

# Dividends

Summer 2022



**CPA**

CHARTERED  
PROFESSIONAL  
ACCOUNTANTS  
ALBERTA

## Meet the 2022 Achievement Award Recipients



including Lifetime Achievement Award recipients  
Mike Shaikh FCPA, FCA and Janice Rennie FCPA, FCA



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Your Voice, Your

# VOTE

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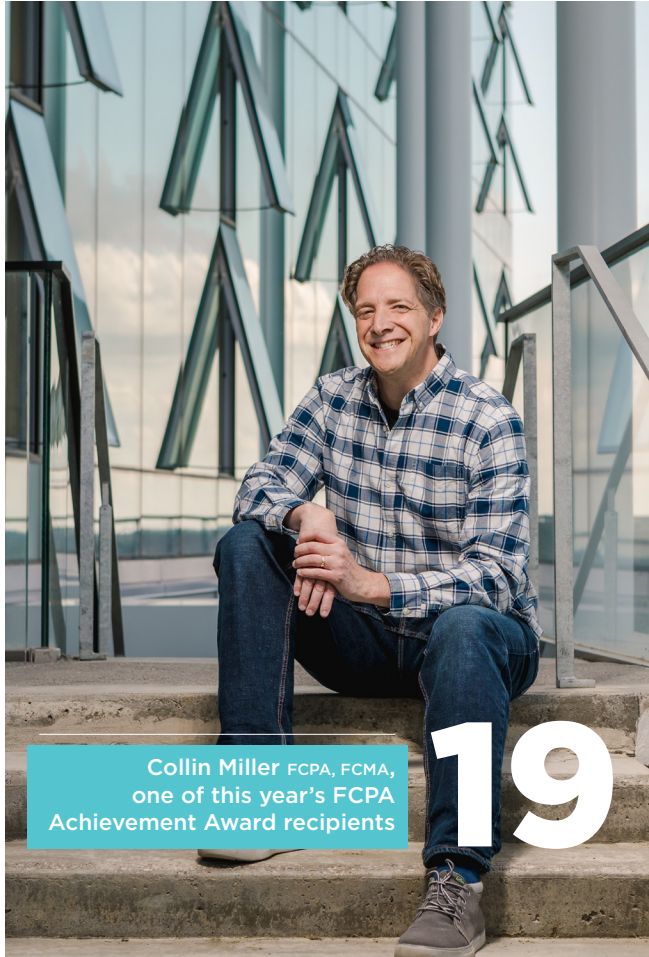
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*Dividends* is published by CPA Alberta. The magazine is distributed to more than 29,000 readers.

*Dividends* explores the issues and opportunities faced by Alberta CPAs and celebrates their achievements. It also keeps Alberta CPAs up to date and engaged with the profession and their colleagues.

## FROM THE PROFESSION



Rachel Miller FCPA, FCA

### Giving your all

A message from CPA Alberta CEO  
Rachel Miller FCPA, FCA

I have always believed you can and should be selective with how you devote your time. Once you have decided to dive into any undertaking, you commit to it fully, bringing all of your expertise, judgement, and intelligence to the task.

This year's CPA Alberta Achievement Award recipients are evidence of what can be accomplished when you do so. Their dedication and contributions have had a tremendous, positive impact on communities, organizations, and individuals here in Alberta and across the globe. Having the opportunity to formally recognize and celebrate these outstanding CPA colleagues is something I always look forward to. Being able to once again do so in person this year at

the Elevate Awards Gala made it even more meaningful. You can read all about this year's recipients starting on page 6.

Also in the pages of this issue is another group of dedicated individuals. These Alberta CPAs have committed to serve their profession by putting their names forward for election to the CPA Alberta Board. I encourage you to reward their initiative by taking the time to cast an informed ballot. That means carefully reviewing each candidate's information and considering which of the candidates best matches your vision for the profession and is best suited to act as your voice on the board. Voting for the CPA Alberta Board opens in late August and runs through most of September.

In the meantime, I hope this summer you commit some time to relaxation and those things that bring you joy!

## Welcoming new senior leaders

CPA Alberta is pleased to announce recent additions to the organization's senior leadership team.

First, Cindy Priebe FCPA, FCMA has transitioned from Chief Financial Officer to Chief Operating Officer. In this new role, Cindy oversees the organization's strategic and business planning, human resources, office services, and business systems functions. As a result of that change, Min Yao CPA, CA has moved into the Chief Financial Officer role. Min previously served as the organization's Director of Finance and brings over 16 years of experience to the position. Min has been serving the accounting profession since 2008 and previously worked for local and national public accounting firms in Alberta. Min holds a Bachelor of Commerce Degree (Finance) and a Master's Degree (Management Science). She received her designation in 2008 and in 2015, she also received her Certified Payroll Manager designation.

Another experienced CPA Alberta team member, Bronwen Webster, has also joined the organization's senior leadership team. Bronwen is Senior Vice President, Member Engagement and Development. Bronwen's areas of responsibility focus on the resources and products the

organization provides for Alberta CPAs, including professional development opportunities and member advisory and engagement activities. Bronwen has held various leadership roles in marketing and student recruitment, and most recently was the Director of Member Products and Services. Bronwen also represents CPA Alberta as the Chair of the national Professional Learning and Development Strategy Committee, a working group that develops and oversees the implementation of strategies related to the entire spectrum of professional learning and development activities.

Finally, Joanne Rosnau has joined CPA Alberta as Senior Vice President, Communications and Recruitment. In this role, Joanne oversees areas including the organization's communications, external and government relations, and recruitment initiatives. Joanne previously worked for the Government of Alberta as Executive Director of Insights. In this role, she oversaw a team of communications professionals responsible for speechwriting, correspondence, media monitoring and issues tracking, communications planning and events, public opinion research, public engagement, and crisis communications.



## Budget-friendly activities

Looking for cost-effective activities to keep you entertained this summer? Explore these attractions in Alberta.

### Get lost in a book at the library

Throughout the province

**Address:** Calgary Central Library: 800 3 St. S.E., Calgary

**Address:** Stanley Milner Edmonton Public Library:  
7 Sir Winston Churchill Square Centennial Plaza, Edmonton

**Price:** Free

Do you want to escape the heat of summer and dive into a world of new adventure? Explore your local library! These days, many libraries are so much more than just books—even though that in itself is a good enough reason to visit—and they are completely free! In particular, both flagship libraries in the province's two main cities are breath-taking and offer a wide variety of activities and resources.



Calgary Central Library

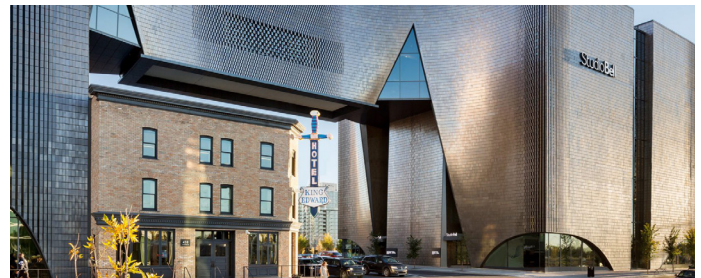
Stanley Milner Edmonton  
Public Library

### Indulge your love for music at Studio Bell

**Address:** 850 4 St SE, Calgary

**Price:** Pay what you can

Calgary is home to Studio Bell, Canada's National Music Centre, dedicated to celebrating music in Canada in all its forms. This must-visit for music lovers includes the Canadian Music Hall of Fame, plenty of exhibitions to visit and performances over the weekend.



### Visit Edmonton's Neon Museum

**Address:** 104 St. and 104 Ave N.W., Edmonton, AB

**Price:** Free

Take a walk down memory lane and marvel at vintage neon signs in Edmonton's warehouse district. These signs have been collected and expertly restored to showcase business from the city's past. With over 20 signs displayed, it will feel like you have been transported back in time.



### Experience the world-famous Gopher Hole Museum

**Address:** 208 1 St. S.W., Torrington, AB

**Price:** Admission by donation

Alberta is full of unique finds and this museum is on top of the list. This museum features one-of-a-kind dioramas of stuffed gophers dressed in tiny outfits to depict townspeople in various scenes. Spend the afternoon at this hidden treasure.



## Questions not-for-profit boards of directors should ask about overseeing management of risk

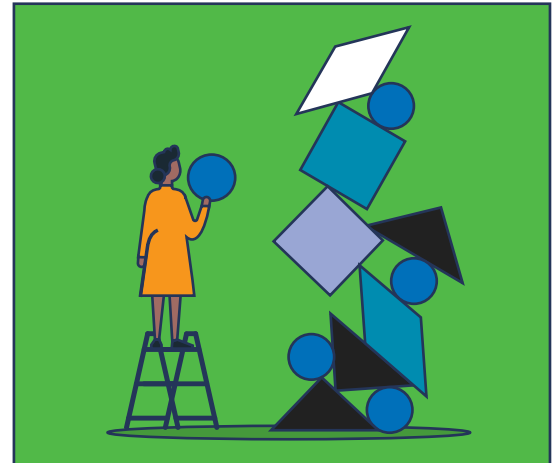
This article originally was published by CPA Canada.

Boards of directors for not-for-profit (NFP) organizations look to staff members to manage the day-to-day operations, while much of a board's work comprises of approving policies and strategies and making larger decisions about risk. As such, a key component of a board's role is to know the risks to look out for.

If you are sitting on a board or are interested in a position, here are a few questions about risk management that should be on your radar:

- How can the board prepare itself to oversee risk and establish risk policies?
- What should the board expect from staff in terms of assessing risks and developing risk strategies?
- What information should you expect to get from staff on risk performance and what have you learned from crises?
- How can the board measure its own effectiveness in overseeing risk management?

For more questions and topics you should consider, visit [cpacanada.ca](http://cpacanada.ca) and search: "twenty questions for nfp directors on risk".



## New members of the Canadian Accounting Hall of Fame

Three Albertans were recently announced as inductees into the Canadian Accounting Hall of Fame (CAHF): the late Francis Winspear OC, FCA was recognized as a "Founder of the Profession" and Mike Gibbins FCPA, FCA and Dick Haskayne OC, FCPA, FCA were inducted as "Leaders of the Profession". The CAHF was established by the Canadian Academic Accounting Association to recognize and honour individuals who have made significant contributions to the development of the Canadian accounting profession or, as Canadians, significant contributions to the development of accounting elsewhere in the world.



**Francis Winspear** is an Alberta business icon. He founded his own accounting firm in Edmonton in 1930; by the time it merged with a Deloitte predecessor firm in 1980 it had offices across the country. In addition to the firm, Francis was actively involved in multiple businesses as well as the profession, community, and academia. Perhaps he is most remembered, however, for his philanthropy, particularly to arts and education organizations.



**Mike Gibbins** had an extensive career in academia prior to his retirement, including holding the Winspear Foundation Distinguished Chair in Professional Accounting at the University of Alberta for over 20 years. His introductory accounting textbook and lectures launched the accounting careers of thousands of professionals. He was also extensively involved in the profession and various academic bodies during his career.



**Dick Haskayne** is one of the most highly regarded and well-respected business leaders in the country. After receiving his designation, he spent his career in leadership roles in the oil and gas industry. His commitment to and passion for ethics, social responsibility, and governance extended through his numerous corporate director and board chair roles. He is also well known for his philanthropy, including his extraordinary support of the University of Calgary.



## Canadian volunteering statistics

We all recognize the benefits of volunteering and giving back to your community. As Canadians, where do we contribute most of our volunteer efforts and who is volunteering? Statistics Canada's survey results from 2018, which were publicly released in 2021, identified the types of organizations that receive the most volunteer hours and the age group that is more likely to volunteer.

