

A large red circle containing the number '30' in a large, light orange font, with the word 'YEARS' in a smaller, light orange font below it. The background features several dark, wavy horizontal lines.

30
YEARS

CHARTERED ACCOUNTANTS EDUCATION FOUNDATION OF ALBERTA

2013 Report to the Community



sup-port (verb) \sə-ˈpɔrt\

- 1) to promote the interests or cause of
- 2) to provide substantiation
- 3) to pay the costs of
- 4) to provide basis for the existence or subsistence of
- 5) to hold up or serve as a foundation
- 6) to keep (something) going

ed-u-ca-tion noun \,e-jə-ˈkā-shən\

- 1) the action or process of educating or of being educated;
also: a stage of such a process
- 2) the knowledge and development resulting from an
educational process

Courtesy of Merriam-Webster.

CHAIR, CAEF BOARD OF GOVERNORS

Bob Twerdun FCA

MANAGING EDITOR

Katie Starratt

EDITOR

Jamie White

CONTRIBUTORS

Caitlin Crawshaw

Gitte Sorensen

PHOTOGRAPHY

Laughing Dog

Todd Korol

Drew Myers

SC Photo

Chris Schwarz

GRAPHIC DESIGN

Nathan Webb

**Chartered Accountants Education
Foundation of Alberta**

Email: CAEFAlberta@icaa.ab.ca

Phone: 780.424.7391

Toll free: 1.800.232.9406

www.CAEFAlberta.ca

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Through the contributions of every Alberta CA and additional generous donations, since its inception, the CAEF has provided approximately \$12 million in support towards business and accounting education across the province.



About the CAEF



Group photo: (CAEF Board of Governors with CAEF Executive Director Jane Halford FCA)

Left to right: Alex Tutschek CA, Ryan MacDonald CA, Jane Halford FCA, Bob Twerdun FCA, Karen Munjak CA, Lara Gaede CA, Dan Silvester CA, Joanne Belliveau CA.

Board members pictured above: John Pinsent CA, Mike Shaikh FCA, Dave Bodnarchuk CA

The CAEF is the Alberta Chartered Accountant (CA) profession's non-profit foundation that supports business and accounting education across the province. Through the contribution of every Alberta CA, and additional generous donations, the Foundation is able to provide support in the form of:

- funding awards to post-secondary institutions;
- PhD support funding to qualified individuals interested in accounting research and pursuing their PhD;
- teaching prizes to exceptional university educators;
- annual scholarships, awards and bursaries to business/accounting students at post-secondary institutions in Alberta and at the University of Saskatchewan, high schools and the CA School of Business; and
- funding for special projects that advance accounting education and raise the profile of the CA profession.

The CAEF, led by a Board of Governors consisting of dedicated Alberta CAs, is highly respected by members, post-secondary institutions and donors for its demonstrable contributions to business and enhancing the CA brand.

Note: Jane Halford FCA stepped down as Executive Director on January 31, 2013.

A Message From the Board Chair

Welcome to the 2013 Report to the Community!

Through the contributions of every Alberta CA, and many other generous supporters, since its inception the Chartered Accountants Education Foundation of Alberta (CAEF) has provided more than \$12 million in support toward business and accounting education across the province. While this is certainly a fulfilling accomplishment of which the Foundation is extremely proud, we want to recognize that this success would not be possible without our many donors.

On behalf of the Foundation Board of Governors, our heartfelt thanks to donors for your investments in the future of business and accounting education in Alberta.

2012/13 marks a particularly exciting milestone for the Foundation—its 30th anniversary. For three decades, the CAEF has endeavored to raise awareness of the CA designation and ensure that there are sufficient numbers of qualified, well-educated individuals pursuing the designation, now and in the future.

Of course, none of this work would be possible without the support we receive each year. While this 30-year milestone is a celebration of the Foundation, for us it is also about celebrating

our donors—the outstanding individuals who give both their time and treasure to make a positive difference, and who often inspire others to give back and make an impact.

In the pages that follow, you will read about a few of the direct beneficiaries of Foundation support. You will also read about some of the many activities that took place since our last publication, including: a variety of fundraising initiatives aimed at raising funds for the latest special project—youth financial literacy education; the creation of a new award designed to honour individuals for their contributions to the work and goals of the Foundation; and essential funding to post-secondary institutions in Alberta.

To all of our donors, thank you for your dedication to the Chartered Accountants Education Foundation of Alberta and for helping us to achieve thirty years of giving back to the profession.

We look forward to celebrating this milestone with you throughout the year and continuing this journey with you in the many years ahead.

Bob Twerdun FCA
Chair, CAEF Board
of Governors



CAEF Chair Bob Twerdun FCA



Celebrating the CAEF

Over the last 30 years, the CAEF has contributed approximately \$12 million towards business and accounting education in Alberta. This significant accomplishment would not have been possible without the generous contributions from Alberta CAs and other charitable supporters.

CAEF awards inaugural Impact Award *to deserving recipient*

Awarded annually, and presented at the ICAA's Merit Awards Gala, the CAEF Impact Award honours an individual for his or her contributions to the work and goals of the CA Education Foundation of Alberta. Candidates should demonstrate:

- *active involvement in the Alberta business/accounting community;*
- *the ability to be considered a role model for other Alberta CAs; and*
- *significant contributions to the success of the CAEF in achieving its mission and vision (e.g., helping to promote and/or fundraise for CAEF projects, making a substantial donation, volunteering time to CAEF activities, encouraging colleagues to contribute to the CAEF through time or financial support, and advocating for Foundation initiatives).*

To nominate an individual for the 2013 CAEF Impact Award, visit www.CAEFAlberta.ca.

