May 2025

Leadership with Purpose: Elder Kenneth G. Lee on Service, Vision, and Building Together

In this inspiring episode, Elder Kenneth G. Lee, President of BYU Management Society Philippines Area, shares his personal story and the heart behind his leadership.

He opens up about his vision and mission for BYU MS Philippines, the power of teamwork, and what it truly means to lead with love. Discover how a “Labor of Love” mindset is creating real progress and strengthening lives across the Philippines.

Watch Now

Faith, Fashion, and a Mother's Vision: How One Mompreneur Built an 8-Year Valianne's Trends Apparel

Imus, Philippines — What began as a small side hustle selling women's dresses to church friends and coworkers has now grown into an award-winning business. Jilianne Roylence Francia, the founder of Valianne's Trends Apparel, was recently recognized with 2nd Place in the Small Business Category at the Business Plan 2024 competition, held during the BYU MS Conference.

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Leading with Faith: Dr. Lilian Pagaduan-Villamor's Journey in Biotechnology and Ethical Leadership

Dr. Lilian Pagaduan-Villamor's journey from a passionate student at BYU-Hawaii to the world of biotechnology is a testament to the power of faith, dedication, and the pursuit of purpose. Her path exemplifies the core values of ethical leadership, community service, and personal development—values that she carries into every aspect of her career.

Learn More

BYU Management Society, Moral and Ethical Leadership

In a world that is filled with a lack of morals and ethics, the BYU management society stands out as a beacon of light. The BYU MS core principle concerns each member and chapter conducting themselves, their

11 Reasons To Support The BYU MS Business Plan Competition

the BYU Management Society Asia area completed its second Business Plan Competition. This competition started with 37 teams from seven countries, and in the end, 9 teams won cash prizes in 3 different

actions, and interpersonal relationships with moral and ethical principles. Each chapter does this by showing how each member strives to live a righteous and ethical life.

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categories. Here are 10 top reasons why you should invest and help fund the BYU Management Society Business Plan Competition in the Asia area.

Learn More

Exciting Upcoming Events and Announcements!

Get Ready for the Business Plan Competition – Download the Brochure Now!

We're excited to share the official brochure for the upcoming Business Plan Competition! 📘

We strongly encourage you to download the attached brochure, which contains everything you need to know to get started. Inside, you'll find:

📌 Competition rules

🏆 Categories

🎁 Details on the exciting prizes

This comprehensive guide will help you better understand the competition and prepare a strong submission. Click the attachment link to explore all the valuable information and take the first step toward success!

Download Now

The Philippines is now working to set up four additional chapters to better serve people throughout the country. The developing chapters include BYU MS Northern Luzon, Southern Luzon, Visayas, and Mindanao. These new chapters will expand our reach and strengthen the mission of BYU MS Philippines.

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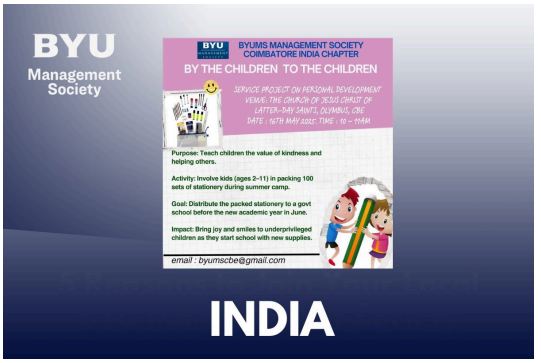

BYU MS Coimbatore India Chapter is hosting a service project on May 16, 2025. Children ages 2–11 will pack 100 stationery kits for underprivileged students. The goal is to teach kindness and deliver the kits to a local government school before the new academic year begins.

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Pakistan hosts a monthly Thinking Series in partnership with the Pioneer Group and BYU MS. Many exciting speakers are lined up for upcoming classes and motivational lectures. Ken Plummer is our next speaker. Join our community to receive links to future event sessions.

Singapore and Vietnam will jointly host a Launching Leaders Program starting with orientation on June 5. Sessions run weekly until July 17. Facilitated by Chet Harmer, the course will be hosted by Duy (Vietnam) and Joel (Singapore). Time: 7 PM VN / 8 PM SG.

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Brigham Young University
Provo, Utah

BYUMSAsiaPacific.com
byums.byu.edu

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