- Based on respondents, in 2018, nearly 12.7 million Canadians volunteered for charities
  - This accounted for approximately 1.7 billion hours of volunteer activities
- Baby Boomers (those born 1946 to 1965) and Matures (those born 1918 to 1945) were more likely to volunteer their time
- Formal volunteers, those who volunteered on behalf of a specific organization, on average decided to spend their time on health, recreation, faith and cultural programs.

**If you are interested in volunteering, visit:**

[www.cpaalberta.ca/Services/Volunteer-Opportunities](http://www.cpaalberta.ca/Services/Volunteer-Opportunities)  
for a list of opportunities available within the profession and with organizations in Alberta.

<https://www150.statcan.gc.ca/n1/pub/45-28-0001/2020001/article/00037-eng.htm>

### Where volunteers spend their time



- Hospitals
- Religious organizations
- Sports and recreation
- Arts and culture
- Health
- Fundraising
- Education and research

## Operate with purpose

Many CPAs and business professionals are looking to advance in careers that align with their values, while more organizations are embracing a purpose-driven path to go beyond profit. This reality has inspired the theme of CPA Canada's The ONE Conference this year. "Operate With Purpose" is inspired by this shift in the market and understanding the potential it creates for the profession. The conference features great keynote speakers like Masai Ujiri, Vice-Chairman and President of the Toronto Raptors; future expert Dan Pontefract; and Janet Bannister, Managing Partner of Real Ventures and Founder, Kijiji.

This year, The ONE is being offered in partnership with CPA BC. You can attend The ONE in person in Vancouver or join virtually to explore the human elements of business that promote long-term success. You'll learn how to align process, performance, and people while exploring key issues in leadership, tax, sustainability, data, talent strategies and more!

**For more details or registration, hop online to** [theone.cpacanada.ca](http://theone.cpacanada.ca).





# *Achievement Award Recipients*

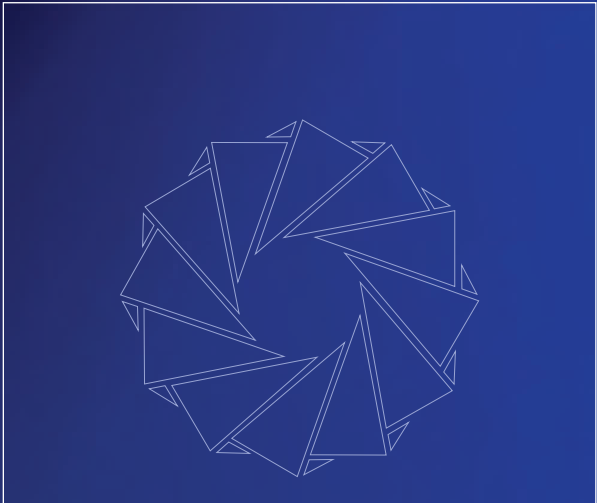
Drive. Dedication.  
A desire to make a difference.

The Alberta CPAs honoured with CPA Alberta Achievement Awards in 2022 have made invaluable contributions to the organizations they have served and the causes to which they have dedicated themselves. We are pleased to shine a spotlight on their exceptional contributions and achievements. They are the 2022 CPA Alberta Achievement Award recipients.



Photography by Laughing Dog Photography, Trudie Lee Photography, and supplied





# Lifetime Achievement Award

An absolute commitment to improving their profession and their communities. Not only meeting, but far exceeding, expectations. Impeccable integrity and professionalism. The Lifetime Achievement Award is awarded to those CPAs whose continual commitment to the betterment of their profession, their communities, and the organizations they have served is unparalleled.



**Janice Rennie** FCPA, FCA

**T**hroughout her career, Janice has displayed the knowledge, commitment, and integrity that are fundamental to advancing the reputation of CPAs. She is a corporate director and current Chair of EPCOR Utilities Inc.

Janice is a sought-after corporate board member due to her extensive experience and expertise. In addition to her EPCOR role, she serves on the boards of Major Drilling International Inc. and West Fraser Timber Co. Ltd. She has also previously served on the boards and audit committees of Capital Power Corp, bcIMC Hotel Group, CHIP REIT, Greystone Capital Management Inc., Matrikon Inc., Methanex Corporation, NOVA Corporation and NOVA Chemicals Inc., Teck Resources Ltd., and Westjet Airlines.

Active in the not-for-profit sector, Janice has lent her time and knowledge to numerous organizations, including the Edmonton Community Foundation, United Way, Edmonton YMCA, STARS, and the Stollery Children's Hospital Foundation. She also chaired the audit committee of the province of Alberta and served on the Dean's Advisory Committees of the Faculties of Business and Medicine and Dentistry at the University of Alberta.



Within the profession, Janice served a term on the Institute of Chartered Accountants of Alberta Council, was an inaugural member of the board of what is now the CPA Education Foundation, has instructed for the profession and has acted as a mentor to many. Janice received Fellowship in the profession in 1998 and the Institute of Corporate Directors in 2012.

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*"I feel most grateful for the support I have gotten from some incredible mentors, especially in the early days of my career during what was a pretty male-dominated world. They did things such as standing up to a client who didn't want 'a girl' running their audit and inviting a young female onto an all-male board and mentoring me through that intimidating experience."*

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“

My values are straightforward: Do unto others as you would have them do unto you. You don't get respect until you give it first.







“

When I was informed that I had been selected to receive this award, I was touched, humbled, and honoured.







### Mike Shaikh FCPA, FCA

**M**ike is a business and community leader with a lengthy history of service and accomplishments. He spent his more than 30-year career in the profession in various public practice roles, including leading his own firm. He has always been an engaged member of the profession, serving on numerous committees as well as on the board of what is now the CPA Education Foundation. Well known for his community service within Calgary and the province of Alberta, Mike is currently a director of the Paralympic Foundation of Canada, where he is the national chair of the ImagiNation campaign. As well, he is a director of the Alberta Children's Hospital, chair of Calgary Catholic Immigrant Services, director and past chair of Education Matters, and director of Calgary Counselling Services.

His numerous previous community roles include chair of the Calgary Police Commission, chair of the Calgary Police Foundation, and member of the Canadian Association of Police Boards and the Alberta Law Enforcement Response Team. He is also a past member of the Board of Governors and past Senator of the University of Calgary and has served as a director of Calgary Parking Authority, Canadian Air Transport Security Authority, Alberta Securities Commission, Entrepreneurial Chartered Accountants Society, and Honorary Consul for the Government of Pakistan.

Mike is also a founding member of three foundations to promote education: People for Progress Foundation, whose mandate is to achieve sustainable development of essential resources in developing countries by empowering impoverished individuals and communities through education, leadership, and partnership; Calgary Police Foundation, which develops and promotes prevention, early intervention, and education; and most recently World Literacy Foundation, Canada, whose mission is to promote literacy. Mike has received numerous awards and citations for his service, including Fellowship in the profession.

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*"My passion for professional excellence, public service, and community building stems from three simple words from my father: 'Learn, earn, and return.' He said these words to me countless times when I was growing up in Pakistan. These words are the foundation around which I have lived all aspects of my life."*

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**T**he upper echelon of the CPA profession. Natural leaders, capable of bringing people together to reach a goal. Significant achievements in all their roles. Fellowship is granted to CPAs whose achievements in their careers and the community have earned them distinction and brought honour to the profession.

Photography by Laughing Dog Photography, Trudie Lee Photography, 2D Studio Photographaphy, Ramsey Krunkel Photography and supplied



# *Fellows*

of the Chartered  
Professional Accountants



## Robert Borrelli FCPA, FCA

Robert is passionate about making a meaningful impact in the community, advocating for diverse and inclusive teams, and supporting the alumni networks he is associated with.

Throughout his career, Robert has demonstrated leadership in many ways. As a member of the Board of Directors for KPMG in Canada, Robert's involved in determining the strategic direction of the firm nationally and providing insights on regional practice matters.

Most recently, Robert was integral in the firm's response to the pandemic—ensuring a balanced approach between pivoting to remote work while prioritizing mental health and wellness initiatives to support team members. An alumnus and member of the Advisory Council for the School of Business at the University of Alberta, he is committed to promoting an environment of continuous learning and innovation that benefits the greater community.

Robert is also dedicated to supporting best practices as it relates to board governance. As a member of KPMG's Board Leadership Centre and the Executive Committee of the local chapter of the Institute of Corporate Directors, as well as instructor for the local Directors Education Program, Robert brings leading insights to directors across the country.



*"It is important to foster an environment where everyone can thrive and feel comfortable sharing their perspectives. Nurturing teams with people from diverse backgrounds, specializations, and lived experiences is critical to challenging preconceived notions, building an inclusive culture, and developing new strategies for growth and innovation."*





**Sherif Elbarrad** FCPA, FCMA

Sherif is a professor and associate dean at the School of Business at MacEwan University. He is an innovative leader, continually advancing accounting education in Alberta. After developing new tools, he willingly shares them with other educators, including through being a keynote speaker at the CPA Education Foundation's Conference for Academics and chairing CPA Alberta's Accounting Education Leaders Symposium.

Sherif cares immensely about accounting education and is always looking for new ways to teach, inspire, and create opportunities for students. He has published several books and is the author or co-author of over 20 peer-reviewed research papers since 2002. In recognition of his accomplishments, Sherif has received numerous accolades, including the Canadian Academic Accounting Association (CAAA) L.S. Rosen Award and Howard Teall Award. In addition to Sherif's contributions as an educator, he finds time to volunteer and give back to the community. He is a member of the Strategic Planning Steering Committee at the Al-Rashid Foundation, a founding board member of the newly formed Al Rashid Foundation of Canada, and an adjudicator of the Al-Rashid Education Foundation. Internationally, he is a member of the Human Health Education and Research Foundation (HHERF) Academic Council.



*"I try to add value wherever I can.  
In Albert Einstein's words, 'Do not try to  
become a person of success but try to become  
a person of value.'"*





## Ray Hawrelak FCPA, FCA

Ray has made significant contributions to the profession and to the Edmonton and broader community throughout his entire professional career. Organizations he has positively impacted include the Edmonton Chamber of Commerce, Riverbend United Church, FEI Canada, and CPA Alberta.

Ray started his career with Clarkson Gordon before taking a position at Princeton Developments Ltd., where he ascended to their most senior financial role as Vice-President, Finance. During his tenure, the company tripled its real estate holdings across western and northern Canada. Over 20 years, he led the company through substantial technological change and a variety of economic conditions and substantial growth, culminating in the sale of the assets in 2006. Ray then continued using his expertise in senior leadership positions with a number of entities in a variety of industries. In each of these roles the requirement was the same: they needed a senior financial executive to solve a problem or lead them through a significant transition. Ray was always up to the task. He continues to serve a number of these entities as a part-time CEO, CFO, or director.



*"Growing up on a farm, where we often had to find our own, sometimes creative, solutions to the problems of the day, and perhaps coupled with community activities such as my involvement with the local 4-H Beef Club, where our motto was "Learn to Do By Doing", I was able to develop a common sense approach to problems and a work ethic that has served me well through many situations in a variety of circumstances.*

*The 4-H pledge is, and always has been, embedded in my memory: 'I pledge my Head to clearer thinking, my Heart to greater loyalty, my Hands to larger service, and my Health to better living, for my club, my community, and my country.' Aside from being an honorable mantra, for me there is a tremendous sense of satisfaction and achievement in being able to help where I can."*





## Fellowship Recipients 2022

**Kent Kaulfield** FCPA, FCA

Kent has had a fulfilling and vibrant career with EY, spanning three provinces across Canada and more than 25 years. Through his leadership efforts, Kent has enabled EY to make meaningful progress towards its purpose to “Build a Better Working World.” His commitment to diversity and inclusion and advancing meaningful Indigenous relations have helped EY shape and improve the future, as well as its people, clients, and communities.