Building a legacy

For his contributions to the field of chartered accounting, Steve Glover FCA, became the inaugural recipient of the Chartered Accountants Education Foundation of Alberta Impact Award in 2012.

The award recognizes those who have championed accounting education in Alberta. But while he proudly displays the glass sculpture on his mantle, Steve stresses that he didn't commit himself to CA education for the recognition.

"There's nothing more important to any profession than educating its future members. If you can be involved in the building of institutions to support that cause, there's nothing more rewarding," he says.

Steve's involvement with the CAEF began in the late 1970s. At the time, business was booming in Alberta, thanks to a hot energy sector. But while the demand for Chartered Accountants was higher than ever, the supply was dwindling. A few years earlier, professional associations across Canada had begun to introduce mandatory degrees for CAs, which slowed the emergence of new talent

to the profession. What's more, Canadian universities—including those in Alberta—struggled to find professors to teach accounting, since most CAs gravitated to careers in public practice or industry, not academia.

Knowing that something had to be done, the Institute of Chartered Accountants of Alberta (ICAA) created a committee to look at possible solutions. "One of their recommendations was to establish a foundation to work with the universities," says Steve, then a young accounting instructor from Ontario, who had been recruited to help with the ICAA's accounting education initiatives. In 1982, the CAEF of Alberta was created, with Steve at the helm.

At first, the CAEF was focused on working with universities to create high-quality education for accountants and to ensure they could attract top-quality instructors with PhDs to teach the curriculum, Steve explains. But during the two decades he worked for the Foundation, Steve says the CAEF always adapted to the needs of CAs and, more broadly, Alberta's business community. "From time

“There’s nothing more important to any profession than educating its future members. If you can be involved in the building of institutions to support that cause, there’s nothing more rewarding.”

to time, the CAEF’s strategic focus has shifted, but its primary goal of supporting high-quality CA education has always been the same,” says Steve.

From the beginning, the Foundation prioritized scholarships for PhD students in accounting; at other times, support was also given to establishing research chairs at both the University of Alberta and University of Calgary, for instance. And, over the years, the CAEF has opted to support accounting education at the University’s of Lethbridge and Saskatchewan, as well as other post-secondary institutions in Alberta.

Now in its 30th year, the CAEF has built a legacy in Canada. The Foundation has helped to improve accounting education standards across the country and beyond. During his time leading the CAEF, Steve lent his expertise to the creation of the CA School of Business and served as the Canadian representative on a committee to create international education standards for professional accountants.

“It was always really rewarding to be involved, because there’s no doubt the Canadian chartered accounting profession enjoys international respect in its education standards,” he says.



Anchoring accounting education

When Mike Gibbins PhD FCA, began his career, the field of chartered accounting was in a state of flux. Across Canada, provincial CA institutes like the Institute of Chartered Accountants of Alberta where soon to implement a degree requirement for new accountants, which would marry the academic rigour of university with the demands of the profession. But just how the profession and the universities would accomplish this was not quite clear.

After finishing a PhD at Cornell University in New York, Dr. Gibbins became involved in accounting education in British Columbia, before being offered a new opportunity in Alberta. “There’d been a lot of writing and hand-wringing about the state of accounting education and Alberta seemed like a fertile place to get things done,” he says.

On July 1, 1984, Dr. Gibbins became the head of the Centre for the Advancement of Professional Accounting Education at the University of Alberta (U of A). The centre was funded by the ICAA’s

brand-new Chartered Accountants Education Foundation (CAEF), formed two years prior, and Dr. Gibbins was one of the very first academics to receive support from the Foundation.

It was a challenging role, he recalls, since universities and those in the profession had different ideas about the best way to educate future accountants. The centre was meant to be a bridge between the two, and Dr. Gibbins its champion.

To add to the challenge, Dr. Gibbins was still required to meet the rigorous publishing demands of academia, and it was no easy feat balancing his leadership role at the centre with academic research. But, it was well worth the juggling act.

“It was a labour of love,” says Dr. Gibbins. “It was something I had wanted to do—work on accounting education and try to improve the quality of courses and programs, as well as improve knowledge about accounting education.”

Dr. Gibbins held this role for three years before

assuming another position at the U of A, the Winspear Professor of Professional Accounting. But even afterwards, he continued to have strong ties with the CAEF. Throughout the years, the Foundation provided funding that helped ease his workload. For instance, a recurring grant allowed him to pay grad students to develop course materials for an introductory financial accounting course he taught.

Over the years, he has watched the Foundation help many students and academics, like himself. He’s also seen the CAEF evolve from a fledgling organization to a well-established institution. The field of chartered accounting has also changed drastically since the early 1980s, as CAs now receive a broader university education, as well as technical skills that meet the needs of the marketplace.

The CAEF continues to be as relevant as ever, Dr. Gibbins maintains, “There’s always going to be a role for the Foundation. This profession is very interested and dedicated to educational issues.”



“It was a labour of love, it was something I had wanted to do—work on accounting education and try to improve the quality of courses and programs, as well as improve knowledge about accounting education.”

