Students' Association's 81st year of operation, which really puts into perspective how much this organization has grown and evolved alongside the Asper student body. Over the decades, the CSA has continued to adapt to new students, new priorities, and a constantly changing environment, while staying grounded in the same purpose it was built on. Events have shifted, portfolios have evolved, and the way we connect with students looks different than it did even a few years ago, but our core mission remains the same: to enrich the undergraduate experience at the I.H. Asper School of Business.

Throughout the year, our focus was on strengthening the foundation of the CSA while continuing to push the organization forward. We took on major structural work behind the scenes, including significant updates to our constitution, refining how portfolios operate, and rebuilding areas like the Community portfolio so that they feel sustainable and meaningful long term. We also invested heavily in modernization, completing a full website overhaul in January while seeing historic engagement levels across our initiatives, showing that students are connecting with the CSA in new and exciting ways.

At the same time, our programming and partnerships continued to grow. The National Business School Conference welcomed a record number of schools and delegates, reflecting the strength of our national presence and the reputation Asper students continue to build. We also reached record levels of corporate revenue, welcoming nine new partners who helped expand the opportunities available to students. Collaboration remained a major priority throughout the year, whether through strengthening relationships with student groups and increasing funding support, or working alongside partners across the Asper and broader university community.

Internally, we made a conscious effort to build a council that better reflects the diversity and reality of the students we serve. Adjustments to recruitment and hiring allowed us to bring in new perspectives while maintaining the strong culture that makes the CSA special. Ultimately, this year was not just about adding more initiatives, but about building a stronger, more sustainable organization that future teams can continue to grow.

As we move into the CSA's 82nd year, it is clear that while the organization continues to evolve, its purpose does not. We remain committed to creating opportunities, building community, and leaving a lasting impact on every student who chooses to be part of the Asper experience.

Sincerely,

Saad Hayat
CSA President 2025-2026



CSA Mission

We strive to enrich the undergraduate student experience at the I.H. Asper School of Business through unique events and professional development opportunities that foster meaningful relationships with the greater business community.

CSA Vision

The CSA is a student-led organization dedicated to creating an open and supportive environment where students can grow, connect, and gain personal and professional value.

Fast Facts



80+

Events & Initiatives



6500+

Total Tickets Issued



1000+

General Council Hours Volunteered

95% Sell Out Rate for Commerce Socials

\$33k+ Raised Collectively for our Charities

400 Attendees at Business Banquet

64 Returning & **9** New Corporate Partners

55 General Council Members

\$15K+ Disbursed in Student Aid

\$25k+ Disbursed to Student Groups

Engagement

The CSA's social media and merch focused on being casual and relatable to students, seeing growth as a result.



The CSA saw an 2.41% increase in the number of applicants new to the organization in the 2025-2026 year.



Partnerships

The CSA Corporate Relations Portfolio is responsible for maintaining partner relations and securing sponsorship for events within the CSA Corporate Partners Program. Some achievements this year include:

- **64** Corporate Partners contributed to the CSA in the 2025-2026 annual program, with **9 Partners being new to the CSA.**
- **Secured \$200,000+ in total revenue** , enabling the support of 29 events across the student community.
- Key events demonstrated strong year-over-year growth, with NBSC increasing by 91.7% and the Golf Tournament growing by 26.1%
- The Business Banquet achieved an all time sponsorship revenue of \$71,000, representing a 20% increase from the previous year.
- Successfully debuted NBSC's Commerce Crawl and Secured the first corporate sponsorships for the Shinerama charity campaign in three years.