Most recently, Kent assumed the Chief Sustainability Officer role and is the firm’s Environmental, Social, Governance (ESG) Markets Leader. In addition to driving the development of internal sustainability policies and programs, Kent helps companies develop and drive comprehensive ESG strategies, identify emerging opportunities, and adopt innovations and technologies to create long-term value and realize sustainable growth in a rapidly evolving market.

Kent is very involved in the greater community. He is a current board member of West Island College in Calgary, and previously served as a board member and committee chair for the Shock Trauma Air Rescue Services Foundation (STARS) and Habitat for Humanity Edmonton.



*“Leadership is a journey. It takes time, effort, and an authentic desire to grow, and evolves over a lifetime. Characteristics and styles that brought me early success in my career needed to grow and evolve as my roles changed over the years. I have found humility and vulnerability play increasingly important roles in leadership as you move through your career.”*







## Deb MacPherson FCPA, FCA

Deb is the Tax Business Unit Leader for KPMG's Regions West practice. She leads KPMG's regional tax teams and works directly with clients to provide tailored solutions for a wide range of Canadian taxation challenges. Deb is also KPMG's Family Office Leader for Regions West, which provides a broad range of services to family businesses.

Deb has shared her professional expertise throughout her career. She has been a regular presenter or panelist in seminars and forums to educate clients, industry contacts, and accounting professionals. She has also provided insights and analysis through media interviews when there is a new federal budget.

Deb has been a passionate and active volunteer and supporter in her community and in the accounting profession. She has served on the board of Special Olympics Alberta for five years, including serving as chair for the past two years. Following her passion and interest in health care, Deb also served as vice-chair of the board of Hamilton Health Sciences, treasurer and board member for Hamilton Health Sciences Foundation, and numerous roles for the Hamilton Wentworth Victorian Order of Nurses Foundation.



*"You can do more than you think you can. I've appreciated all the people in my life who challenged me and said, 'why can't you do that?' Women, in particular, often believe that they need to be 120% prepared for a new role—I've learned that sometimes you just need to believe you can do it and take the leap."*



**Margaret McKenzie** FCPA, FCA

Margaret has consistently demonstrated a high level of integrity, leadership, and professionalism. She has more than 30 years of experience in the energy sector in the areas of management, finance, accounting, compensation, and corporate governance. From 2000 to 2014, she was a co-founder and CFO of four private energy companies: Profico Energy Management, Spur Resources, Home Quarter Resources, and Range Royalty Management. She is also a busy corporate director.

Margaret's commitment extends into the community. Notable involvements include serving on the fundraising committee to build the Alex Community Food Centre in Calgary, which is a welcoming centre that provides people with access to high quality food and educational programs to reduce food insecurity. She also served as a director of the Leighton Art Centre during a period of reorganization and helped improve its governance and accounting systems.

Margaret recently joined the Calgary advisory committee for the Advancing Women Executives network, a program developed in conjunction with McKinsey & Co., to accelerate the number of women in CEO roles and to maximize their impact as leaders.



*"Early in my tenure as a corporate director, someone gave me the feedback that my highest value add to the boardroom was to be confident and express my views on things where I had deep knowledge, as well as to be a good listener and ask good questions on the matters where others had more expertise. I think this has made me a more effective corporate director."*



## Colin Miller FCPA, FCA

Colin specializes in assisting clients in corporate and personal income tax advisory, tax compliance services, and business planning, and is particularly well-known for his expertise in tax matters for the agricultural industry and Indigenous clients. He is always eager and willing to share this expertise to benefit colleagues and the public more broadly, doing so through numerous publications, lectures, and presentations.

Colin also exemplifies community service, serving many community organizations, including the University of Lethbridge, Southern Alberta Art Gallery, Chamber of Commerce, Habitat for Humanity, and tax clinics for low-income seniors.

Of particular note is his service to the University of Lethbridge Planned Giving Committee, including time as its chair. The committee helped the university grow its legacy giving program through building connections to donors and a proactive approach to reach professional advisors. He also served the university as a member of the Advancement Committee, Board of Governors, and the Advisory Board for University President, as well as judging on the faculty case competitions for many years.



*"In this profession, I have found you are successful when you can demonstrate to clients and team members that you can enhance the values of growth, security, and education for them."*





**David Niebach** FCPA, FCGA

David has over two decades of experience in accounting, finance, enterprise risk management, strategy development and execution, and leadership development and coaching. During this same time, he has demonstrated significant dedication to giving back to both the profession and his community in leadership roles.

David is a strong supporter of the CPA designation and the accounting profession, and has demonstrated a genuine passion for accounting education. He truly cares about the future of both the profession and students. As such, he has dedicated countless hours to CPA Alberta's student recruitment efforts to enhance awareness of the accounting profession. He also served as a CPA Employer Advisory Panel member for the CPA Western School of Business (CPAWSB) and was a member of the JR Shaw School of Business (NAIT) Accounting Program Advisory Committee (PAC), including time as chair.

David shaped, grew, and fostered a culture of mentorship and leadership while at PCL Construction. He dedicated himself to ensuring that existing leaders and the leaders of tomorrow were equipped with the skills, knowledge, and expertise required to grow the company and maintain its success.



*"The advice I would pass along is: be curious, explore, and be adventurous. Great things happen when you open yourself up to new opportunities and test your limits. I would also share my favourite quote from Chuck Swindoll: 'Life is 10% what happens to you and 90% how you react to it.'"*





## Shannon Ryhorchuk FCPA, FCA

Shannon is a sought-after, highly respected, and high-performing partner and leader at PwC Canada. Over the years, she has served some of the most complex and challenging clients of the Canadian firm, leading with strong business acumen and practical, informed advice. Through her professional work, Shannon has impacted many organizations, providing valuable advice and guidance.

Shannon is a leader within PwC at the local, national, and global levels. She has served as the managing partner of the PwC Calgary Assurance practice and has also been part of PwC's National Assurance Leadership team, providing strategy and governance in areas of firm operations, people strategy, and client service. Most recently, Shannon serves as the Canadian Partner responsible for the firm's Independence Office and sits on the Global Network Independence Leadership Team, the first Canadian representative invited to do so.

Shannon has been an active volunteer throughout her career, dedicating her time and energy to important causes and contributing to her community. For many years, she served the United Way of Calgary and Area and is currently on the Board of Governors of Mount Royal University.



*"The accomplishments I am most proud of seem to have come every time I put my hand up or took a chance on doing something new or unexpected. That still inspires me and, over the years, contributed to my and others' success. My advice to pass along would be to have purpose and passion in everything you do...and don't forget to put your hand up and take chances—you never know where it might lead."*





**Janet Segato** FCPA, FCMA

Janet is the Dean of the SAIT School of Business, a role in which she has focused on shaping the future of education. Under her leadership, instructors are inspired to be innovative and deliver cutting-edge programming and learners are encouraged to become leaders. Janet led the expansion of SAIT's Bachelor of Business Administration degree, adding five new majors. This increased the number of students studying at the degree level at SAIT and brought degree-level education with excellence in applied learning to business students. Janet was instrumental in bringing legacy accounting designations to campus to ensure business students considering a career in accounting understood the pathways to designation. As the profession moved towards one designation, Janet played a lead role in ensuring SAIT programs were aligned and current on CPA competencies.



*"I taught my first class in 2000: Introduction to Management Accounting. On the first day, I stood at the front of the class terrified, thinking about hiding in the back row. However, after 15 minutes of class, I experienced the power of education to change lives, not only for students but for educators. I remain incredibly grateful for that first classroom experience and how it led to a career in education I had not imagined."*





## **Bradley Severin** FCPA, FCA

Brad was once described as an “eminent tax accountant” by former Prime Minister and federal Finance Minister, the Right Honourable Paul Martin—an apt description. Brad specializes in consulting in the areas of Canadian and international taxation matters, including corporate reorganizations, mergers and acquisitions, and succession planning for family-owned businesses.

Brad has shaped public policy through his involvement with chambers of commerce and has successfully advocated at the federal level for changes to the Income Tax Act and Alberta Personal and Corporate Income Tax Acts. He also served on the Executive Committee of the Alberta Chambers of Commerce for six years, including as chair. Through these efforts, Brad has helped influence elected officials and senior government officials for policies beneficial to Alberta’s business community.

A significant contributor to tax education, Brad served as a director of the Society of Tax and Estate Professionals National Education Committee and is an author and presenter of papers and course materials for Canadian Tax Foundation (CTF), Federated Press, Video Tax News, and the CPA profession.





## Jerry Snukal FCPA, FCA

Jerry spent his career in public practice, where he took a true and sincere interest in the welfare of his clients. Eager to share his wisdom, experience, and expertise, Jerry published a book titled *My Client, My Friend*, directed at public accounting practitioners. The book presents many of Jerry's experiences as a general practitioner and introduces public practitioners to various problems and circumstances they will encounter. He also taught courses for professional accounting bodies and post-secondary institutions.

As one of the few CPAs trained in dispute matters in Alberta, Jerry was frequently used by law firms to settle matrimonial property disputes, business valuation issues, and other contractual dispute matters. He also provided many years of fee mediations and arbitrations for the Institute of Chartered Accountants of Alberta and CPA Alberta for disputes between accounting firms and their clients.

Jerry also devoted and still devotes time to his faith community. He was treasurer and board member for B'nai B'rith Lodge 816, Beth Israel Synagogue, Calgary Jewish Centre, and Beth Tzedec Synagogue, among many other roles.







## Leontine van Leeuwen-Atkins

FCPA, FCA

Leontine became an audit partner with KPMG in the Netherlands in 1998, after gaining her CPA designation in Halifax and earning her Dutch CPA designation—the first Canadian CPA to do so. In 2006, she returned to KPMG Calgary, where she was the lead engagement partner on many public company accounts. Leontine also served on the KPMG National Board of Directors and was one of KPMG Canada's IFRS leaders.

Leontine takes her role as a CPA very seriously and has used her strong technical skills and leadership abilities to help in the community. Leontine's interest in helping children led her to working with UNICEF Canada as a member of Calgary's Patron Council. As well, her contributions as a director of both the Glenbow and Heritage Park museums have kept these institutions on a strong governance and financial footing. Leontine has also sat on the board of Calgary Economic Development and has volunteered her expertise in a number of roles with the Institute of Corporate Directors.

Since leaving KPMG in 2019, Leontine has embarked on a significant board career.



*"What accomplishments made me feel the most alive is a tough question! I could respond with family, degrees, career successes, and board appointments, but intelligent and thoughtful conversations and discussions excite me! There is nothing more rewarding than learning something new from someone, from challenging paradigms, and from gaining new insights."*



## *Distinguished Service Awards* 2022

Their impact is outsized. Their contributions to the success of projects is immense. Their expertise and leadership make a difference. Their contributions bring honour to the profession and help to ensure it will remain influential and respected for years to come.

### **Jeff Allison** CPA, CA

Jeff has been in public practice for over 30 years with both large and small firms. Active in the community, Jeff has served on the boards of several non-profit organizations, including the Calgary Hays and Calgary Shaw Progressive Conservative Constituencies, Edmonton Kinsmen Club, Yalenka Ukrainian Dancers Society, and Volunteer Action Centre. Jeff has also made significant contributions to his faith community at Calgary Central Seventh-day Adventist Church over the past 20 years, in particular the Divorce Care Ministry his church runs twice a year which has helped many participants get through a difficult period in their lives.