Mike Gibbins PhD FCA



Support for Students

Helping students at all levels succeed in their goals of becoming CAs has always been a cornerstone of the Foundation's work. The CAEF rewards students for their academic, leadership and community achievements in order to reinforce the value of pursuing the CA designation, and attract the best and the brightest to the profession.



Jared Smith, student

“I want to express my sincere gratitude to the donors who contribute to the CAEF. It is inspiring to know there are people who care so much about the education of young CAs.”

CAEF Awards

Don Wilson CA Memorial Scholarship to Jared Smith

Awarded annually, this scholarship recognizes a fourth-year Alberta or Saskatchewan university student who is registered in a degree program accredited by the CA School of Business and who is pursuing a CA designation outside of external audit. Students must have satisfactory academic standing and demonstrated leadership within the community or on campus.

As the legacy of Don Wilson CA carries on, there is no doubt that the recipient of this year’s Don Wilson CA Memorial Scholarship—University of Calgary student, Jared Smith—is ready to tackle the challenging task of earning his CA designation. “Being only the second student to receive this scholarship is a true honour,” says Jared. “The Don Wilson CA Memorial Scholarship will help alleviate some of my financial stresses, allowing me to remain committed and motivated to becoming the best CA I can be.”

Whether it was the years spent rubbing shoulders with family friends who are CAs or his knack for leadership, Jared’s interest in accounting was a natural fit. Of course, some family mentorship combined with Jared’s research into the opportunities and diverse career paths available to Chartered Accountants affirmed he was on the right track. “The CA designation will open many doors for me, and I’ll be able to maximize my career options and find the path that is right for me,” confirms Jared.

Actively involved in his community, Jared lends a helping hand at Soup Sisters (supporting the Calgary Women’s Shelter), where he commits his time and energy into training new volunteers. Additionally, Jared has already held numerous supervisory and leadership positions, proving he has all the makings of becoming a great CA. After attending the Deloitte National Leadership Conference at the University of Calgary—a conference for top students across the country who demonstrate exceptional leadership qualities and a keen interest in pursuing a Chartered Accounting designation—Jared’s exemplary leadership and managerial skills helped secure him a position at Deloitte’s Enterprise Risk Services practice.

“I want to express my sincere gratitude to the donors who contribute to the CAEF,” says Jared. “It is inspiring to know there are people who care so much about the education of young CAs. Your contributions are immensely appreciated by the recipients and the support goes a long way.”

CAEF Awards

Inaugural Richard Schulli CA Memorial Scholarship to Rebecca Mui

Awarded annually to a student entering his/her third or fourth year of post-secondary pursuing an undergraduate business/commerce degree with a declared major in accounting. Selection is based on volunteer involvement, satisfactory academic achievement and an interest in pursuing the CA designation.

A trusted mentor, friend and successful Chartered Accountant, Richard Schulli's passing last year was a great loss, but his legacy of providing guidance and support to aspiring CAs lives on. Working with the CAEF, his colleagues, Michael Shackleton CA•CBV and Derek Boniecki CA•CBV of Quadrant Chartered Accountants and Chartered Business Valuators developed the Richard Schulli CA Memorial Scholarship to support university students who are pursuing undergraduate business/commerce degrees with an interest in the CA designation.

The recipient of this year's inaugural award is University of Calgary business student, Rebecca Mui, whose volunteer spirit, entrepreneurial flair and go-getter attitude are a force to be reckoned with as she pursues her dream of becoming a Chartered Accountant. "The Richard Schulli CA Memorial Scholarship will allow me to focus on my studies while giving back to my school, participating in extracurricular activities and volunteering, all of which are aspects of my life that I value," says Rebecca.

Ambition is something of which Rebecca has an ample supply. Taking on leadership positions in Junior Achievement's Company Program and the

Youth Volunteer Corps throughout high school quickly translated into an interest in accounting. "Through my involvement in extracurricular activities, I have realized my passion for accounting, and my strong leadership, integrity and team skills will guide me as I work towards becoming a CA," says Rebecca. Equally passionate about her community, Rebecca has worked with the Mayor's Youth Council, where she focused on addressing community engagement and youth homelessness throughout Calgary.

Rebecca has not shied away from her ambitions since entering university. As president of the Accounting Students' Association, events coordinator for Step Forward and co-organizer (and former participant) of the 2012 Ernst & Young Your World Tour Vision Competition, Rebecca's continuous dedication to her education, school and community sets a high standard for those following in her footsteps. After spending the summer of 2012 interning at Deloitte, it's clear Rebecca has her eye on the CA designation.

"I greatly appreciate the support this scholarship will bring me, and I am thankful to the friends and

"I greatly appreciate the support this scholarship will bring me, and I am thankful to the friends and family of Richard Schulli CA who have created this scholarship opportunity for students."



Rebecca Mui, student

family of Richard Schulli CA who have created this scholarship opportunity for students. Ultimately, I aspire to be like you (donors), where one day I will have the financial means to provide assistance to students who need the extra boost, to show them there is support and help if you just look for it."



Travis Beck, student

CAEF Awards

James C Miller FCA Bursary in Accounting to Travis Beck

Based on academic excellence and community involvement, this scholarship is awarded annually to students enrolled in any recognized university or university transfer program in Medicine Hat and intending to enter the CA program.

