Professional Development

PRACTITIONERS' POTLUCK

OCTOBER 26, 2010
VANCOUVER CONVENTION CENTRE

Welcome to our Sixth Practitioners' Potluck!

The ICABC is pleased to repeat this very popular conference for our public practice members. This conference has been developed specifically in response to a demand by practitioners for a forum which addresses issues relevant to managing a successful public practice in BC. The conference format is designed to encourage discussion and the exchange of ideas. We have created relevant and practical learning sessions that focus as much on professional development as they do on technical knowledge.

Take a look at the exciting program which includes 2 plenary presentations, your choice of 2 out of 6 breakout sessions, and the ever popular "Ideas Exchange" session during which you will be free to share experiences, challenges and solutions with your peers.

Come prepared to learn, discuss, network with your peers, and to enjoy this dynamic, interactive full-day session. We know you'll want to join us for this value packed PD Day, and we look forward to seeing you on October 26rd at our Practitioners' Potluck.

PROGRAM AGENDA

8:00am-8:30am	Registration and Continental Breakfast
8:30am-8:45am	Welcome and Introduction
8:45am-10:15am	**General Session**
10:15am-10:30am	Coffee Break
10:30am-12:00pm	**Concurrent Sessions** · Practitioners' Tax Forum · Accounting Firm Technology Issues and Solutions · Best Practices for Running Your Practice
12:00pm-1:10pm	Lunch
1:10pm-2:40pm	**Concurrent Sessions** · Dealing With Difficult People · Networking and Building Client Relationships · Making the most of New & Social Media For Your Accounting Firm
2:40pm-3:00pm	Coffee Break
3:00pm-4:50pm	**Ideas Exchange**
4:50pm-5:00pm	Closing Address and Evaluation

8:30AM-8:45AM

OPENING REMARKS
ROB KELL, CA

8:45AM-10:15AM GENERAL SESSION

ASSURANCE & AUDITING STANDARDS BOARD UPDATE
GORD CUMMINGS, CA, CPA (ILLINOIS)

SALARIES/ SURVEYS/ PUBLIC PRACTICE MANAGEMENT/ SUMMARY OF KEY ISSUES RAISED BY PRACTITIONERS
STELLA LEUNG, CA

ACCOUNTING & ASSURANCE UPDATE
DIANE MCDONALD, CA

Keeping up to date has always been a challenge for practitioners and now multiple accounting frameworks and new standards for auditing bring this challenge to a new level. Understanding current developments is necessary in advising your clients on accounting framework choices and how to proceed with their financial reporting. In this session we will highlight recent and upcoming developments in accounting standards for private and public enterprises, not for profit organizations and government entities. In addition, the session will address changes in assurance practices resulting from the new CAS and other assurance developments.

10:15AM-10:30AM

COFFEE BREAK

10:30AM-12:00PM CONCURRENT SESSIONS

PRACTITIONERS' TAX FORUM
TIM DUHOLKE, FCA

The Practitioners' Tax Forum focuses on issues directly affecting small and medium size practice clients. This session will review the current and proposed tax legislations, Canada Revenue Agency inititatives and judicial decisions, and how these will affect compliance and tax planning for your clients.

ACCOUNTING FIRM TECHNOLOGY ISSUES AND SOLUTIONS
WARD BLATCH, CA

Today's public accounting firms face daunting technology challenges. Issues such as managing and storing documents, securing data, collaborating with clients, and integrating data across multiple applications, coupled with the demand for increased efficiency and higher client expectations, are forcing leading-edge firms to reconsider how they deploy technology. More than just an update on accounting firm software, in this session, you will learn about the leading technology solutions and strategies to help your firm remain competitive and thrive.

BEST PRACTICES FOR RUNNING YOUR PRACTICE
STEVE MCINTYRE-SMITH, PH.D.

How best to operate your own accounting firm – not something we're taught at school or when writing the UFE, managing an accounting firm is usually something we pick up from those around us later in our career. But what is the best way to run your firm?

In his role as a consultant to hundreds of CA firms across the country, McIntyre-Smith has seen many different management styles and philosophies and in this group discussion session he will share them with you. How many chargeable hours should partners work? How to divide profits? What makes for the best employees? How to attract and retain the best talent available? What makes for a good client? How to fire a bad client? How does one develop a succession plan for your own practice? All these issues, and more, will be frankly and openly discussed.

12:00PM-1:10PM

LUNCH

1:10PM-2:40PM CONCURRENT SESSIONS

DEALING WITH DIFFICULT PEOPLE: FROM CONFLICT TO PROBLEM SOLVING
GARRY HARPER, LL.B.

We all encounter people we find difficult to deal with. If not properly managed, these situations can escalate into confrontations: personally stressful and seldom productive.

There are time-tested approaches, however, which can defuse these situations, increase communication, and shift the focus from conflict to problem solving. This interactive workshop will help you reduce your stress and improve your results when dealing with those with whom you have difficulty.