### **Phoebe Elliot** CPA, CA

Phoebe is a principal and director of standards at Kingston Ross Pasnak (KRP) LLP in Edmonton. In her roles as member and chair of CPA Alberta's Practice Review Committee, Phoebe has exemplified exceptional professional competence, integrity, and a commitment to upholding the standards of the accounting profession. Colleagues say she has an infectious enthusiasm for accounting and assurance, combined with a relaxed and self-deprecating attitude.

"My career has given me the skills to contribute meaningfully through my volunteer work, and the experience I have gained through volunteering has directly impacted my professional abilities. I think of giving back as an integral part of my growth as a professional and as a person," says Phoebe.

## Richard Gil CPA, CA

Richard's leadership has been instrumental in the development and growth of Mowbrey Gil to a 60-person firm. He has also made a significant impact on the community, best exemplified with the service and expertise he has provided to Ronald McDonald House Charities Alberta (RMHC Alberta) as a director and officer. Richard has brought financial acumen and discipline to the organization at a critical time and was actively involved with the merger of the two Ronald McDonald House chapters across the province. His leadership has contributed to RMHC Alberta turning a significant operating deficit into a significant surplus, while also building a new facility in Medicine Hat.



## Cheryl Gray CPA, CMA

Cheryl is an innovative and progressive business leader who can take highly complex business issues and translate them into meaningful outcomes for customers and stakeholders. She is well respected and a role model for women and CPAs who has provided mentorship formally and informally to those just starting their career or looking for future guidance in their career. Cheryl says, "Investing time to mentor individuals helps them grow and develop, and seeing the outcomes of this have been very rewarding. I typically spend my time mentoring people on the soft skills that will improve their ability to execute on their foundational CPA knowledge."

## Calvin Klontz CPA, CGA

Calvin has a passion for supporting the not-for-profit sector. In 2017, he joined the Alberta Community Ambassadors as chair for the Edmonton Metropolitan Region, working towards the group's mission of matching Alberta CPAs with community organizations that could benefit from the expertise of a CPA volunteer. "My CPA training has complemented prior interdisciplinary education and opened up a perspective on strategy, risk, purpose, goals, and objectives," says Calvin. "It has allowed me to have a broader perspective and develop critical thinking to look at non-profit issues more holistically and strategically."

Calvin joined CPA Alberta's Advisory and Collaboration Committee in 2018, serving as chair in 2021-22. This committee is comprised of chairs and vice-chairs of Chapters, Practitioners Groups, and Alberta Community Ambassadors in Alberta, with the purpose of collaborating and sharing best practices between groups.







### Hetal Kotecha CPA, CA

Hetal is a sought-after expert in the field of international and transactional tax. An active volunteer professionally and in the community, Hetal served as a member and president of the Canadian Petroleum Tax Services Society (CPTS) Board of Directors. He also served as a board member, president, and lifelong volunteer for BAPS Swaminarayan (Canada) Sanstha, playing an instrumental role in helping to launch the construction of their first temple in Calgary.

"Given CPAs' role in the business community, I feel it is important to give back by volunteering at an institution level, or alternatively, simply giving individuals a helping hand by being a mentor or role model," says Hetal. "By doing so, I hope it inspires others to give back to their community."

### Obed Maurice CPA, CA

Obed credits his CPA designation with being instrumental in his career. "It allows for lifelong learning and continuous progress, and I get to work with people of incredible integrity and character," he says. "The designation has given me more opportunities than I ever imagined and allowed me to provide a meaningful impact in every role I've taken."

Most recently, his roles have centred on developing technology to greatly benefit his profession, clients, and CPA colleagues. Obed has founded multiple companies, including a technology start-up and one of Canada's first virtual CPA firms. Obed is now a partner at Avail LLP and continues his work leading businesses through digital transformation and growing the firm's cloud accounting practice.



### Wayne Morgan CPA, CA

Wayne's commitment to and interest in the quality of Canadian assurance standards and their application in the public sector is evident in his personal commitment to making a difference to both the development and use of assurance standards foundational to the profession. He leads the Professional Practice area of the Office of the Auditor General of Alberta and serves on Canada's Auditing and Assurance Standards Board and as a member of Canadian Council of Legislative Auditors' Practice Excellence Committee.

His background and support are a fundamental part of Wayne's outlook and success. "My rural Saskatchewan upbringing esteemed community, education, faith and hard work, and my parents demonstrated a public spirit of service to others," Wayne remarks. "The support of my wife, children, employers and mentors has also been instrumental."





## Mehriban Salimova CPA, CMA

Mehri is described as a servant leader and outstanding individual by her peers within the energy industry. She has inspired and mentored generations of accountants from Azerbaijan, the United Kingdom, and Canada. An active volunteer, her impact on people of all levels and her willingness to get involved in areas such as education, not-for-profits, and professional organizations have left a meaningful impact on all she has worked with. Mehri says, "The chance to give back and to meet so many wonderful people across different industries and functions has been exceptionally rewarding. If I was able to help one person in my life, then it was worth it."



## Darcy Yamada CPA, CA

"My CPA designation has allowed me to have a varied and rewarding career in public practice, industry, and education. The credibility that the designation instantly provides has opened doors to career and volunteer opportunities that have both shaped who I am and allowed me to make an impact," says Darcy. That impact comes from, among others, being the partner sponsor of EY Edmonton's Diversity Equity and Inclusion Committee, educating and promoting awareness of issues and unconscious biases surrounding diversity, equity, inclusion, and belonging. He has also served on the board of the Alzheimer Society of Alberta and Northwest Territories since 2015, including serving as president of the society during which he helped the organization weather the COVID storm.

**CPA** CHARTERED PROFESSIONAL ACCOUNTANTS ALBERTA

## Shine a spotlight on a deserving colleague

The **CPA Alberta Achievement Awards** recognize Alberta CPAs have brought honour to the CPA profession in Alberta.

Nominate today at [cpaalberta.ca/AchievementAwards](https://cpaalberta.ca/AchievementAwards)



# Early Achievement Awards 2022

Their years in the profession may be short, but the list of their achievements is already long. They are already standing out as model professionals.

The Early Achievement Award recognizes CPAs who have had a significant achievement or achievements in their first ten years as a CPA.

## Jennifer Freitas CPA, CA

After several years working in public practice, Jennifer transitioned into internal audit. Her passion for and expertise in this field has led her to progress quickly in her career and become a leader and innovator in the global internal audit community.

### What was the most challenging experience you encountered in serving others and why was it valuable?

Failure is a part of the journey. To grow you must face challenges, hardships, and setbacks. I have had many of these in my career and when I reflect back on it all, it is about finding resilience to push forward and pivot, trying again to do better and be better, and always giving yourself grace.



## Levonne Grier CPA, CMA

A strong ambassador for the CPA program, Levonne is an excellent role model for future candidates, acting as a CPA program leader and mentor. She is also active in the community with diverse organizations, including Shadow Theatre and Financial Executives International (Edmonton Chapter).

### Why is it important for you to give back?

I find joy and a feeling of fulfilment in acts of giving and kindness, with the overall goal to make the world a happier, fuller place. The ability to use the skills acquired as a designated accountant to give back to the community and engage with and promote future helping hands both drives and inspires me.

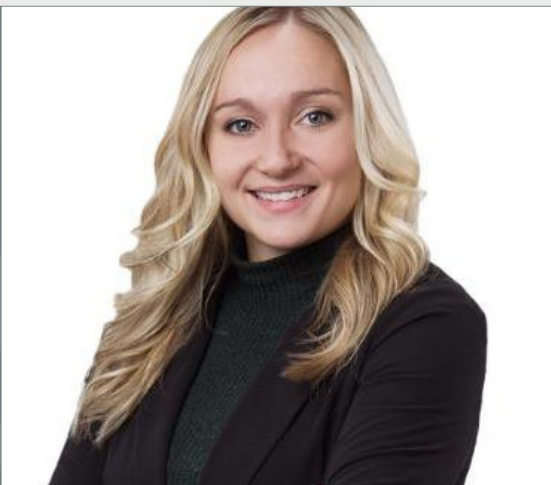


## Danielle Marcucci CPA

Danielle's commitment and dedication to the profession as well as her care for the concerns and passions of others, make her stand out as an exceptional leader and role model for developing CPAs. Danielle volunteers in various capacities to support her colleagues in pursuing their CPA designation. She also volunteers or has volunteered for DirectHer, the Calgary Exhibition & Stampede, the Boys & Girls Club, and Women in Need Society.

### How has the CPA designation impacted you?

In more ways than I could have ever expected. Outside of the valuable technical and professional skills I have gained, the designation has helped shape my confidence and taught me how I can give back to my community using the skills that I have developed as a CPA.



## Kristen Miners CPA

Kristen's strong work ethic and ambition have resulted in significant professional growth during her six years in the profession. Happy to share her knowledge and expertise, she is a "go-to" technical resource and has developed and facilitated training sessions for her team members. To strengthen her community, Kristen also devotes a significant amount of time annually to volunteer positions and actively encourages and supports colleagues to become involved.

### Why is it important for you to give back?

By giving back to the community or to peers through mentorship, etc., you are supporting organizations/individuals that require help, even if at times they don't know it. Not only could you be changing the lives of others, but you are also growing as a person, as giving back teaches you compassion and empathy. I truly believe it makes you a better person.

## Faezeh Moeini CPA

Faezeh has dedicated her time to building the next generation of CPAs by developing training material and by acting as a mentor. She is also a thought leader in the areas of goods and services tax/harmonized sales tax and the auditing of post-secondary institutions. Faezeh can also be found providing financial advice and fundraising for local charities, participating in the CPA Canada's Martin Mentorship Program for Indigenous high school students, and welcoming new immigrants.

### What about volunteering makes you feel the most alive and why?

My favorite part of volunteering is empowering people and seeing them achieve their goals. I thrive by meeting people and building connections, and my soul is energized when I can use my skills and knowledge to help others. It is even more satisfying because I always get to learn from them, too.







### Katrina Neufeld CPA, CMA

Katrina has made multiple meaningful contributions at ATB Financial. These include creating improved forecasts to aid in the monthly and quarterly review process, overseeing the consolidation of three lines of business into one, and working on a project that led to identifying over \$50 million in sustainable cost-saving opportunities across ATB. Katrina is very willing to give back to her community, especially when she can mentor young professionals. Katrina has volunteered as a mentor for the CPA profession's mentorship program and as Accountant in Residence at NAIT's JR Shaw School of Business, where she helped provide students with a glimpse of real-life experience of working in industry and provided instructors with a view of current trends in the expectations in the workforce.

### Scott Perry CPA, CA

Scott has made significant contributions in the advancement of green energy infrastructure, making a positive impact in the reduction of carbon emissions and promotion of the new green economy. He is also actively involved in the green energy regulatory process as a board member of the Independent Power Producers Society of Alberta and as a member of the Canadian Renewable Energy Association.

#### Who or what has been instrumental to your success and why?

Most of all, having a young family has compelled me to strive for a brighter, greener future as we aim for an emission-free electricity sector. I am grateful to the teams in the field performing their jobs safely and reliably, who always had the patience and clarity to explain how their facilities operate, as well as an invaluable group of mentors who have provided direction along the way.



### Roy Twinn CPA

Roy is an accomplished young professional and a proud member of the Sawridge First Nation, where he contributes his accounting knowledge both at work as a corporate controller and as an Assembly member at the First Nation. A well-respected financial leader, Roy is known for his diligence, strong work ethic, and ability to build relationships. Roy gives back by encouraging young members in his community. He aspires to be an example to show that it is time to heal, and to start thinking of future generations.

#### Why is it important for you to give back?

It's my culture. It is embedded in my values and teachings from the First Nation. You take from the land you give back; you take the knowledge you gained, and you give it back to your community.