On the road to success, this year's recipient of the James C Miller FCA Bursary in Accounting, Travis Beck, has the accounting world at his fingertips. Travis' ongoing desire for learning and personal achievement have built a solid foundation for his future career as a CA. "Receiving the James C Miller FCA Bursary in Accounting will help me not only financially, but also in knowing I have support from the ICAA and CAEF early on in my accounting career, which is a major motivational boost," says Travis. "Being recognized for this award is an honour and will help me in achieving my goal of becoming a CA."

Starting his post-secondary studies in business administration at Medicine Hat College, it didn't take long for Travis to realize his passion for working with numbers was better suited, and more valued, in accounting, which quickly prompted him to switch to an accounting major. "As someone who always strives for perfection, I know the accounting industry will offer me the continued ability to set new goals and work through a variety of different challenges to reach them."

With his sights set on either a Business Valuation or Investigative and Forensic Accounting specialty designation, Travis' journey began this fall when he moved to the University of Lethbridge to pursue his accounting degree. When he's not working towards his goal of becoming a CA, Travis is busy volunteering in the community and coaching the senior badminton team at his local high school.

"As a leader and coach, one of the strongest assets a person can have is the ability to lead and still learn at the same time, while always working to become better at everything we do," states Travis, already sounding like a seasoned Chartered Accountant.

"I truly hope donors know how much their contributions and generosity make a difference in students' lives. Obtaining an education is mentally and financially challenging; however, this is made easier with the help of scholarships like this one. I am now able to focus more on the true educational side of my studies and designate more time to studying and learning."

"I truly hope donors know how much their contributions and generosity make a difference in students' lives."

Student Awards

Since its inception, the CAEF has distributed more than 250 awards, bursaries and scholarships to students in high school, the CA School of Business (CASB) and post-secondary institutions in Alberta and Saskatchewan. Through this direct support, the Foundation rewards students for their academic, leadership and community achievements. Visit www.CAEFAlberta.ca to find out the specific criteria for each award.

HIGH SCHOOL

Easton Fund

John Dale Parry CA Memorial Fund

THE CA SCHOOL OF BUSINESS (CASB)

Francis G. Winspear Medal of Excellence

Gordon V. Rasmussen CA Memorial Award

Jazzit CA Student Recognition Award

Veres Picton & Co. Michael Lissey CA Memorial Award

UNIVERSITY OF ALBERTA

Angela Nicoli-Griffiths CA Memorial Scholarship

Chartered Accountants Academic Excellence Scholarship

Chartered Accountants Graduating Scholarship in Accounting

Chartered Accountants Transfer Scholarship

David Sharpe CA Memorial Bursary

Elvin Christenson FCA Scholarship in Accounting

Harry Schaefer FCA Award in Accounting

Ken Lemke CA Memorial Scholarship

Lane Daley CA Academic Excellence Scholarship in Business

Larry Swonek CA Education Foundation Award

Peter Kule FCA Academic Excellence Scholarship in Business

Richard Haskayne OC FCA Graduating Scholarship

Rick Cormier CA Memorial Award

Robert Card CA Memorial Scholarship in Accounting

Walter Nobbs FCA Academic Excellence Scholarship in Business

UNIVERSITY OF CALGARY

Alton Bruce Ross CA Memorial Bursary

Chartered Accountants Award

Douglas R. Hagerman FCA Entrance Scholarship

Eric Connelly FCA Memorial Prize

Peter Valentine FCA Graduate Scholarship

Richard Haskayne OC FCA Graduating Scholarship

Robert E Waller FCA Bursary in Accounting

UNIVERSITY OF LETHBRIDGE

Chartered Accountants Lethbridge Scholarship

Flair Foundation Bursary

Mike Shaikh FCA and Linda Shaikh Award for CA Bridging Students

UNIVERSITY OF SASKATCHEWAN

Harold Milavsky FCA Graduating Award in Accounting

Ken Kouri FCA and Jennifer Kouri Award in Accounting

MOUNT ROYAL UNIVERSITY

Harry G. Schaefer FCA Scholarship

GRANDE PRAIRIE REGIONAL COLLEGE

Robert Card CA Memorial Scholarship in Accounting

OTHERS

Don Wilson CA Memorial Scholarship

James C Miller FCA Bursary in Accounting

Kenneth Biggs FCA and Leona Biggs Scholarship

Richard Schulli CA Memorial Scholarship

The Money Project



The Money Project is a special project of the CAEF and it was funded by the generous donations of Alberta Chartered Accountants and other charitable supporters through the Paying it Forward fundraising campaign.

Alberta CAs *shaping the future for financially literate youth*

A special project of the CAEF equips students with the tools for financial success

Two years ago, the CAEF launched Paying it Forward, a fundraising campaign in support of youth financial literacy education across the province. November 15, 2012, marked the culmination of this ambitious fundraising campaign with the unveiling of The Money Project website – an online web portal created for Alberta youth to access a variety of personal money management resources. The engaging and interactive web portal features numerous tools and resources, including a Money Motto™ Style Survey, a dictionary of financial terms, articles and videos on various financial topics, tip sheets, polls and links to other useful online financial literacy resources.

“Our goal is to contribute to the creation of a new, money-smart generation of Albertans, and The Money Project is a significant tool in achieving that goal,” says Bob Twerdun FCA, Chair, CAEF Board of Governors.