Financials

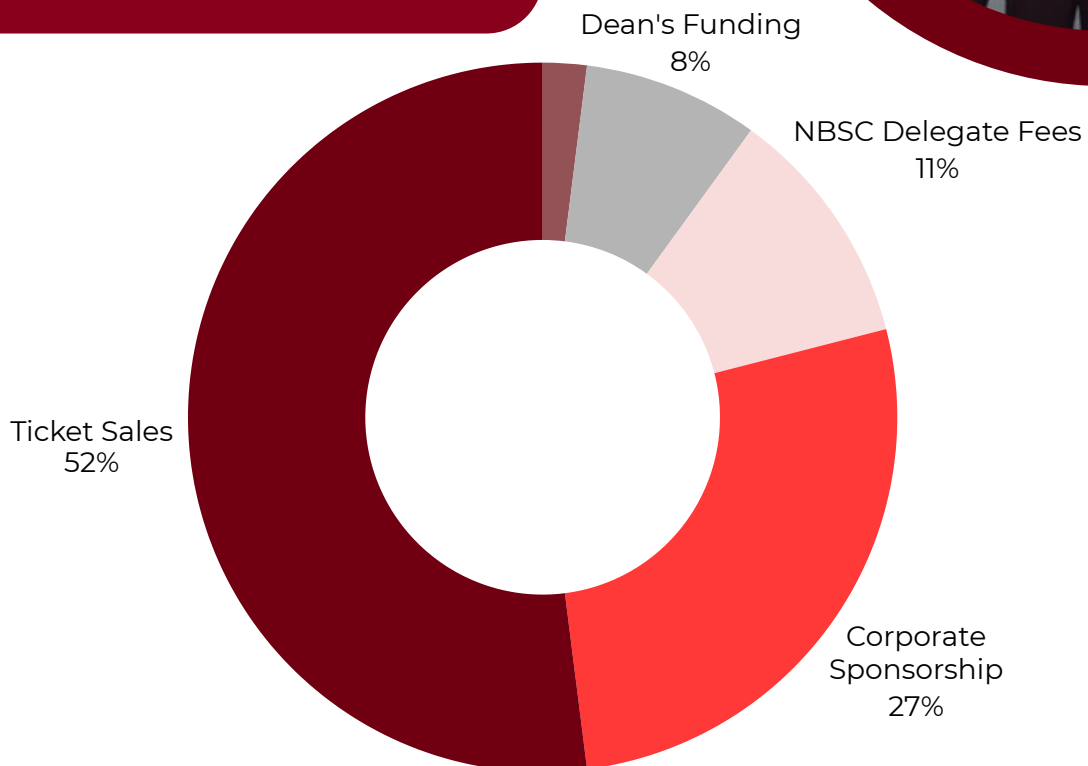
The CSA Finance Portfolio is responsible for maintaining the organization's financial health, tracking revenues and supporting event planners in budgeting. Over the past fifteen years, the CSA has seen a **10.6% compounded annual growth rate**.

Over the past year, the Finance portfolio focused on strengthening the CSA's internal financial operations and improving overall efficiency. This included refining budgeting processes, enhancing financial reporting, and implementing clearer structures to support transparency and long-term continuity.

The CSA also continued to prioritize financial sustainability through its investment in a GIC. The investment revenue continues to fund the Commerce Students' Scholarship, which awards 14 students scholarships of \$1,000 each based on academic merit and community involvement, reinforcing the CSA's commitment to supporting students beyond its programming.



Revenue Breakdown



Student Services

The CSA is dedicated to providing students access to resources that empower them to excel both personally and professionally. The VP Internal is in charge of overseeing many services offered to students through the CSA. This year, some achievements include:

- **Connected students to 19 potential employers** for individual meeting opportunities with the “Take a Student to Eat” (TASTE) program.
- **Introduced 14 new scholarships valued at \$1000** to support undergraduate students in continuing their education and reward student involvement.
- **Continued the conversation through the CSA’s EDI in Action panel series.** Topics included: Women in Business, Building Healthier Workplaces, Allyship and Advocacy
- The **First Year Committee raised over \$6000** for their chosen charity, the Children’s Hospital Foundation of Manitoba
- Hosted 14 Student Action Groups at the **4th Annual STAG Start Up Conference** for a day of learning and collaboration.
- **Support the re-activation of 2 new Student Action Groups (STAGs)** - A Network of Empowered Women (ANEW) and The Entrepreneurial Mindset (TEM)
- **Updated the CSA website** to improve accessibility, modernize its design, and streamline the backend, making it easier for students to navigate resources and for the team to manage and maintain content moving forward
- Expanded student support initiatives through **tutoring services, mock interviews, and exam preparation sessions** to better support students academically and professionally.



Events

The CSA offers a variety of events and programming centered around four main areas of interest: professional development, academics, community, and student life. Our four VP Events are responsible for overseeing all of the events the association hosts throughout the year. Some achievements within our events include:

Professional Development



- **Hosted the 59th Annual Commerce Business Banquet.** This year's banquet took place in the Fort Garry Hotel, and hosted over 400 students, corporate representatives, distinguished guests, etc. We celebrated the theme of *Ambition* led by our keynote speaker, Melissa Giller, founder of the Mindful Boss Academy.
- **Welcomed over 170 delegates** from 19 different schools across Canada during the **National Business School Conference**. We also welcomed two brand new schools to the conference, and six new corporate partners.
- **Executed the 22nd Annual Corporate Golf Tournament**, and hosted 72 corporate representatives and students. This was the tournament's first profitable year, ensuring the continued success of the event. This year's tournament also welcomed two new corporate partners.
- **Hosted the 2nd Annual Commerce Students' Conference (CSC)** and saw a 24% increase in attendance compared to the previous year. This year we celebrated the theme of *Bridging the Gap between Classroom and Career*, and heard from speakers such as Lukas Neville, Fiona Dunn, Keiran Hall, Charlotte Vis Van Heemst, and Owen Fischer.
- **Executed the Take a Student To Eat Program (TASTE)** which received over 90 applications from Asper students. This year had a success rate of 54% student and representative matchings. The initiative also had five new corporate partners partake in this year's program.