## Cathy Wheeler CPA, CA

Seen as an office leader who is willing to give her time and attention to those who are following in her footsteps, Cathy has been involved in developing the next generation of professionals. In the community, Cathy has been an invaluable volunteer for Make-A-Wish Canada for the past six years and has been involved in tax clinics for seniors for many years as a tax return preparer and clinic leader.

### Why did you chose the CPA designation?

I had a job as a student where I was in charge of “balancing the books” and I thought it was the best part of my shift. This stemmed an interest in accounting. I knew the CPA designation would open the most doors and provide the most potential to provide for my family and others.



## Brit White CPA, CA

Brit has been instrumental in the digital transformation of her firm's practice. She has also acted as a mentor for CPA students regarding work training and assisting with their preparation for module exams and the CFE.

Brit's impact has also been felt in the community, particularly at the Beaverlodge Daycare Society where she has been described as an absolute asset to the organization.

### What about volunteering makes you feel the most alive and why?

I have found that by volunteering I have been able to become a part of my small community. Before I started volunteering with the daycare, I had lived in Beaverlodge for four years, but it was just a place that my home was located. Once I started with the daycare, I was able to start my life in my small town.

## Justin Woodroffe CPA, CA

Justin was first a member of the Institute of Chartered Accountants Australia and New Zealand before he transferred to Edmonton. In his new home city, Justin has supported colleagues on facilitation skills, shared his passion for the community with his peers, and conducted interviews with community members to better understand their vision for Edmonton.

Perhaps the most notable of Justin's volunteer efforts is his more than 12-year involvement with the Movember Foundation, where he coordinates the firm-wide Movember efforts, helping to raise more than \$432,000 since 2014.

### How has the CPA designation impacted you?

It changed my life. It opened up doors I didn't know existed. It closed doors I didn't know needed to be closed. It has provided me a sound base to pursue a long and prosperous career.





# RENEW YOUR MOTIVATION!



## Eight Inspiring Approaches to Reignite Professional Learning

If professional development feels like a task rather than an opportunity, it might be time to shake things up. Garth Sheriff CPA, CA, Principal of Sheriff Consulting shares eight exciting approaches to professional learning.

Many people attribute their success to their memorable learning experiences. Garth Sheriff CPA, CA is one of those people. His unique career path led him to become a professional development course designer and speaker in 2011.

“What I learned in my journey was that I needed to understand why I was doing something in order to truly enjoy it,” says Garth.

He explains that he had this realization through professional learning.

“Being open to new professional learning experiences paid off for me in the long-run.”

He believes that with the major changes facing the accounting profession and the variety of learning opportunities available, now is a great time to consider how you can approach learning in a way that’s exciting for you.

From his unique perspective, Garth offers eight inspiring approaches to professional learning.

### 1. Ask yourself: What’s my biggest challenge right now?

Your biggest challenge today may give you an indication of what your professional development (PD) focus could be, Garth suggests.

Considering your current struggles could be a good starting point, as there may be PD courses on how to address those specific challenges. For example, if you feel stretched for time, there may be a webinar related to time management that interests you. Or, if your challenges are related to major topics in the profession, such as data analytics, blockchain, or machine learning, there may be courses that can give you knowledge and confidence in those areas.

## 2. Be aware of your current mindset

There is a big difference between feeling you have to learn something and wanting to learn something, according to Garth.

He explains that when you view learning as a benefit to you rather than a requirement, it becomes enjoyable. “There is so much creativity that comes from learning,” says Garth.

He suggests being aware of your mindset towards learning and then shifting your thoughts if needed.

## 3. Decide on what you want to learn and why

Garth recommends having a value proposition for yourself when it comes to professional learning—in other words, knowing what’s in it for you.

It helps to know the skills you want to attain or enhance for your future aspirations. Having a clear goal for yourself can make the learning process easier and more enjoyable.

He suggests asking yourself: what is the skillset I need to work on for my future?

“That’s how I found the excitement and engagement in learning,” says Garth.

## 4. Create your own personalized learning plan

“PD requires some planning,” says Garth. You can start by asking yourself what knowledge or skills you need in the short term and long term.

“If you plan to make career moves, you have to be nimble, curious, and creative,” he suggests.

This is where CPA Build®, a free online career reflection and future readiness program from CPA Alberta, can be useful. The program provides a guide to create or update your personalized learning plan. It can be accessed at [cpaalberta.ca/befutureready](https://cpaalberta.ca/befutureready).

## 5. Choose learning formats that you find entertaining

“Learning can be really fun!” says Garth, and that fun can be heightened through choosing a learning format that resonates with you.

Garth explains that over the past few years, he’s met hundreds of CPAs through the online PD courses that he teaches. “Some CPAs may have felt more engaged in this format while some may look forward to in-person learning again.”

Garth explains there are now many options, including apps such as Clubhouse or TikTok, which are used by many professionals for teaching and learning.

Through the profession, there are several learning format options that have the benefit of being free, like Peer-to-Peer Forums or free seminars.

Garth’s preference is to listen to podcasts that are related to his professional interests, and CPA Alberta has him covered there, too: the Straight from the CPAs Mouth series from the CPA Education Foundation’s Hesje CPA Knowledge Centre is one option for CPAs and members of the public alike.

## 6. Look for the ‘treasure’ in your learning experience

Garth advises going into PD courses with the intention of taking away at least one idea that you can apply in your work.

“Even if you learn one thing, it will be well worth the time,” he says, adding that the ‘treasure’ in the experience is often found in memorable stories.

What he loves most about learning is the unexpected results that often come with it.

“You never know when things will come together in an idea or some sort of change for the better.”

## 7. Break up the time commitment

Time can often be a roadblock to new learning experiences. So, Garth suggests breaking up the time commitment into smaller parts, if possible.

He also reiterates choosing topics that are interesting to you and that you want to learn about. This way, you can combine the goal of completing the course and learning with curiosity.

## 8. Discuss life-long learning with others

“The conversation about learning is easier than it’s ever been,” says Garth. “People seem more open and curious about learning.”

In his experience, he finds that people are interested in how to deal with change and become more adaptable.

He encourages all professionals to have these conversations with others as they can lead to amazing things.

Want to learn more from Garth? He is one of CPA Alberta’s most highly rated professional development instructors who leads courses in a variety of topic areas. Browse the full suite of PD sessions offered at [cpaalberta.ca/professional-development](https://cpaalberta.ca/professional-development).





Please note that, unless stated otherwise, access to publications, documents, and other resources referenced in all sections of Risk and Reputation can be found online at [www.cpacanada.ca](http://www.cpacanada.ca) by searching the document, webinar, or article name.

## Quality Management Standards

The Auditing and Assurance Standards Board (AASB) approved the new and revised quality management standards in January 2021. They include:

- Canadian Standard on Quality Management (CSQM) 1, *Quality Management for Firms that Perform Audits or Reviews of Financial Statements, or Other Assurance or Related Services Engagements*
- CSQM 2, *Engagement Quality Reviews*
- Canadian Auditing Standard (CAS) 220, *Quality Management for an Audit of Financial Statements*
- conforming amendments to other CAS

*The standards were issued in the CPA Canada Handbook – Assurance in May 2021.*

CSQM 1 requires firms to design, implement, and operate a system of quality management. CSQM 1 takes a risk-based approach to quality management, which is a significant change from the previous standard. In addition, the AASB expanded the scope of the standard: the previous standard, Canadian Standard on Quality Control (CSQC) 1, *Quality Control for Firms that Perform Audits and Reviews of Financial Statements, and Other Assurance Engagements*, did not apply to related services engagements, but CSQM 1 applies to all engagements for which there are standards in the *CPA Canada Handbook – Assurance*.

The AASB recognized that designing and implementing a system of quality management for the first time will be a significant undertaking. As a result, the AASB deferred the effective date of CSQM 1 as it applies to related services engagements by one year to December 15, 2023.

Firms that perform other services, including audits, reviews and other assurance engagements, will need to have a system of quality management in place by December 15, 2022. The effective dates of the standards are explained in further detail below.

### Conforming amendments to other standards

To complete the quality management project, including ensuring that quality management at the engagement level is addressed in all standards, the AASB approved conforming amendments to Other Canadian Standards (OCS) in March 2022. The conforming amendments were published in the *Handbook* in May 2022.

The conforming amendments include revisions to all standards in the *Handbook*, other than CSQMs and CAS 220, to establish that CSQM 1 and CSQM 2 apply and to set out the engagement partner's responsibilities for quality management at the engagement level. The effective dates of the conforming amendments vary depending on the nature of the engagement, as explained below.

### When are the standards effective?

CSQM 1 requires firms to have their system of quality management designed and implemented in for audits or reviews of financial statements or other assurance engagements by December 15, 2022. Recognizing the additional effort that may be required by firms designing and implementing a system of quality management for the first time, the AASB deferred the effective date for related services engagements by one year to December 15, 2023.

CSQM 2 is effective for audits and reviews of financial statements for periods beginning on or after December 15, 2022, for other assurance engagements beginning on or

after December 15, 2022, and for related services engagements beginning on or after December 15, 2023.

CAS 220 is effective for audits of financial statements for periods beginning on or after December 15, 2022.

The effective dates of the engagement-level quality management conforming amendment requirements vary depending on the nature of the engagement, as follows:

- **Review and other assurance engagement standards**  
The conforming amendments will generally be effective for engagements or periods beginning on or after December 15, 2022.
- **Related services engagements that are performed in conjunction with, or following, an audit, review or other assurance engagement** - The conforming amendments will be effective for engagements or periods beginning on or after December 15, 2022.
- **Other related services engagements, including compilation engagements and agreed-upon procedures engagements** - Practitioners have an extra year to align with the effective date of CSQM 1. For these engagements, the conforming amendments will be effective for engagements or periods beginning on or after December 15, 2023.

Every standard includes an explanation of the effective date. For more details on the effective dates, refer to the standards in the *CPA Canada Handbook – Assurance*.

## Getting ready for implementation: How do I prepare and what resources are available?

### Study the standards

The new and revised quality management standards are quite lengthy and detailed. Designing a system of quality management will involve considerable time and effort. You will need to consider the nature and circumstances of your firm and the engagements you perform, and design a system of quality management accordingly that is tailored to your firm. The first step will be to familiarize yourself with the standards by reading CSQM 1 and CSQM 2.

### Implementation tool

The International Auditing and Assurance Standards Board (IAASB) has prepared first-time implementation guides to assist practitioners in applying the new and revised standards. As CSQM 1 and CSQM 2 are adopted from the equivalent IAASB standards, you may wish to refer to the IAASB guides. The IAASB also produced several short videos that explain certain aspects of the standards. These various resources can be accessed at [iaasb.org](https://iaasb.org).

In addition, CPA Canada developed the *Implementation Tool for Practitioners – A Focus on Firms that Perform Related Service Engagements*. This tool is directed at firms that do not perform assurance engagements and will be designing and implementing a system of quality management for the first time. It includes a core document (36 pages) and individual appendices which explore the various components more extensively. Examples and frequently asked questions relevant to smaller firms are included throughout that consider the circumstances of firms that perform primarily non-assurance engagements, such as compilation engagements or agreed-upon procedures engagements. This tool and various other resources are available at [cpacanada.ca](https://cpacanada.ca) as part of the Quality Management Guidance Resources.

## Sustainability

The International Sustainability Standards Board (ISSB), established at COP26 to develop a comprehensive global baseline of sustainability disclosures for the capital markets, recently completed a consultation on its first two proposed standards. One sets out general sustainability-related disclosure requirements and the other specifies climate-related disclosure requirements.