In partnership with the Edmonton Catholic School District, the CAEF held a launch event for The

Money Project at Edmonton’s Holy Trinity Catholic High School. Students, media, CAEF board members and local CAs and business leaders celebrated the milestone event, which was a resounding success. Holy Trinity students were the first to explore the web portal and discover all of its resources, which resulted in some students getting on-air time with Edmonton’s local news stations.

“As a young adult about to graduate from high school, I will soon face many life-changing events, from moving out on my own to attending post-secondary, and having the financial smarts to effectively handle these challenging financial situations will greatly benefit my generation,” says Kelsey Lalonde, Grade 12 student, Holy Trinity High School. “The Money Project, with all of its resources, will help me navigate through these upcoming financial challenges.”

With their financial expertise and business insight, it is a natural fit for Chartered Accountants to lead the charge on educating Alberta’s youth about



“Today’s youth are faced with a convoluted world of money management, from credit card offers to loans and banking options, which often prove overwhelming. As CAs, it’s our responsibility to pass on our expertise and positively impact the future generations of Albertans.”

*—Bob Twerdun FCA, Chair,
CAEF Board of Governors*

financial literacy. The commitment to the Foundation and The Money Project is clearly demonstrated by the contributions of individual CAs, CA Training Offices and other generous supporters.

“Today’s youth are faced with a convoluted world of money management, from credit card offers to loans and banking options, which often prove overwhelming,” says Bob Twerdun FCA. “As CAs, it’s our responsibility to pass on our expertise and positively impact the future generations of Albertans.”

The Money Project website launch marks the successful completion of phase one of the CAEF’s youth financial literacy project. Going forward, the Foundation will implement a province-wide marketing campaign to promote The Money Project and develop a CA member volunteer program to engage Alberta CAs in the promotion of youth financial literacy. The Foundation looks forward to supporting Alberta’s youth in the years to come and welcomes the continued support of Alberta CAs.

(Top left) Grade 12 student, Kelsey Lalonde, speaks at The Money Project launch event about the importance of financial literacy education for today’s youth.

(Top right) Franco Lombardo (third from left), creator of The Money Motto™ Style Survey and Jane Halford FCA (third from right), watch as students experience The Money Project for the first time.

(Left) Students take The Money Motto™ Style Survey, one of the web portal’s unique resources.

(Right) Joan Carr, Superintendent, Edmonton Catholic Schools, speaks to the audience about the importance of youth financial literacy.



Paying it Forward Supporters

Funding for The Money Project was provided by the following generous donors:

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*“Thank you to all donors for your generous support of the Paying it Forward campaign.”
—Steve Allan FCA, Honourary Campaign Chair*

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Note: The bolding of names indicates “30 for 3,000” donors, who contributed \$3,000 or more to Paying it Forward within the recognized time frame.



Support for Educators

Recognizing that the CA profession wouldn't thrive as it does in Alberta without the presence of excellent educators and mentors, the Foundation acknowledges exceptional educators who have been nominated by their students and peers, as well as provides support to individuals interested in pursuing their doctoral studies in accounting.

PhD Support Program

“The future of the CA profession depends on the quality of training accounting students receive. The teaching and research provided by accounting PhDs are essential to the longevity of the CA profession.”

For PhD candidate Adam Presslee CA, pursuing his doctorate in accounting is an attainable goal because of the support he has received through the CAEF’s PhD Support program.

“It is difficult to think of pursuing my PhD without the financial support provided by the CAEF,” says Adam. “Accounting PhD programs in Canada have few financial resources to offer students. For a number of CAs who might have young families (such as myself), pursuing a PhD program is often not an option.”

Just as the CAEF believes that one’s success often begins with the classroom, Adam believes “the future of the CA profession depends on the quality of training accounting students receive. The teaching and research provided by accounting PhDs are essential to the longevity of the CA profession.”

After graduating from the University of Alberta, under the guidance of one of his professors, Adam became certain he would eventually pursue a PhD

in accounting. But first, he wanted to conquer the CA designation in order to build a solid foundation for a future career in education. He was hired on as a staff accountant at Deloitte (Calgary), where he was provided with the opportunity to teach a number of training courses within the firm, which led to opportunities to teach an accounting class at Mount Royal University. Three years later, CA credentials in hand, Adam applied and was accepted to the PhD program at the University of Waterloo in Ontario.

Now in his fourth year of PhD candidacy, with an anticipated graduation date of 2013, Adam can truly appreciate the support he’s received along the way: “Words cannot express how thankful my family and I are for the support provided by the CAEF program. With two young children, the financial burden associated with quitting a well-paying job and going back to school is overwhelming. Only through the generous contributions from donors was I able to return to school and pursue my PhD.”



Adam Presslee CA

As part of its mission to support the institutions and people who will develop and inspire future Chartered Accountants, each year the CAEF invites qualified individuals who are interested in pursuing their doctoral studies in accounting to apply for funding through the PhD Support program. The support is a loan (up to \$20,000 per year, for up to four years), which is forgiven if the individual earns a PhD degree and teaches accounting at an Alberta post-secondary institution or at the University of Saskatchewan. One year of teaching forgives one year of support.

2012/13 CAEF PhD Support Program Recipients

Ken Fox CA, University of Alberta
Weiming Liu CA, University of Waterloo
Fereshteh Mahmoudian, University of Calgary
Oliver Okafor CGA, University of Calgary
Adam Presslee CA, University of Waterloo
Youfei Xiao CA, Stanford University

To learn more about the program and/or the application process, visit www.CAEFAlberta.ca.

