# December 2024

## Cart 'n' Char Wins First Place in The Great Idea Category at BYU Management Society Asia Business Plan Competition

Dona Jane Cariaga, the founder of Cart ‘n’ Char, was awarded first place in the prestigious “Great Idea” category at Singapore’s BYU Management Society Asia Business Plan Competition 2024. This was Dona’s first time participating in the competition, and she describes the experience as both rewarding and eye-opening.

In an interview about her win, Dona shared, “The competition was an amazing experience. The leaders involved are very professional, and I felt their commitment to promoting moral and ethical leadership worldwide. Winning First Place was a huge bonus, but the real reward was my confidence and clarity to move forward with Cart ‘n’ Char.

Discover More

## From BYU-Hawaii To Ernst & Young: Yvonne Pascual's Rise To Senior Audit Associate

Yvonne Pascual, a Brigham Young University–Hawaii (BYU-H) alumna, reflects on her remarkable journey from college to her current role as a Senior Audit Associate at Ernst & Young (EY) in Huntington Beach, California. Her story showcases perseverance, dedication, and the unique academic and personal support she found.

Read More

## BYU-Hawaii Student Jessika Santoso Shares Journey In TESOL And Professional Writing

Jessika Santoso, a student at BYU-Hawaii has shared her inspiring journey into the world of Teaching English as a Second Language (TESOL) and professional writing. Her story reflects her commitment to education, deeply rooted in her family's values, and her determination to build a meaningful career.

Learn More

## 8 Lessons On Leadership And Life From BYU Football

## Celebrating the 2024 Business Plan Competition Winners! 🎉

The 2024 BYU Football season has been remarkable for BYU football. For fans and spectators alike, the excitement of watching the team play—the last-minute touchdown that leaves everyone on the edge of their seats or a hard-fought game filled with strategic plays—has been an exhilarating experience.

Discover More

This year, participants showcased their visionary ideas in The Great Idea, Initial Small Business, Small Business, and People's Choice categories, highlighting their commitment to innovation and ethical leadership. Congratulations to all the winners, and a big thank you to our sponsors.

Watch Here

# Exciting Upcoming Events and Announcements!

## BYU MS Asia Area Conference 2024 Updates

The BYU Management Society Asia 🌏 is an organization dedicated to empowering📈 individuals through Personal Development, Professional Development, and Moral and Ethical Leadership. Connecting leaders across the Asia-Pacific region, the BYU Management Society offers a dynamic platform for innovation, networking, and inspiration. Join us to expand your horizons and shape the future of management. 🏆 #BYUManagementSociety #AsiaPacific

Watch Here

BYU MS Asia announces the 2025 BYU MS Conference in Taiwan! Join us for leadership, networking, and cultural experiences.

Watch Now

BYU MS Pakistan is partnering with the Pioneer Fund to host an upcoming business series for entrepreneurs and professionals.

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BYU MS Philippines is expanding its team of Launching Leaders facilitators, preparing for more Launching Leaders classes soon.

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