

CAS IN INDUSTRY PD DAY

DECEMBER 7, 2010
VANCOUVER CONVENTION CENTRE

CAs and financial professionals in industry currently face many challenges on the way to achieving their professional goals. And today's economic realities undoubtedly place even more obstacles along the way.

So what can you do to pull ahead of the pack and stay in front? You need to stay informed of emerging trends in financial management, changes in compliance and reporting, and be aware of other outside influences that could affect your business. You need to focus on the importance of leadership, and on fostering new skills for yourself and your team.

The CAs in Industry PD Day was designed with all this in mind. It was crafted to provide you with the most efficient way of obtaining practical information to utilize in your workplace.

Our speakers are experts in their fields, and are highly regarded professionals in the business and academic community. They will focus on issues that are relevant and timely. Join us for this information packed PD Day. We look forward to seeing you on Dec 7th.

PROGRAM AGENDA

8:00am-8:30am	Registration and Continental Breakfast
8:30am-8:40am	Welcome and Introduction
8:40am-9:50am	General Session: Everything Begins With Leadership
9:50am-10:10am	Coffee Break
10:10am-12:00pm	Concurrent Sessions: <ul style="list-style-type: none"> · Motivating and Encouraging Employees · The Big Picture: How Social Media is Changing Business and Life · Tax Update
12:00pm-1:10pm	Lunch
1:10pm-3:00pm	Concurrent Sessions: <ul style="list-style-type: none"> · The Value Proposition of Risk Management · Technology for a New Generation of Professionals · Accounting and Audit Update
3:00pm-3:20pm	Coffee Break
3:20pm-4:50pm	General Session: I am Service: Full Engagement Brings Prosperity
4:50pm-5:00pm	Closing Address and Evaluation

8:30AM-8:40AM	WELCOME AND INTRODUCTION CONFERENCE CHAIR – PETER NORWOOD, FCA		
8:40AM-9:50AM GENERAL SESSION	EVERYTHING BEGINS WITH LEADERSHIP PETER LEGGE, OBC, CSP, CPAE Let internationally renowned businessman, best-selling author, and acclaimed professional speaker, Peter Legge guide you as you meet the many challenges of leadership and discover what it takes to be a successful leader. Peter Legge's 40 years of first-hand business experience form the core of this powerful, often funny and always entertaining seminar on what it takes to be effective in the leadership role. As well, learn the winning ways to develop million-dollar habits for success. What better way to be a winner in life and in business than to emulate the habits of highly successful people? Let Peter show you the 27 things you need to do to be the million-dollar success you were born to be.		
9:50AM-10:10AM	COFFEE BREAK		
10:10AM-12:00PM CONCURRENT SESSIONS	MOTIVATING AND ENCOURAGING EMPLOYEES: DAVID BENTALL As a seasoned executive, with over 30 years experience managing and leading organizations, David C Bentall knows how to motivate and encourage others. Key points covered in his talk will be: how to be genuine in offering praise, tips on how to "catch others doing things right", the difference between a criticism and a complaint, goal setting that really works, how to maintain high standards, while encouraging small steps in the right direction, and finding the courage to discuss tough issues with your employees.	THE BIG PICTURE: HOW SOCIAL MEDIA IS CHANGING BUSINESS AND LIFE JACQUELINE VOICI DEBBIE COLLINS What's behind the hype? And is there a sound reason that companies should be rethinking their way of communicating with the world? If you're curious to get a big picture perspective on the changes in the media and marketing landscape, this is a must-attend session. You will come away with insights on what's really driving social behaviour online and what it all means for life and business.	TAX UPDATE SHANE ONUFRECHUK, CA MAX WEDER, LL.B. Do you feel that you are not quite up to date in the ever changing world of tax cases and legislation? It seems that no matter how much we read, something always seems to slip between the cracks. This presentation will analyze topical court cases and government pronouncements in an attempt to fill in those holes and provide you with insights to stay on top of the hot topics of the day.
12:00PM-1:10PM	LUNCH		
1:10PM-3:00PM CONCURRENT SESSIONS	THE VALUE PROPOSITION OF RISK MANAGEMENT LISA DORIAN, CA-CIA Risk management is often regarded as an exercise with little value outside of safeguarding an organization's assets. However, when done properly, risk management will actually enhance the value of the organization and keep it strategically positioned ahead of the competition. The purpose of this session is to discuss the importance of risk management for strategic advantage. Topics will include: overview of the two most popular ERM frameworks, how to establish risk appetite and risk tolerances, how to choose appropriate key risk indicators, and recommended risk reporting processes.	TECHNOLOGY FOR A NEW GENERATION OF PROFESSIONALS ALAN SALMON A new generation of professionals means a new generation of tools to complete day-in and day-out tasks and activities that were previously unthinkable. Social networking sites, collaboration tools and online applications are just some of many ways this new breed of information worker is getting the job done today. Whether you are using any of these new tools for managing others on your team who do, now is the time to learn about the potential gains in productivity - along with the potential risks - associated with managing this new generation of technology.	ACCOUNTING & AUDIT UPDATE DIANE MCDONALD, CA Have you decided which accounting framework you will apply in 2011 - will it be ASPE or IFRS? How will recent developments in accounting and assurance impact your 2010 financial statements? In this session we will highlight recent and upcoming developments in accounting standards for private and public enterprises and assurance standards to help you address these questions.
3:00PM-3:20PM	COFFEE BREAK		
3:20PM-4:50PM IDEAS EXCHANGE	I AM SERVICE: FULL ENGAGEMENT BRINGS PROSPERITY TAMMY ROBERTSON, MA Have you ever had an experience with someone who was very efficient, asked all the right questions, seemed to have all the boxes ticked in the customer/client service protocol yet lacked anything that felt remotely caring and alive? And if someone asked you about what just happened it would be hard to pinpoint exactly what was wrong with the interaction? I AM SERVICE speaks to our innate desire to be fully alive, completely involved, 100% accountable and generously present in whatever we are doing and to truly love the experience! There are three key qualities that exude, "I am service"...presence, connection and authenticity. When do you feel this? How do you embody it? When you know and live the answers prosperity follows...not just in organizations but in individuals too!		
4:50PM-5:00PM	CLOSING ADDRESS AND EVALUATION		