Events

Academics

- **Expanded our internal case competitions.** This year, we hosted 160+ students over three competitions, alongside 50 non-student parties including alumni, staff, faculty, and industry workers as judges and organizers.
- **Partnered with local organizations** in the development of real-world business cases to be used in internal competitions across 3 different industries, with a student being hired for the first time from one of our competitions.
- **Engaged new students in case competitions,** welcoming over 90 students to their first competitions.
- **Hosted the 2025 Fall Graduation Dinner,** welcoming over 90 students, family, friends, and faculty to The MET.
- **Hosted the 8th annual CSA Tour de Commerce.** The event saw 150 student attendees and 11 corporate companies involved across four streams. The event was filled with a day of networking and closed with a Wine & Cheese.
- **Organized tutoring sessions for fall and winter finals season.** Tutoring sessions were held for Corporate Finance, Financial Accounting, & Managerial Accounting. An average of 29 students attended each of the six tutoring sessions.
- **Expanded the Online Tutoring Directory** which engaged 45 students in 10 different courses.
- **Hosted the 2026 Winter Graduation Dinner,** welcoming over 275 students, family, friends, and faculty to The MET.
- **Issued funding for 17+ students to attend external competitions.**



Events

Student Life



- **Executed “The Commerce Week” (TCW).** The week consisted of an Orientation Day, a STAG & Career Fair, and Food Truck Fair that saw the addition of Winnipeg’s most popular pop-up stands: Maro Matcha, The Jar, Azzure etc. Brought back the annual Commerce on the Quad social after 2 years. Started the year with a TCW Rebrand!
- **Hosted the CSA’s 8th annual Student Appreciation Week (SAW).** This week consisted of giveaways, coffee days, free breakfasts, lunches, dog therapy, and a photo booth.
- **Executed the CSA’s first Mini-Market.** Collaborated with local pop-up businesses, with stands selling out in 3 hours.

- **Achieved a 95% sell-out rate for the 2025-26 Commerce Socials** - 600 attendees for Commerce on the Quad, 1400 at Halloween Shocker, 3300 at Commerce Carol, and 290 at Commerce Clover.
- **Introduced a 3rd Commerce Social: Commerce Clover.** This event was the first St. Patrick’s Day social, earning a 100% sell out.
- **Facilitated the Asper Peer Mentorship Program.** This program engaged over 50 students, fostering a community of connection.



- **Hosted the annual Commerce Cares Coffeehouse,** which sparked conversation surrounding mental health and featured local UofM performers. This year, the team worked alongside local cafes to provide attendees with fresh coffee and refreshments.
- **Began the Commerce Cares Wellness Wednesday Initiative.** This initiative provided students with free coffee and refreshments monthly.
- **Broke revenue records for Commerce Socials and entire portfolio.** Student Life saw \$300,000 in revenue which directly funds and initiates other CSA events and resources.

Community Impact

The CSA recognizes the importance of giving back to the community. Each year, the CSA actively engages in a variety of initiatives to support international student engagement and hosts charity campaigns such as Shinerama and 5 Days.

Shinerama

- **Surpassed original fundraising goal** by 94%, while reducing campaign expenditure by 68% to improve efficiency and sustainability.
- **Executed flagship events**, including Shine Day Internal, which increased funds raised by 174.6% year-over-year, and introduced four new initiatives: Can Collection Drive, Bombers Bike Valet, and more!
- **Expanded engagement and visibility** by involving 100+ volunteers, partnering with the Winnipeg Blue Bombers, and integrating educational campaigns.



\$10,761.74

RAISED FOR CYSTIC FIBROSIS CANADA



5 Days

- **Surpassed original fundraising goal** by 180% and doubled last year's funds raised, while reducing campaign expenditure by 30%, demonstrating strong growth and improved efficiency.
- **Expanded programming** with seven new initiatives, including Holiday Gift Wrap and Coat Check, Textbook Sale, Valentine's Day Mini Market, 5 Days x Next Up Drop-In Workshop, and more!
- **Delivered 5 Days Week 2026**, featuring high-impact events such as a Krispy Kreme donut sale with Maro Matcha, city-wide 5 Days External booths, Paint 'n Plant, the inaugural 5 Days Internal Market with 15+ local vendors, and 5 Acts at The Nob, engaging the campus and community while raising over \$5,000!

\$ 22,482.53

RAISED FOR RESOURCE ASSISTANT FOR YOUTH (RaY)



Awards

Canadian Association of Business Schools (CABS)

These awards are issued by the Canadian Association of Business Schools (CABS) at the annual Roundtable Conference. They are awarded through a nomination and voting process that includes member school executives from across the country.