NETWORKING AND BUILDING CLIENT RELATIONSHIPS
MARGARET HOPE, M.ED.

Some of us avoid networking situations, or muddle through and wish we were better at it. Others seem to thrive in a networking situation and clearly use it to create business opportunities and personal reward. This session will help you develop the ability to put others at ease, build relationships, and elicit useful information. You will learn to talk about yourself and/or your business in a memorable and engaging way. You will learn to create the bonds that help others feel comfortable calling on you for advice and referring others to you. This is a practical session – participants should bring at least 20 business cards.

MAKING THE MOST OF NEW AND SOCIAL MEDIA FOR YOUR ACCOUNTING FIRM
STEVE MCINTYRE-SMITH, PH.D.

We've all heard the term 'Social Media', but how does this new phenomenon relate to your accounting firm? How can you tap in to this rich source of clients, referral sources and even potential employees?

In this session, Steve McIntyre-Smith will offer ideas and suggestions on how to profit from the tools offered to us such as FaceBook, YouTube, Twitter, MySpace and Linked-In. Then he'll talk about how these resources can link in to your own website and newsletter (for example) and start to increase your exposure in your local marketplace with these tools.

Simple, easy to do and often free methods of creating awareness of your firm. Group discussion will be actively encouraged throughout this session.

2:40PM-3:00PM

COFFEE BREAK

3:00PM-4:50PM IDEAS EXCHANGE

Attendees will be divided into two groups, those from firms with 1-2 partners, and those with more than 2 partners. This is a forum to discuss and exchange ideas with your peers. The facilitators will be joined by guest practitioners from small and mid sized firms.

4:50PM-5:00PM

CLOSING ADDRESS AND EVALUATION

CONFERENCE SPEAKERS

WARD BLATCH, B.COM., CA, MCSA, is a Senior Associate with K2 Enterprises Canada. Ward also has his own practice in Nova Scotia which focuses on providing accounting firms with information technology support and training.

GORDON CUMMINGS, CA, CPA (Illinois), is a principal with D&H Group LLP, a medium-sized firm in Vancouver. Gord's practice provides accounting and assurance services to publicly-traded and private companies. Gord is also a member of the CICA Auditing and Assurance Standards Board.

TIM DUHOLKE, FCA, has practiced tax exclusively for over 25 years and is a Senior Tax Advisor at Davis LLP. He specializes in advising professional firms and entrepreneurs on a broad range of taxation and related matters. His practice includes public and private companies in various industries. Tim has a special interest in the area of estate planning.

GARY HARPER, LL.B., Certificate in Conflict Resolution (Justice Institute), is the principal of Harper and Associates. Gary is a trainer, writer, speaker and facilitator who specializes in conflict resolution training. Through his unique blend of experience as a personal injury lawyer, general manager, insurance regulator and retail store owner, he learned the value of clear communication and conflict resolution skills. In 2004 he authored *The Joy of Conflict Resolution.*

MARGARET HOPE, M.ED., has been providing ICABC education programs since 1988. She has a Masters Degree in Education, is an Internationally Accredited Professional Speaker – one of fewer than 65 speakers ever accredited worldwide, and the author of *You're Speaking – But Are You Connecting?* Margaret is an Adjunct Professor at SFU, teaches at UBC and for a variety of businesses and corporations.

ROB KELL, CA, is a sole practitioner based in Richmond. Rob provides accounting and business advice to private companies. He is a member of the ICABC Professional Development Audit and Accounting Program Advisory Group and teaches and authors courses for ICABC.

STELLA LEUNG, CA, is the Professional Standards Advisor at the ICABC. She assists members by providing discussion, information, and resources on ethical and technical matters as well as practice management issues. Stella has been with the Institute since 2000 and is the staff liaison on various member forums.

STEVE MCINTYRE-SMITH, PH.D, has been involved in and around the public accounting profession for over 30 years. Steve is a lively and entertaining speaker and his engaging speaking style means that his audiences are always alert at his events! His common-sense approach to typical issues faced by accounting firm is based on his personal experiences both as a practitioner and as a consultant to accounting firms.

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.

CA

Professional Development

PRACTITIONERS' POTLUCK

OCTOBER 26, 2010
VANCOUVER CONVENTION CENTRE
WEST BUILDING
1055 CANADA PLACE

REGISTRATION FEE:
Member $375 (+HST)
Non-Member $450 (+HST)
HST NO. 107508541

A350A
PD Passport Valid
1 Passport Day
7 CPD Hours

TO REGISTER, COMPLETE AND SUBMIT ALONG WITH PAYMENT TO

TELEPHONE
604 681.3264

TOLL FREE IN BC
1 800 663.2677

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pdreg@ica.bc.ca

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604 684.1267

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MAIL
ICABC - PD DEPT
500, 505 Burrard St, Box 22
Vancouver, BC V7X 1M4

PLEASE CHECK *ONE* SESSION PER TIME SLOT.