CONFERENCE SPEAKERS

DAVID BENTALL, President of Next Step Advisors, specializes as a family business consultant and executive/life coach, and has had the opportunity to assist numerous leaders and family businesses move closer to realizing their potential. As a public speaker and author, David enjoys sharing his ideas, experience and practical advice with the wider business community.

LISA DORIAN, CA-CIA, is President of PowellDorian Services Inc. Lisa has worked with private and public companies, not for profit organizations, all levels of government and also within the financial services industry providing services related to internal audit and corporate governance, conducting quality assessment reviews, and coordinating the implementation of enterprise risk management frameworks. She is an accomplished trainer and facilitator working with all levels of management and boards of directors.

PETER LEGGE, OBC, CSP, CPAE, Chairman and CEO of the largest independently owned magazine publishing company in Western Canada, and internationally renowned keynote speaker, contributes his success to hard work and determination. Peter's expertise in leadership, innovation, change, communication and personal mastery is highly sought after. Peter has received two honorary doctorate degrees from Simon Fraser University and Royal Roads University, and most recently received an Honorary Doctor of Technology from BCIT. In 2008, Peter was presented with the province's highest award, The Order of British Columbia for his life-long commitment to serving the community. He is a bestselling author of thirteen books, and considered one of North America's top 20 speakers.

DIANE MCDONALD, CA, has been in public practice for over 25 years. She has assisted many Canadian companies with initial and continuing Canadian and SEC financial reporting obligations, and provided accounting and financial reporting consultation services on matters of Canadian and U.S. GAAP to management and auditors.

PETER NORWOOD, CA, FCA, is currently the assistant chair of the Financial Management Department at Langara College in Vancouver. The author of two textbooks on accounting, he has been teaching at Langara since 1994 and in UBC's Diploma in Accounting Program since 1995. Peter is the current President of the ICABC Council.

SHANE ONUFRECHUK, CA, is a Senior Tax Advisor at Davis LLP. Shane's focus in the firm is in the area of corporate reorganizations, acquisitions, financings and providing tax advisory services to other professionals. Shane has previously spoken for the ICABC, plays an active role in ICABC professional development and had been extensively involved in teaching and course development for the CA School of Business.

TAMMY ROBERTSON, MA, in Physical and Health Education from the University of Western Ontario has 20+ years of corporate and entrepreneurial experience. As the founder of WorkHeart Consulting, Tammy believes that the essence of our challenge today is captured in one simple message, *Get Your Heart in the Game!* As a life coach, author, and professional speaker to audiences across North America, she inspires and challenges us to step into our best life. Tammy speaks to hundreds of corporations, organizations and associations, creating ripples of positive change and renewed energy among their leaders.