Commerce Students' Association - BSA of the Year

The Business Student Association of the Year award is presented annually to recognize the member business student association that has demonstrated exceptional leadership, operational excellence, and impact within its student community over the past year. The award considers factors such as event execution, student engagement, organizational growth, and overall contribution to the development of business students within the national CABS network. In the 2025/26 year, the Commerce Students' Association at the I.H. Asper School of Business was recognized with this national award.

Finalists:

- *Best New Initiative – Commerce Crawl*
- *Best Wellness Initiative – Commerce Cares*
- *Subsidiary Club of the Year – The Entrepreneurial Mindset*
- *Executive All Star – Cynthia Tran and Nati Tadesse*
- *President of the Year – Saad Hayat*

CSA Student Leadership Gala

This year, the CSA hosted the Second Annual Student Leadership Gala to recognize the work of student leaders at Asper. Awards were given out to STAGs, CSA General Council, and Committee to recognize the leaders who went above and beyond their roles.

2026 Award Winners

Miranda Harder
Rising Leader Award

Rhéanne Morin
STAG All-Star

Zaneta Ray-Aigiomawu
STAG All-Star

Elevator Pitch in an Elevator (TEM)
Initiative of the Year

A Network of Empowered Women (ANEW)
Perserverance Award

The Entrepreneurial Mindset (TEM)
Student Group of the Year

Karl Bryan Vince Cruz
Outstanding Leadership Award

Carl Ortega
General Council All-Star

Desiree Nwokoro
General Council All-Star

Gurleen Brar
Committee All-Star

The CSA Council

The CSA is comprised of 8 Executives and 55 General Council positions. Below are the hard-working individuals who are behind the exceptional performance this year.

President

Saad Hayat

Executive Assistant

Sam Iwabuchi

Advocacy Representative

Thea Hughes

Vice President Corporate Relations

Nati Tadesse

Manager of Corporate Relations

Semi Kumolu-Johnson, Karmandeep Malhotra, Deepak Bhadouria, Addison Feng, Lukas Borger, John Ladroma, Maddie Murray

Manager of Corporate Outreach

Daniel Eng

Vice President Academics

Xavier Lavergne

Case Competition Co-Chairs

Aisha Salami and Melissa Khov

Graduation & Alumni

Coordinator

Mehreen Dhaliwal

Student Development

Coordinators

Alex Meister and Ali Mohamad

Vice President Internal

Anisha Anderson

Human Resource Coordinators

Therese Ronatay and Param Patel

EDI Officer

Aubrey Slater

Internal Relations Coordinator

Briana Socha

2SLGBTQIA+ Representative

Winnie Carey

Indigenous Representative

Gabriel Perrie

First Year Representative

Tristan Duque and Daneca Mary Bulay-og

Vice President Marketing

Joaquin Narvaez

Content Creators

Clairron Mesina, Joyce Lyn Francisco, Cassandra Esteron, and Danielle Garcia

Merchandise Coordinators

Georgia Abel and Gina Nguyen

Social Media Coordinator

Laura Borel

Digital Coordinator

Carl Ortega

Communications Coordinator

Melinda Khov

Vice President Community

Cynthia Tran

Shinerama Co-Chairs

Sukhman Khaira and Madisyn Kurtz

5 Days Co-Chairs

Lexie D'Antonio and Henrick Jay Papelleras

International Engagement Coordinators

Suryansh Sharma and Elysia Tham

Finance Portfolio

Accounts Payable

Zaneta Ray-Aigiomawu

Accounts Receivable

Zoe Sanches

Internal Auditor

Ilya Dobrovinsky

Ticketing & Analytics

Coordinator

Tabish Ghani

Data Coordinator

Courtney Armstrong

Professional Development

Matthew Esguerra, VPP

Business Banquet Co-Chairs

Margarita Minaya and Juliana Cerqueti

National Business School

Conference Co-Chairs

Desiree Nwokoro and Lara Boutros

External Events Coordinators

Aishmeen Brar and Kaitlyn Pena

Vice President Student Life

Katelyn Ko

The Commerce Week Co-Chairs

Chavi Saini and Ainsley Bosak

Commerce Cares Co-Chairs

Jack Tryon and Sebastian Nebre

Commerce Socials Co-Chairs

Chayse Dube and Frances Teodoro

Thank You 2025 - 2026 Executive Team



ASPER SCHOOL OF BUSINESS
COMMERCE STUDENTS' ASSOCIATION
CREATE YOUR LEGACY



ASPER SCHOOL OF BUSINESS

**COMMERCE STUDENTS'
ASSOCIATION**

CREATE YOUR LEGACY