Candidates should apply in writing to:
Attention: Executive Director
Chartered Accountants Education Foundation
of Alberta
#580, 10180-101 Street
Edmonton, AB T5J 4R2

Candidates can also email their applications to:
CAEF@icac.ab.ca

The deadline for applications is April 30 of each year, with approved funding commencing at the beginning of the fall academic year.



Gerald Woudstra CA (right) accepting his 2011 CAEF Teaching Prize Award from CAEF Board Members Alex Tutschek CA and Joanne Belliveau CA at the Conference for Academics in May 2012.

Gerald H. Woudstra CA
(March 21, 1954 – September 3, 2012)

Remembering

*an exceptional educator,
CA and friend of the Foundation*

This fall, the academic community and the CA profession mourned the loss of an exceptional educator and a stalwart supporter of the CAEF. Sadly, and unexpectedly, Gerald H. Woudstra CA, Adjunct Professor at Concordia University College of Alberta, passed away in September. His memory continues to live on in the thousands of accounting students who had the opportunity to interact with him and, most importantly, learn from him.

Ask anyone who knew him, and they will tell you that of all the things Gerald was passionate about, education was always at the top of the list. "I can attest, through first-hand observations, that teach-

ing and mentoring students was not only Gerald's calling in life, but also an important influence for why he maintained loyalty to his vocation for more than 30 years," says Dr. Shaun Aghili, Assistant Professor of Finance, Accounting & Assurance, Mihalcheon School of Business, at Concordia University College of Alberta.

Born in Barrhead, Alberta, Gerald, with his family, moved to Edmonton in 1967 where he graduated from Salisbury Composite High School (Sherwood Park) and went on to pursue a Bachelor of Commerce degree from the University of Alberta. He received his degree from the U of A in 1976, took

an articling position with Collins Barrow (Edmonton), and shortly after earned the right to put the letters “CA” behind his name (1978).

In the years following, Gerald was introduced to a new profession: teaching. He taught an in-house orientation seminar for new recruits at Collins Barrow (Edmonton) and then re-tested the waters by taking on a week-long teaching role for the national Collins Barrow offices. Intrigued by the idea of becoming an instructor, Gerald wasn’t quite ready yet to dive into the world of academia.

Gerald left Collins Barrow in the early 1980s where he took on the role of VP of Finance for a group of real estate companies, but found his way back to teaching. In 1986, Gerald became a full-time instructor in the accounting and finance program at NAIT. “Gerry was one of my favorite instructors. His sarcastic sense of humor, combined with his passion for accounting, made the courses interesting and entertaining while we worked through the material,” says one of his former students, Joanne Belliveau CA, who is now a full-time accounting instructor at NAIT herself, as well as member of the CAEF’s Board of Governors. “He will be missed by his students and colleagues.”

The extent of Gerald’s impact didn’t end there. He continued to share his talents as an instructor, coach and mentor when he became involved with the Bachelor of Management program at Con-

cordia University College of Alberta, and was the primary lead for teaching financial and managerial accounting courses since 2003. In addition to his instructional role at Concordia, Gerald also acted as a liaison with various professional accounting bodies over the years and, most recently, curriculum coordination for all accounting-related coursework in the undergraduate management program at Concordia.

In May of 2012, the CAEF awarded Gerald with the 2011 CAEF Teaching Prize Award—a student-selected honour that recognizes the presence and contributions of excellent educators and mentors—a very fitting award for Gerald. “It was an honour to present him with the 2011 CAEF Teaching Prize Award,” says Joanne.

“Gerald was open-minded and approachable,” says Dr. Aghili. “He had an innate ability to communicate with others. He knew his students well, including details about their challenges and struggles both inside and outside of the classroom—and he often provided guidance on these issues and was well-known for his ‘above and beyond’ attitude.”

Gerald Woudstra CA will be deeply missed, especially in the academic community and by his CA colleagues. The impact of the significant contributions he made to education, and to the CA profession in Alberta as a whole, will remain evident for decades to come.

“I can attest, through first-hand observations, that teaching and mentoring students was not only Gerald’s calling in life, but also an important influence for why he maintained loyalty to his vocation for more than 30 years.”

—Dr. Shaun Aghili

Editor’s Note:

The information gathered for this story was provided to the CAEF by Gerald Woudstra CA in August 2012. The CAEF planned to write a profile on Gerald, which focused on his recent 2011 CAEF Teaching Prize award. Sadly, Gerald passed away after the interview was conducted. In 2013, the CAEF is establishing a scholarship in Gerald’s name.



Support for Post-Secondary Institutions

The Foundation encourages a wide variety of projects at the university level that lead to enhanced educational opportunities and benefits to the profession. It does this by providing operational funding to post-secondary institutions that supply the majority of CA students in Alberta.

The CAEF partners with non-traditional universities to strengthen the quality of, and access to, accounting education

Because the CAEF understands that no one knows education better than educational institutions themselves, it has developed mutually beneficial, annual partnership opportunities for degree-granting institutions in Alberta through its Innovations in Accounting Education Fund. This annual support program provides funding to a wide variety of projects at the university level and leads to enhanced education opportunities and benefits to the CA profession.