The exposure drafts build upon the recommendations of the Task Force on Climate-Related Financial Disclosures (TCFD) and incorporate industry-based disclosure requirements derived from SASB Standards.

When the ISSB issues the final requirements, they will form a comprehensive global baseline of sustainability disclosures designed to meet the information needs of investors in assessing enterprise value. The ISSB is working closely with other international organizations and jurisdictions to support the inclusion of the global baseline into jurisdictional requirements.

The ISSB sought feedback on the proposals over a 120-day consultation period, which closed on July 29. It will review feedback on the proposals in the second half of 2022 and aims to issue the new Standards by the end of the year, subject to the feedback. The Exposure Drafts can be viewed at [ifrs.org](https://ifrs.org).



## Why CPAs Need To Watch Out For Sanctions Evasions

With Canada issuing multiple restrictions and prohibitions related to Russia, it's more crucial than ever for CPAs to know who they are dealing with.

Russia's invasion of Ukraine has prompted the Canadian government to issue a number of sanctions, prohibitions and restrictions relating to everything from financial services to certain types of exports. And, whether you work in public practice or in industry, it's important to be aware of these measures as well as any related sanctions evasion, money laundering or other risks.

Here are some key facts to keep in mind.

### Familiarize yourself with the regulations

As Michele Wood-Tweel FCPA, FCA, vice-president, regulatory affairs for CPA Canada, explains, there are two distinct (but interrelated) types of regulations that need to be considered: economic sanctions and AML/ATF rules and requirements.

Sanctions and prohibitions come under the federal Special Economic Measures (Russia) Regulations. And as Michelle points out, it's a criminal offence to contravene them. "It's also important to note that the sanctions must be complied with by persons in Canada and Canadians abroad," she says.

She adds that, when the list of sanctions and prohibitions was first announced in February, it included more than 100 individuals and entities. "Now, there are more than 1,200 and counting," she says.

Michelle stresses that sanctions evasion in and of itself does not constitute money laundering. The latter falls under the *Proceeds of Crime (Money Laundering) and Terrorist Financing Act* (PCMLTFA). Those who are governed by this legislation and fail to comply with its provisions can be subject to published administrative monetary penalties or be prosecuted for criminal-type offences that can lead to fines and/or imprisonment.

Eric Lachapelle CPA, CA, national financial crime leader for KPMG Canada, sums up the difference between anti-money laundering (AML) rules and economic sanctions this way: "AML refers to preventing, detecting, deterring, and reporting certain types of activities. Economic sanctions are not just confined to detecting and reporting, but also making sure that companies or individuals are not providing services to listed individuals and entities and are respecting all other restrictions at all times. What adds to the complexity is that every country is writing their own economic sanctions and new sanctions are being announced frequently—which can be daily or weekly—especially under these unprecedented times with the war in Ukraine."

### Be on your guard

Organizations engaging in financial services, exchanging money, or doing international transactions—including banks, insurance providers, and importers/exporters, among others—are most at risk of failing to comply with laws and regulations, says Eric. "Even if the mistake was inadvertent, CPAs or their organizations or clients can face substantial penalties or reputational risk."

Financial crimes expert Marc Tassé CPA, CA, agrees. "It has long been recognized internationally by the Financial Action Task Force (FATF) that accountants may be abused by those with money laundering ambitions. It's up to accountants and accounting firms to assess their clients as well as they can before taking on their business."

### Know the tactics used to hide money trails

Money launderers and those trying to evade economic sanctions may attempt to conceal the origin of funds and assets by various means, such as offshore accounts, shell companies, and moving money through multiple jurisdictions. "The intent is to lose track of the funds and reintegrate them into the economy, often by buying real estate, luxury boats, and businesses, for example," says Eric. "Cryptocurrency is also often used to transfer funds as it operates in a less regulated world, but there are more and more detection tools available in the market to trace the transactions for AML or economic sanctions."

Given the potential for hidden or disguised money trails, it's especially important to be vigilant. "A transaction that looks relatively benign may have had roots in Russia or Belarus," Michelle says.

### Be aware and stay alert

"The bottom line for CPAs is to make sure they do not become an intermediary in what money launderers or sanction evaders are doing," says Michelle. "You really have to look at the substance of transactions. Be skeptical about what you are seeing. Make sure you know who is at the root of the transaction and giving the instructions, and if the individual or organization is on the sanctions lists."

Marc adds that it's important to look at the client's ownership. "If the director is a nominee, for example, you should pay specific attention to the ultimate beneficial ownership."

He also recommends establishing an effective AML/ATF program that includes six elements, as explored in CPA Canada's 2022 AML guide:

- Appointing a compliance officer
- Developing and implementing written compliance policies and procedures
- Conducting a risk assessment
- Developing and maintaining an ongoing training program

- Instituting and documenting a training plan
- Reviewing the effectiveness of the compliance program every two years.

“With the newer regulations, you need to make sure you have the right monitoring tools to detect what is suspicious and report on that for AML purposes or to identify what is prohibited under the different economic sanctions regimes,” says Eric. “Of course, some CPAs may not have the budgets for large-scale solutions; however, CPAs need to at least read up on the regulations.”

Training is also key. “It’s the only way to stay current in a situation that is changing all the time,” Eric continues. “You need to be aware of not just one regime but other jurisdictions where the sanctions there would apply and your company or your clients would be subject to the associated regulations. The economic sanctions regimes are not only about holdings or business in those jurisdictions. Any bad advice may have very severe consequences.”

Michelle, Eric, and Marc also recommend that all accountants and accounting firms consult the information listed on the Global Affairs Canada and FINTRAC websites and check back frequently for updates. (FINTRAC’s special bulletin from March 2022 is also important because it includes information on Russia-linked money laundering related to sanctions evasion.)

“FINTRAC updates its information frequently,” says Michelle. “To keep up with developments, consider subscribing to its mailing list that includes notifications for new publications and reporting requirements.”

## Brush up on economic sanctions and AML rules

CPA Canada has a wealth of resources on anti-money laundering rules and developments, including the risks regarding non-compliance with AML/ATF requirements.

Note: This article was originally published by CPA Canada.

# IN MEMORIAM

CPA Alberta notes with sorrow the passing of the following Alberta CPAs:

### Calgary

Myron Braun CPA, CMA  
Judy Eng CPA, CGA  
Ian Greig CPA, CA  
Shamsuddin Jina CPA, CGA  
Heather Krywulak CPA, CA  
John Luxton CPA, CA  
Martin Meyer CPA, CA  
Alan Walker CPA, CMA

### Edmonton

James Andrais CPA, CMA  
Shawn Brady CPA, CGA  
Sandy Morrison CPA, CMA  
David Reid CPA, CMA

### Grande Prairie

Petra Schmidt CPA, CGA  
Judy Webb CPA, CGA

### North Vancouver, BC

Burton Eldridge CPA, CA

### Okotoks

Ronald Caputo CPA, CMA

### Sherwood Park

Gordon Voth CPA, CMA

### Thunder Bay, ON

Brian Dzijak CPA, CA

### Toronto, ON

Jerel Paskowitz CPA, CA





# (RE)ELEVATE

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## 2022

(Re)Elevate took place from May 30 - June 5, with the feature events set in Banff from June 2 - 5. Hundreds of CPAs from across the province gathered to rejuvenate, reconnect, recognize, and respond. This incredible week allowed us to honour the accomplishments of Alberta CPAs while supporting networking and reimagining the future of work, the profession, and more. It was fantastic seeing so many CPAs in person after such a long time!



#ReElevate2022

# ELEVATE WRAP UP

Thank you to all of our (Re)Elevate 2022 sponsors for their support: Recruitment Partners, Reynolds Mirth Richards & Farmer LLP, CPA Insurance Plans West; Amplify Advisors, and University of Toronto-Mississauga. This year's (Re)Elevate highlights included:

- Rejuvenating with a beautiful day of golf at the iconic Banff Springs Golf Club;
- Respecting inspiring long-service CPAs at the Chair's Long Service Awards in Calgary and Edmonton;
- Recognizing award-winning individuals whose accomplishments have brought distinction to the CPA profession at the Elevate Awards Gala;
- Responding to community needs with several volunteer activities in Banff; and
- Re-envisioning work, communication, disruption, AI, and more at Elevate Your Mind

Thank you again to all who attended and helped CPA Alberta celebrate the profession.

We look forward to seeing you at Elevate 2023, tentatively scheduled for May 2023! Be sure to visit [cpaalberta.ca/elevate](https://cpaalberta.ca/elevate) to relive the highlights of (Re)Elevate 2022 with our photo gallery!



Goodie bags await distribution at the Elevate Welcome Reception



Mingling and learning between sessions at Elevate Your Mind



Elevate Your Mind's closing keynote speaker, Shawn Kanungo, addresses the crowd



CPA Alberta CEO Rachel Miller honours the best of the profession at the Elevate Awards Gala



Gala attendees enjoy the dessert station



Saying goodbye to (Re)Elevate and the Fairmont Banff Springs at the Farewell Breakfast



# 2022 CPA Alberta Vote:

Your Profession, Your Voice, Your Vote



**Casting your ballot in CPA Alberta's upcoming vote is your opportunity to have direct input into the future of your profession. All CPA Alberta members in good standing are welcomed and encouraged to vote. Voting is open from August 23 - September 16.**

CPA Alberta's voting process provides the opportunity for you to weigh in on two vital elements of the governance of the profession. The first component is the approval of proposed changes to CPA Alberta's governing documents (including any changes to the Bylaws, Rules of Professional Conduct, and Regulations) by Alberta CPAs. This year, there were no proposed changes to the profession's governing documents, so a regulatory vote is unnecessary.

The second voting component is the election of CPAs to the CPA Alberta Board. CPA Alberta Board members are the bridge between individual members and CPA Alberta. As such, they act as your voice in the governance of your profession by ensuring the opportunities, challenges, and perspective of the membership is reflected as CPA Alberta fulfills its mandate of protecting the public while helping its members succeed. Therefore, it is important you take the time to consider the candidates running for the board and cast an informed ballot for the individuals you believe would best serve the profession.

The CPA Alberta Board consists of 12 members—nine CPAs and three public representatives. The Board governs the business and affairs of the organization and helps ensure CPA Alberta meets its mandate under the *Chartered Professional Accountants Act*. Specifically, the Board provides leadership and oversight to the organization's mission, vision, operating principles, strategic plan, and annual operating plan, in conjunction with the Chief Executive Officer.

## CPA Alberta Board Candidates 2022:

**This year, 14 candidates are running for three open positions on the CPA Alberta Board. This includes an incumbent who is running for a second and final term on the Board.**

You may also wish to consider that the CPA Alberta Governance Committee has identified the following competency areas and demographic characteristics of a candidate that would strengthen the expertise of the CPA Alberta Board and better balance the profile of the board to reflect the membership at large:

- Have demonstrated governance experience
- Possess government relations skills and experience
- Have knowledge of or experience in the legal field
- Be a resident of Northern Alberta
- Have the perspective of a professional accounting (public practice) practitioner
- Understand information technology—particularly, innovative and disruptive technology—and its impacts on the CPA profession







## Shahid Qureshi

CPA, CGA

Calgary

### Professional Career

- Chief Executive Officer, Leverage Global Inc.
- International Corporate Board Director for publicly listed corporations
- Chair, Board of Directors, Calgary Parking Authority
- Board Director, Parks Canada
- Chair, ACCA Canada (Association of Chartered Certified Accountants)
- Board Member and Chair Audit Committee, FFCA Charter School
- Board Member, Institute of Internal Auditors, Calgary Chapter
- Member Audit Committee, City of Calgary
- Senior Manager, KPMG Canada

### Relevant Activities

- Chair, Calgary Chapter of CPAs
- Mentor, CPA Alberta Mentorship Program
- Member, ISACA She-Leads-Tech Advisory Committee
- Member Advisory Committee, Auditing and Assurance Standards Board (AASB)
- ISACA Cyber Security Committee
- Certified Corporate Director (ICD.D)
- Certified Information Systems Auditor (CISA)
- Chartered Certified Accountant (UK)
- Certified Internal Auditor (CIA)
- Bachelor's Degree in Commerce
- Master's Degree in Economics

### Candidate Statement

I believe I have the right skills and experience to add value to CPA Alberta Board for the desired competencies highlighted by CPA Governance Committee.