8:45am-10:15am – General Session

10:30am-12:00pm – Concurrent Sessions - Choice of: (please choose one)
- ❑ Practitioners' Tax Forum
- ❑ Accounting Firm Technology Issues and Solutions
- ❑ Best Practices for Running Your Practice

12:00pm-1:10pm – Lunch

1:10pm-2:40pm – Concurrent Sessions - Choice of: (please choose one)
- ❑ Dealing with Difficult People: From Conflict to Problem Solving
- ❑ Networking and Building Client Relationships
- ❑ Making the Most of New and Social Media for Your Accounting Firm

3:00pm-4:50pm– Ideas Exchange: (please choose one)
- ❑ Firms with 1-2 partners
- ❑ Firms with more than 2 partners

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.

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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

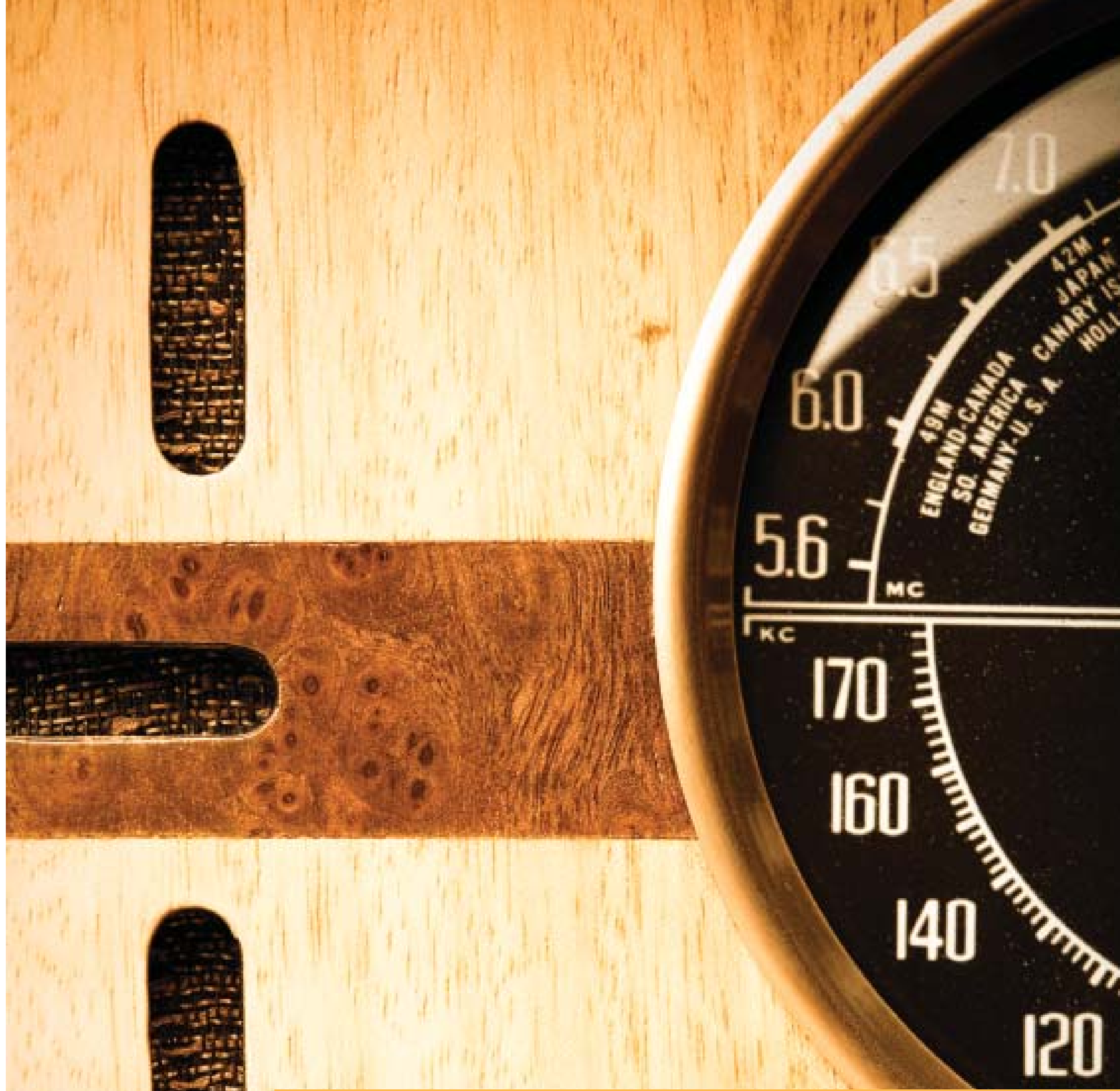
CREDIT CARD NUMBER | EXPIRY DATE

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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Stay tuned

PROFESSIONAL DEVELOPMENT
EDUCATION FOR INDUSTRY AND PUBLIC PRACTICE MEMBERS

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