Traditionally, the Foundation has provided funding to support accounting education programs at the universities which supply the majority of entrants to the CA program in Alberta—University of Alberta, University of Calgary, University of Lethbridge and University of Saskatchewan. This funding is contingent on annual funding applications from each university and approval from the CAEF's Board of Governors. The Board's decisions are based on each proposal's demonstrated commitment to supporting the Foundation's strategic goals, advancing the quality of business (specifically accounting) education, enhancing the academic strengths of the school and enriching students' learning experiences.

In 2012, the CAEF was able to extend this support further than ever before. In addition to the funding proposals received from traditional universities

across the province, the CAEF received a first-ever proposal from Concordia University College of Alberta, and a second-time request from Athabasca University. The applications received from these two institutions exemplify the quality of projects the CAEF has been able to fund through its Innovations in Accounting Education Fund.

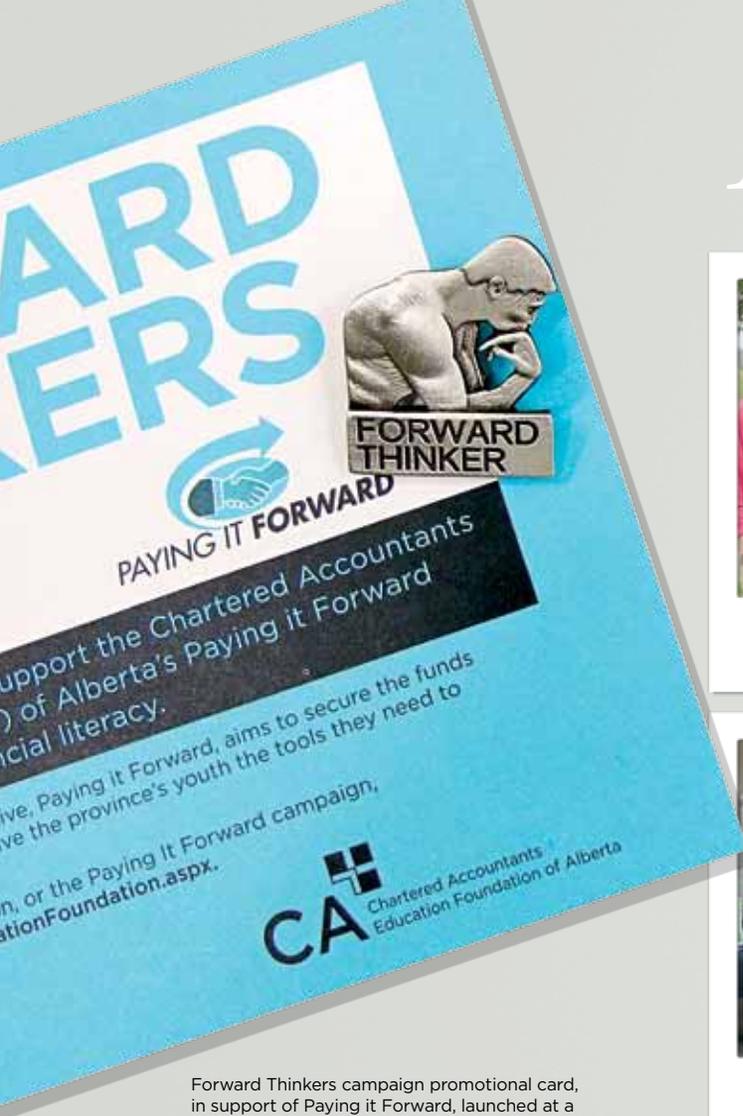
In 2011, the Foundation supported a first-time request for funding to enhance the learning environment for a CASB-required course at Athabasca University during the 2011/12 academic year. Funding was used to create mini-lectures and interactive spreadsheet files so that students could interact with and practice key concepts, principles and methods for which students have historically required additional help. The university is continuing to provide added value to its current curriculum through their second annual funding request, which was approved by the Board in 2012. This proposal's aim was to secure the funds needed to enhance course material presentation and delivery of Athabasca's Finance 401: Investment Course—enhancements that the university believes will create additional value for the CAEF, the CA School of Business (CASB) and students at Athabasca University.

Additionally, in 2012 the CAEF also received a

first-time proposal from the Mihalcheon School of Business at Concordia University College of Alberta to support the addition and development of curricular content to the Audit Theory and Application course offered through the Bachelor of Management degree program. Concordia believes that the CAEF's support is invaluable and will make it possible for the Bachelor of Management program to continue its effort to enhance the deliverables, public profile and market desirability of its accounting emphasis and course offerings, which would, in turn, yield higher enrollment in their accounting-focused courses—and likely translate into higher numbers of candidates for the CA program.

"The Foundation strongly believes that students across the province should have access to the highest quality of accounting and business education. We are very excited to have an opportunity to expand our Innovations in Accounting Education Fund support to other institutions offering CASB-recognized degrees," says Bob Twerdun FCA, Chair of the Foundation's Board of Governors. "We encourage all of the qualified post-secondary institutions to submit annual funding proposals and it was rewarding to see new applications on the table this year."

In Review:



Forward Thinkers campaign promotional card, in support of Paying it Forward, launched at a recent CA Family Day.



CAEF Board Chair, Bob Twerdun *FCA* (far right), and his team at the Paying It Forward golf tournament.