**Governance:** I have significant international governance experience with member-based professional organizations for more than two decades. I am the past chair for Calgary Chapter of CPAs and also the chair of ACCA Canada (the largest accounting body in the world).

**Governments Relations:** I have served as a member of the audit committee for City of Calgary and as the chair of Calgary Parking Authority. I have been involved with advocacy work with municipal, provincial and federal governments for over a decade. I am Board member of FFCA, the largest charter school in Alberta.

**Public Practice:** I worked with KPMG for 13+ years and have experience in Audit, Tax and Advisory. I work closely with all major accounting firms as a board director and chair of audit committee.

**Information Technology:** I am a certified technology professional with extensive experience in using technology to create and enhance sustainable competitive advantages for corporations. I am an expert reviewer of technology governance for ISACA, a mentor at Platform Calgary and actively involved with the Alberta tech start-up community.

### Which CPA Alberta strategic priority resonates most deeply with you, and why?

Members should be at the heart and centre of any strategy by CPA Alberta while other strategic priorities pivot around members of CPA. Therefore, fulfilling market needs resonates most deeply to me to make CPA a desirable and rewarding profession to its members.

I am a proud CPA and want to play my part to strengthen the profession. This is only possible, in my opinion, through both ensuring high-quality new entrants are joining our profession and existing CPAs have the chance to polish and excel in roles that are meaningful and rewarding.

I believe that my background as a technology-focused business leader coupled with my knowledge of social issues (Diversity, Equity, and Inclusion) and risk management allows me to provide some valuable insights on fulfilling market needs. This is an essential role for not only the profession but, ultimately, to ensure the public is protected.

### How do your skills and background position you to positively contribute to the CPA Alberta Board and lead the governance of the profession?

My diversified international board experience on member-based organizations provides me a solid understanding of the mandate and priorities of CPA Alberta. My governance experience in public, private, and government sector has given me insights into the global and Canadian business environment and the trends that will impact our profession.

My involvement with technical journals and research around technology and its impact on finance profession has provided me a broader vision of the path forward for the CPA profession. Further, I understand the needs and expectations the business community has for CPAs, the expectations gaps, and the competencies that will help CPAs meet those needs, now and in the future.

I have created value and played my role as a leader to transform many organizations and am ready to share my insights in how the profession can best assist current and prospective CPAs thrive in our new reality.

**Victoria Bradbury**

CPA, CA

Calgary

## Professional Career

### Professional Board Director, Current & Former

- Canada Lands Company Limited, Director, Chair of Audit & Risk Committee
- Natural Resources Canada (NRCan), Director Departmental Audit Committee
- Royal Canadian Mounted Police (RCMP), Director, Departmental Audit Committee
- Calgary Co-operative Association Ltd, Director
- Connect First Credit Union, Director, Chair of Risk Committee

### CPA in Industry and Public Practice

- Mancel Corporation, Controller
- Cadillac Fairview, Assistant Controller, Western Canada Portfolio
- Lycée Louis Pasteur, Director of Finance & Operations
- Shindico Group of Companies, Winnipeg, Chief Financial Officer
- University of Alberta, Edmonton, Sessional Lecturer / Executive MBA Marker
- Sanpalo Investments Corporation, Ottawa, Comptroller
- Pricewaterhouse Coopers, Ottawa, Manager
- Coopers & Lybrand, Swansea, Chartered Accountant

### Designations & Memberships

- Chartered Professional Accountant (Canada, Alberta)
- Fellow Chartered Accountant, Business & Financial Professional (England & Wales) (ICAEW)
- Certified Management Consultant (Canada, Alberta)
- Institute of Corporate Directors, Member, (ICD.D expected September 2022)
- International Institute of Internal Auditors, Member
- Association of Certified Fraud Examiners, Calgary Chapter, Member

## Relevant Activities

### Volunteer Work, Including Current & Former Recent Volunteer Board Positions

- Judge (three times), CPA Business Case competition
- CPA Capstone I Panelist
- Tax Clinic Program volunteer
- Platform Calgary, Vice Chair, Chair of Audit Committee
- Calgary Housing Company, Director, Chair of Audit Committee
- Calgary Film Centre, Director
- CanLearn Society, Director
- McGill Alumni Association of Calgary, Director
- Calgary Accueil (francophone community association), Treasurer
- Institute of Certified Management Consultants, Treasurer (Edmonton, Winnipeg, Calgary)

## Candidate Statement

As a fluently bilingual CPA and a member of the Institute of Corporate Directors (ICD), with over thirty years combined experience with Pricewaterhouse Coopers (PwC), in industry, and serving on boards across Canada, I have the skill set to serve on the board of CPA Alberta. But possibly more important than the skills and experience is my passion for our profession and designation. Giving back to the profession that has given me so much is of great importance to me. This is demonstrated by all my volunteer work, both within the profession and by using my CPA skills to assist non-profits and other organizations. My experience in working both in industry and public practice and in many different cities, including Calgary and Edmonton, has given me a unique perspective and diversity of thought that will serve CPA Alberta and our membership well.

### Which CPA Alberta strategic priority resonates most with you, and why?

All four priorities are important but the one that resonates most deeply with me is "Empower a responsible, accountable, and resilient organization". Why? Because the world is constantly changing and changing rapidly. Now more than ever, positive workplace culture, diversity, equity, and inclusion are critical to attracting and retaining talent as well as reflecting the needs and diversity of our membership. CPA Alberta must be relevant and a source of pride for our members, both current and future. However, "no money, no mission". Without responsible stewardship of resources and being financially resilient and sustainable, CPA Alberta cannot fulfill its mission, yet it must balance this with affordability and competitiveness to ensure that all members, regardless of their financial situation, feel valued, empowered, and engaged.

### How do your skills and background position you to positively contribute to the CPA Alberta Board and lead the governance of the profession?

Throughout my thirty-year career, I have been recognized as a thoughtful, hardworking board director, leading through collaboration and respectful dialogue. I strongly believe that when boards and management work as a team, while respecting the distinct roles and responsibilities of each, there will be no limit to what we can achieve. My extensive knowledge of governance, risk identification and mitigation, the breadth of my work and board experience, and my technical expertise through CPA Alberta, the Institute of Corporate Directors, the Institute of Internal Auditors, and the Association of Certified Fraud Examiners will assist the CPA Alberta board and management execute the four strategic priorities and ensure the growth and resilience of our profession for all our members.



**Ashley Andrade**

CPA

Calgary

**Professional Career**

- Investigative Accountant, Alberta Securities Commission (January 2022 – Present)
- Supervisor, RSM LLP (December 2020 – December 2021)
- Senior Accountant, Deloitte (September 2017 – May 2020)
- Certified Fraud Examiner (In Progress)
- Chartered Professional Accountant (October 2019)
- Bachelor of Commerce, Dalhousie University (June 2015)

**Relevant Activities**

- Board Member, Calgary CPA Chapter (April 2022 – present)
- Patient Experience Member, Alberta Health Services (March 2022 – present)
- Risk Director, Northern Hills Community Association (June 2022)
- Community Outreach Volunteer, Calgary North-East constituency (May 2022 – present)
- Student Representative, CPA BC Kamloops Chapter (September 2015 – June 2016)

**Candidate Statement**

In 2019, I was proud to join a distinguished group of professionals within CPA Alberta. My career up to this point has been spent in external audit but I have recently transitioned into financial crime, working closely with enforcement professionals within the legal field. My free time is spent volunteering with Alberta Health Services, serving the board of my community association, sitting on the CPA Alberta Calgary Chapter Board, and engaging our elected representatives through community engagement. As a young professional who is active in my community I feel as though I can bring a new perspective to the board that will help broaden the profession's appeal and use my experience in enforcement to provide a degree of oversight and help protect the public's interest.

**Which CPA Alberta strategic priority resonates most deeply with you, and why?**

Although my recent experience working in financial crime has given me a passion for protecting the public, in my role as a board member fulfilling market needs would be my top priority. With an ever-changing market landscape, it is important to keep up with new trends and anticipate future developments in the profession. As a newer CPA, I feel as though I am well placed to bring fresh ideas to recruit new talent from the younger generations as they look to determine their future career path. The profession is only as strong as the members we recruit and the newest members to our profession will be who we look to when anticipating what the future holds. With the future,

post-pandemic, still developing it will be more important than ever to ensure that our existing CPAs are up to date with the newest technology and changing environment to best protect the public and adapt to change more quickly.

**How do your skills and background position you to positively contribute to the CPA Alberta Board and lead the governance of the profession?**

My current experience working in Financial Crime gives me a unique perspective on what is needed to protect the public and provide proper oversight. I have gotten an inside look into how important our professional standards are and what is at stake if we are not strictly adhering to our ethical standards. Through my experience working on political campaigns and engagement through my community association has given me a solid understanding of branding strategies and outreach in the community. As a newer CPA, I am uniquely positioned to bring new ideas to the recruitment process and facilitate engaging discussion with prospective CPAs as they begin their careers.

As a newer member of the CPA Alberta Calgary Chapter Board, I am learning new ways to engage current members and strengthen our community of professionals through social and professional engagement.

**Dawn Sauvé**

CPA, CA

Grande Prairie

### Professional Career

- Senior Financial Business Partner, CMHC (2021 – 2022)
- Director of Corporate Services, Sturgeon County (2020 – 2021)
- Director of Corporate Services, County of Grande Prairie No. 1 (2014 – 2020)
- Master of Business Administration, Royal Roads University (2017)
- Manager of Business Enhancement, City of Grande Prairie (2014)
- Senior Financial Analyst, City of Grande Prairie (2004 – 2014)
- Staff Accountant, MNP LLP (2000 – 2004)
- Designation received (2003)
- Bachelor of Management, University of Lethbridge (2000)

### Relevant Activities

- Board Member, CPA Alberta (2019 – 2022)
- Member, Local Government Administrators Association (2018 – 2021)
- Member, Government Finance Officers Association (2004 – 2021)
- Member, APEX Plus Pension Plan Advisory Board (2010 – 2014)

### Candidate Statement

I am excited to stand for re-election to the CPA Alberta Board. I have been a designated professional in Alberta for nineteen years, specializing in public service through federal and local government organizations. Serving in the public sector has honed my skills in negotiation, government relations, and strategic planning. I have spent my career protecting and serving the public interest as a member of CPA Alberta and a steward for taxpayer funds. As a resident of Northern Alberta, I bring a unique and personal perspective on the economic and social challenges faced by our profession in this vast geographic area.

### Which CPA Alberta strategic priority resonates most deeply with you, and why?

I resonate most strongly with the goal to ensure a sustainable professional accounting ecosystem in Alberta. I am devoted to this pillar of the CPA Alberta strategic plan as it speaks to the modern CPA's role in community-building. Our profession is in a unique position to combine traditional technical skills with non-traditional areas like strategic planning, data analytics, and information security to support our clients and their organizations to adapt and thrive amidst a quickly changing societal, environmental, and technological landscape.

I believe the key to our future success is building personal, professional, and corporate adaptability and resilience.