ALAN SALMON is recognized as Canada's leading analyst in the area of accounting technology. He has over 26 years of business, management systems, education and journalism experience. As the Canadian CEO and President of K2 Enterprises Canada, he is responsible for the Canadian operations of this international consulting group which provides professional development technology education for accountants across Canada and the U.S. He has a degree in science and an Advanced Teaching Certificate from the University of Toronto. For the last 14 years he has been the Chairperson for the Accounting Technology seminar series.

JACQUELINE VOCI and DEBBIE COLLINS are the co-founders of Soya Marketing, which has helped companies like Pacific Centre, Park Royal, Opus Hotels and BC Medical Journal make their way in social media. In a nutshell, Soya helps companies get their stories to the market. Jacqueline and Debbie use real-life anecdotes and a healthy dose of humour to bring to life the massive effect social media is having on life and business. If you're looking for a big picture understanding of how social media is changing news, business and consumer behaviour, this storytelling duo is just what you're looking for.

MAX WEDER, LL.B. is a partner in Davis LLP's Vancouver office and practises with the firm's Taxation Law Group. Mr. Weder is recognized as one of the leaders of the tax litigation bar, both in Vancouver and nationally. Mr. Weder has over 25 years of experience in tax litigation. During that time, he worked with the Department of Justice as Tax Counsel for almost 15 years. His responsibilities included conduct of income and excise tax litigation at all courts. Mr. Weder argued over 400 tax appeals, with over 90 reported decisions. As well, he provided pre-assessment advice to the Tax Avoidance Section at the CRA.



Professional Development CAs IN INDUSTRY PD DAY

DECEMBER 7, 2010
VANCOUVER CONVENTION CENTRE
WEST BUILDING
1055 CANADA PLACE

REGISTRATION FEE:
Member \$425 (+HST)
Non-Member \$500 (+HST)
HST NO. 107508541

M0350B_VA
PD Passport Valid
1 Passport Day
7 CPD Hours

TO REGISTER, COMPLETE AND SUBMIT ALONG WITH PAYMENT TO

TELEPHONE 604 681.3264	EMAIL pdreg@ica.bc.ca	PD FAX 604 684.1267	ONLINE www.icabc-pd.com	MAIL ICABC - PD DEPT 500, 505 Burrard St, Box 22 Vancouver, BC V7X 1M4
TOLL FREE IN BC 1 800 663.2677				

PLEASE CHECK ONE SESSION PER TIME SLOT.

8:45am-10:15am – General Session

10:30am-12:00pm – Concurrent Sessions - Choice of: (please choose one)

- Motivating and Encouraging Employees
- The Big Picture: How Social Media is Changing Business and Life
- Tax Update

12:00pm-1:10pm – Lunch

1:10pm-2:40pm – Concurrent Sessions - Choice of: (please choose one)

- The Value Proposition of Risk Management
- Technology for a New Generation of Professionals
- Accounting and Audit Update

3:20pm-4:50pm— General Session

Program Disclaimer

The speakers, topics, program format and events are correct at the time of printing. If unforeseen circumstances occur, ICABC reserves the right to alter or delete items from the program, or cancel the Conference and refund all registration fees.

Special Dietary Requirements

If you have allergies or need other special meal considerations, please let us know at the time you register, so we can make the necessary arrangements with the hotel catering staff.

REGISTRANT INFORMATION

CA CMA CGA Other PD Passport Holder: Flexi Personal Passport No. 10-

NAME

COMPANY/FIRM

ADDRESS HOME ADDRESS COMPANY ADDRESS CITY POSTAL CODE

TEL FAX EMAIL

PAYMENT INFORMATION (Leave blank if using PD Passport)

Cheque Enclosed (payable to ICABC) Please invoice (CAs / CA firms only) VISA MC AMEX

CREDIT CARD NUMBER EXPIRY DATE

NAME ON CARD SIGNATURE

All PD Seminar Registration Terms and Conditions Apply:

If time allows, a confirmation/invoice notice will be mailed to you prior to the course date. If you have not received your confirmation prior to the course date, please call the PD Department to confirm your registration. Attendees are responsible for confirming their registration, and refunds cannot be provided for failure to receive a confirmation notice.

All cancellations/transfers must be received in writing at least 10 calendar days prior to the course date for a full refund. Requests received less than 10 calendar days but more than 2 full business days prior to the course date will be subject to an administration fee of \$50. Registrants who do not attend and do not notify the Institute in writing at least 2 full business days prior to the course will be invoiced for the full cost of the course. There will be no refunds issued in this situation. PD Passport terms and conditions, including cancellation/transfer policies, apply to all registrations made under the PD Passport.



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DEVELOPMENT**
EDUCATION FOR INDUSTRY AND PUBLIC PRACTICE MEMBERS