Team of golfers enjoying the Paying it Forward tournament at McKenzie Meadows Golf Club in Calgary.



Steve Allan *FCA* (far right), Honourary Chair of the Paying it Forward campaign, poses with tournament organizers on the morning of the Paying it Forward golf tournament.



CAEF Teaching Prize recipients pose with CAEF Board Members at the 2012 Conference for Academics.

Photos from CAEF events



Panelists prepare for “Success in the classroom... Success in the Boardroom” discussion at the 2012 CAEF Conference for Academics (Red Deer).



Golfers test their skills at the CAEF marshmallow chipping contest hole on CA Golf Day (Red Tail Landing Golf Club in Edmonton—2012).



Honourary Paying it Forward campaign Chair, Steve Allan FCA, address the crowd during dinner at the CA Golf Day event.



CA grads getting their photos taken in front of a unique, custom-designed photo booth at the CA graduation balls in Edmonton and Calgary in 2012. All proceeds from this initiative went towards the Paying it Forward fundraising campaign.

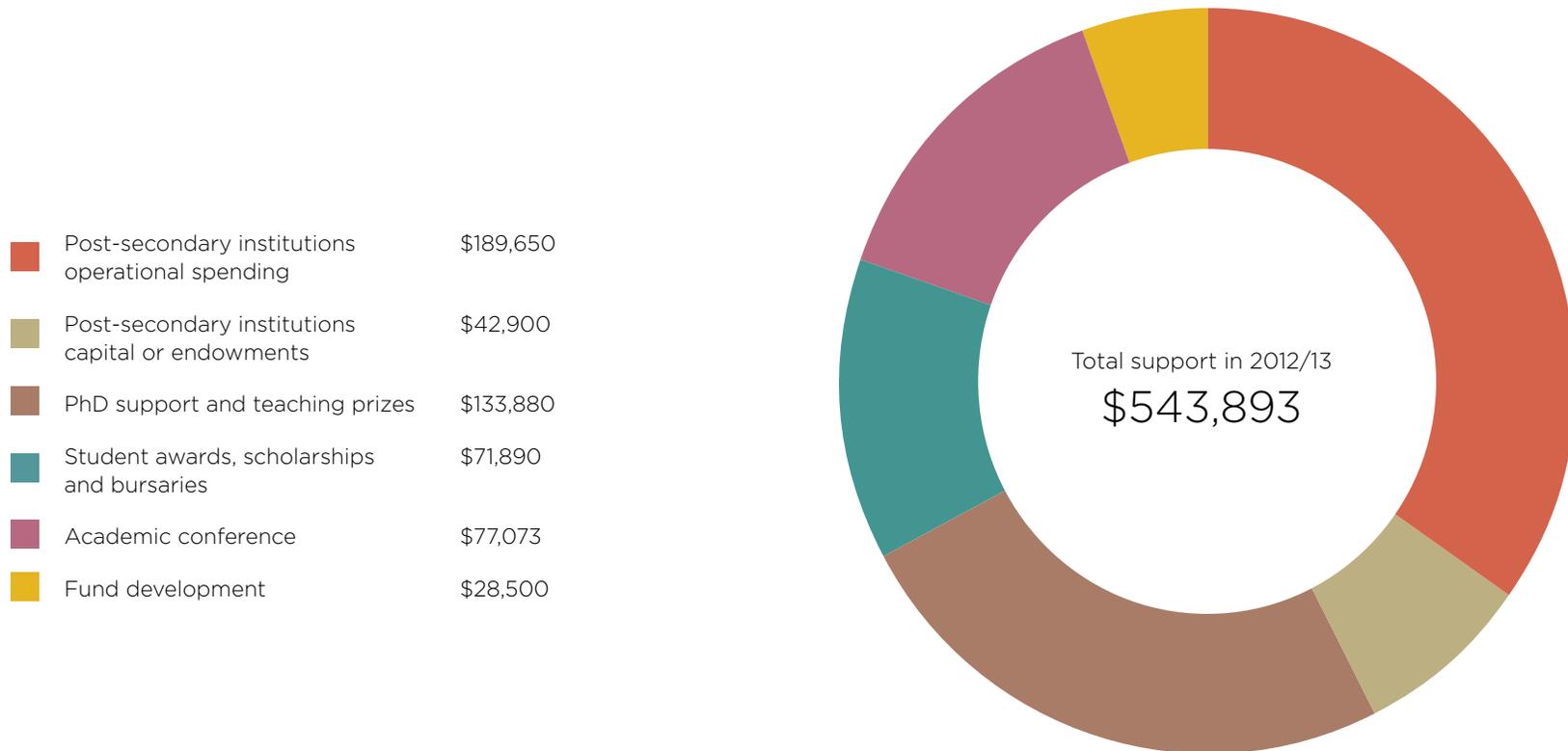


Jane Halford FCA (far right) celebrating the launch of The Money Project with CAEF staff members.



Some of the youngest members of CA families were provided with CAEF piggy banks at CA Family Day, with the hopes of encouraging them to take an interest in saving money.

How the Chartered Accountants Education Foundation of Alberta supported business education in 2012/13





30 years of the CAEF

*supporting business and
accounting education in Alberta*

Chartered Accountants Education Foundation of Alberta

580 Manulife Place, 10180-101 Street

Edmonton, AB T5J 4R2

www.CAEAlberta.ca

