



# HESJE

CPA Knowledge Centre

## YEAR ONE IN REVIEW



### WHAT AN INCREDIBLE YEAR IT HAS BEEN

In December 2018, Alberta's CPA Education Foundation was contacted by Brian Hesje FCPA, FCA. Brian wanted to make a gift to the Foundation that would increase access for Albertans to the insights and wisdom of the CPA profession. As a former educator, Brian believes in the immense value of education. And, as a visionary leader, he is passionate about supporting the next generation of Alberta leaders.

The CPA Education Foundation worked with Brian to develop an initiative that would achieve his goals. The result? A \$1-million gift from Brian Hesje and the creation of the Foundation's **Hesje CPA Knowledge Centre**. A virtual hub of resources, the Centre is wrapping up its first year of activity. This report touches on the impact Brian's gift has had so far in what has been an auspicious beginning—but just a beginning—for an unprecedented project.

# ACTIVITIES OVER THE YEAR

In 2019, a Hesje CPA Knowledge Centre team was established and a three-year action plan was developed for the Centre. The plan transforms Brian's original vision into an ambitious set of initiatives to serve Albertans.



One of the team's first projects was the development of a unique podcast series called *Straight From the CPA's Mouth*. With 17 episodes released in 2019, the series has featured Alberta CPAs sharing their wit and wisdom on topics ranging from leadership to financial literacy.



Some of the guests that have been featured on the *Straight from the CPA's Mouth* podcast in the recording studio.



I am so glad that the CPA Education Foundation is doing a podcast. What I like the most about it is that it's discussing topics close to the Alberta CPAs' hearts. It's the variety of topics that span to help those new to the designation.

*Straight From the CPA's Mouth* Podcast listener



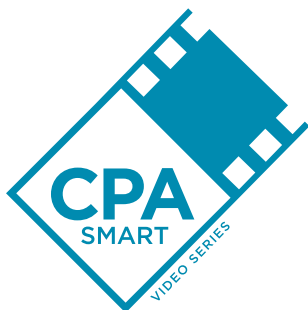
The Hesje CPA Knowledge Centre holds great promise. I can see it helping many Albertans, especially students, in the years to come. It will also enhance the profile of the CPA profession across the province. Thank you, Brian!

**Rachel Miller** FCPA, FCA  
CEO of CPA Alberta, Executive Director of the CPA Education Foundation





Founder Brian Hesje's skills as a writer and essayist featured prominently in the Centre's first year. Brian's two books on leadership and personal growth were offered through the Centre, with Brian directing all proceeds from the books back into the Centre. The books were also made available in e-book formats.



In the fall of 2019, the *CPA Smart* video series was introduced to Albertans. The videos profile CPAs and the lessons they have learned through their careers about education, perseverance, and career growth.



A look at what goes on behind the scenes for the *CPA Smart* video series.



The video series is engaging and informative. I enjoy hearing personal experiences from other CPA's in various industries. It helps to expand my own views of the designation and to see what possibilities are out there.

**CPA Smart Video Series Viewer**

# YEAR ONE BY THE NUMBERS

7,029



Number of listens to Hesje Centre podcasts, May–December 2019

947



Number of views of Hesje Centre videos, October–December 2019

11

Number of countries where podcasts have been listened to



10

Number of countries where videos have been viewed

101



Number of Brian Hesje books sold, June–November, 2019

COMING  
IN 2020

Student Conference: Bringing students together to learn about careers

Hesje School Learning Fund: Helping Alberta high schools introduce new learning resources

Dialogue Series: Live forums on leadership, ethics and career development



**CPA**

CHARTERED  
PROFESSIONAL  
ACCOUNTANTS

EDUCATION FOUNDATION  
ALBERTA



**HESJE**

CPA Knowledge Centre

1900 TD Tower, 10088 – 102 Avenue  
Edmonton, Alberta, T5J 2Z1