My passion is supporting my colleagues to reduce fear and increase their resiliency to reframe change as progression—a source of employee engagement and personal growth. Only with an informed, ethical, and adaptable membership will CPA Alberta succeed at being “the pre-eminent, internationally recognized Canadian accounting designation and [the] business credential that best protects and serves the public interest.”

### How do your skills and background position you to positively contribute to the CPA Alberta Board and lead the governance of the profession?

I have enjoyed a diverse business background, with key leadership roles in finance, strategy development, IT, asset management, and records management in a governmental setting. This broad experience will support my colleagues on the board as we set and monitor the organization's new strategic plan and ensure alignment of the budget, key performance indicators, and key initiatives to achieve CPA Alberta's strategic goals. As most of my career has been spent in the public sector, I am familiar with governmental processes and the implications of working under provincial legislation such as the Chartered Professional Accountants Act or the proposed Professional Governance Act.

In addition to technical skills, I have developed a suit of leadership skills in coaching teams to achieve high performance as a cohesive unit, and these skills are important to the governance process. High functioning boards, including CPA Alberta, must nurture an environment which allows members to engage in strenuous debate yet maintain professionalism and camaraderie to achieve the best outcomes. My understanding of risk identification and management, supplemented by a systems perspective, can help strengthen board decisions through stakeholder identification, scenario analysis, and exploration of alternatives, reducing negative impacts to our members and the public.

### \*Incumbent Board Member Seeking Re-election





## Josephine Naicker

CPA

Calgary

### Professional Career

- Senior Manager –Technology Audits, ATCO Group (Canada) (August 2018 - present)
- Governance, Risk Management and Compliance Specialist, Independent Consultant (South Africa) (June 2016 – June 2018)
- Chief Financial Officer, University of Zululand – Zululand (South Africa) (December 2015 – May 2016)
- Chief Audit Executive, University of KwaZulu-Natal (South Africa) (November 2014 - November 2015)
- General Manager- Chief Audit Executive, Eastern Cape Provincial Treasury (South Africa) (November 2012 – October 2014)
- Lecturer, University of KwaZulu-Natal, (South Africa) (November 2008 – October 2012)
- External Auditor, Auditor General of South Africa, (South Africa) (January 2006 – October 2008)
- Senior Internal Auditor, KPMG- KwaZulu-Natal, (South Africa) (April 2005 – December 2005)
- Graduate Trainee Internal Auditor, South African Revenue Services (SARS), (South Africa) (April 2004 – March 2005)

### Education

- University of KwaZulu-Natal (UKZN), Bachelor of Accounting (2003)
- University of South Africa (UNISA), Honours – Bachelor of Accounting Science and Certificate in the theory of Accounting (2005)
- Institute of Internal Auditors (IIA), Certified Internal Auditor (CIA) (2005)
- South African Institute of Chartered Accountants (SAICA), Chartered Accountant CA (SA) (2008)
- Association for Certified Fraud Examiners (ACFE), Certified Fraud Examiner (CFE) (2013)
- Institute of Internal Auditors (IIA), Certified Risk Management Assurance (CRMA) (2014)
- Management and Strategy Institute, Sarbanes Oxley Trained Professional (SOTP) (2014)
- Information Systems Audit and Control Association (ISACA), Certified Information System Auditor (CISA) (2014)
- ACL, Advanced ACL Concepts and Techniques Scripting (2017)
- Arbutus, Advanced Data Analytics (2018)
- Certificate in Cybersecurity Audits (2019)
- ISC2, Certified Information Security Professional (CISSP) (2020)
- ISC2, Certified Cloud Security Professional (CCSP) (2020)

### Relevant Activities

#### Chair Person

- Calgary Catholic Immigration Society in Calgary: Current Vice Chairperson
- Employees Participating in Communities (EPIC), ATCO Canada: Chairperson
- Department of Social Development for the Province of

Free State in the Republic of South Africa:

Past Chairperson

- Department of Sports and Recreation for the Province of Free State in the Republic of South Africa: Past Chairperson
- Council for Medical Schemes- Regulator for all medical schemes in Republic of South Africa: Past Chairperson

### Past Board Member

- Institute of Internal Auditors (IIA): International (Calgary)
- Information Systems Audit and Control Association (ISACA): International (Calgary) Mahatma Gandhi Memorial Hospital
- Association of Certified Fraud Examiners (ACFE) in the Republic of South Africa.
- Association of Certified Fraud Examiners Global Advisor to the global board (ACFE)
- Guardians of Governance- (Subcommittee of the Institute of Internal Auditors)
- Kids Development Services Ltd: International

### Candidate Statement

I am passionate about contributing to the profession. My unique skill set in Audit, Controls, Cybersecurity, Analytics, and Cloud Technology prime me to be able to add value to the CPA Alberta Board. I believe technology is the critical enabler to what I call “the art of the possible.” I am passionate about ensuring that our future CPAs are adequately prepared for this ever-changing world and lead the charge on some of these changes. I have held various positions in the past and present, with very diverse responsibilities from audit, forensics, risk, analytics, and technology.

Technologies are evolving at an unprecedented rate, and CPAs need to ensure that we contribute to these technologies’ innovation, governance, and safety. The designation has always translated into the public trust, and we should serve to sustain this trust by advising and protecting the public in these new frontiers.

### Which CPA Alberta strategic priority resonates most with you, and why?

The priority of ensuring a Sustainable Professional Accounting Ecosystem in Alberta is especially close to my heart.

If our profession is to stay relevant, it is incumbent on us to ensure that future CPAs are adequately prepared for the changing landscape and that we lead and shape these changes. As CPAs, we must ensure that we are at the forefront of global solutions to climate change and evolving technologies. As Alberta strives to redefine its role in Canada and globally, CPAs should contribute to this plan as decision-makers and implementers. We should ensure that the skills, both technical and softer skills, are identified and nurtured early to ensure that this most revered designation continues to serve our members in various industries.

**How does your skills and background position you to positively contribute to the CPA Alberta Board and lead the governance of the profession to address these priorities?**

My extensive experience in serving on various boards, including professional bodies, will ensure that I contribute to the CPA Alberta board positively. My background in business/finance, coupled with IT (Specifically Cloud

Technology), allows me to bring to the table a unique skill set that allows me to translate business language to IT language and vice versa. This will ensure that I am able to bring my expertise in understanding industries and what is required of our profession in the future. My obsession with using technology to solve business problems, along with my lifelong learning and passion for global collaboration, will ensure that the CPA Alberta board stays at the forefront of global changes, always seeking to leverage and share best practices from colleagues globally.



**Irfanali Moledina**

CPA, CA  
Calgary

**Professional Career**

- Managing Partner RMI Professional Corporation (2011 – current)
  - Built company from ground up to over 25 staff
  - Currently servicing over 700 corporate clients and over 1200 individual clients
- Co-Founder and Chief Financial Officer, Natural Distributions Ltd (2011 – current)
  - Founded and helped grow a product based business from ground up to over \$2M in annual sales
- Accountant, Varty Wood Chartered Accountants (2010)
- Staff Accountant, Deloitte (2007 – 2010)

**Relevant Activities**

- Bow Valley Accounting Advisory Board member (2014 – current)
- Member, Entrepreneurs Organization (2019 – Current)
- Enactus Calgary, Board Member (2008 – 2020)
- Finance Chair, Ismaili National Settlement Portfolio (2016 – 2019)
- CPA Early Achievement Award Winner (2016)
- Finance Chair, Ismaili Tariqah and Religious Education Board for the Prairies (2008 – 2011)

**Candidate Statement**

**Which CPA Alberta strategic priority resonates most deeply with you, and why??**

In an ever changing economy and societal landscape, CPAs are being looked upon to provide more guidance in individuals lives than ever before. Serving small businesses and their owners for over 10 years, I have seen how the role of a CPA should be changing as we move forward. As such the priority that resonates most with me is to ensure a sustainable professional accounting ecosystem in Alberta. It is paramount that we as CPAs adapt as society changes, and that adaptation hasn't been

occurring for small business accountants at a rate that it needs to be in order to still provide the public with the value they require. Being an entrepreneur at heart as well as a CPA and small business accountant, I want to see our profession continue to be the gold standard for small business owners when looking for consultants. I want to ensure that small business owners can continue to rely on CPAs to assist in their business financial and tax needs and I want to ensure that small business owners continue to make their CPAs their first call when they need a hand.

**How do your skills and background position you to positively contribute to the CPA Alberta Board and lead the governance of the profession?**

I bring a very diverse and different skill set to the CPA Alberta Board. Being a small business practitioner, I have predominantly been working in an area that has been underrepresented on the CPA Alberta Board in years past. Further, bringing an entrepreneurial background allows me to bring a different perspective to issues and challenges facing stakeholders of the CPA profession. This diverse background has allowed me to stay ahead in cutting edge technologies such as crypto currency and e-commerce accounting and taxation. My past board and volunteer positions allow me to bring professional experience in a governance role where I can ensure a positive impact on the CPA profession. The strategic priorities outlined by the CPA board are well represented in the work I have done. This is evident from the growth of our firm where we pushed to become a CPA training office to fulfill a market need. In addition to this, I was the national finance member for the Ismaili Settlement Committee where I was able to showcase the varying skillsets that CPAs have, including being responsible, accountable, and resilient, like the CPA organization.



**Michael Stuart**

CPA

Edmonton

**Professional Career**

- Student-at-Law, Felesky Flynn LLP (May 2022 – Present)
- Summer Student, Blake, Cassels & Graydon LLP (May 2021 – August 2021)
- Staff Accountant to Manager, Deloitte LLP (September 2015 – April 2021)
- Juris Doctor with Distinction, University of Alberta (June 2022) – Horace Harvey Medal in Law
- Chartered Professional Accountant (September 2018) – Winspear Medal of Excellence

**Relevant Activities**

- Director, Centre Ice Conservatives Inc. (March 2022 – Present)
- Member, Ukrainian Shumka Dancers Finance Committee (October 2019 – Present)
- Member, Ukrainian Shumka Dancers Fund Development Committee (October 2019 – Present)
- Treasurer, Ukrainian Shumka Dancers (October 2020 – October 2021)
- Director, Ukrainian Shumka Dancers (October 2019 – October 2021)
- Member, Ukrainian Shumka Dancers Governance Committee (October 2019 – October 2021)

**Candidate Statement**

I have been a proud member of the profession since 2018. As an early-career CPA, I have a vested interest in ensuring the long-term sustainability and success of our organization. I have previously volunteered as a CFE Coach and Practical Experience Mentor for candidates pursuing their designations, and hope to have the opportunity to further support new entrants to the profession from a seat at the board table. Having recently complemented my CPA designation by completing a Juris Doctor degree at the University of Alberta, I now feel that I am in a position to give back to the profession in a more concrete way.

**Which CPA Alberta strategic priority resonates most deeply with you, and why?**

The priority that resonates most with me is “Fulfill market needs,” as it places focus on the recruitment and development of new members. As an early-career CPA, I’m incredibly passionate about all the opportunities that a CPA designation provides. As a personal example, I attribute the academic success I found in law school directly to the experience and skills I developed through my

work as a CPA. With the number of candidate applicants decreasing in 2021 compared to 2020 per the latest CPA Alberta annual report, I think it’s important that the Board have increased representation from recently designated members who can share perspectives that will inspire the next generation of candidates to apply and join the profession. The long-term sustainability of the profession, and our ability to deliver on the other strategic priorities, depends on ensuring that the CPA designation remains the preeminent career choice for top talent.

**How do your skills and background position you to positively contribute to the CPA Alberta Board and lead the governance of the profession?**

As the CPA Alberta Governance Committee seeks individuals with knowledge of the legal field and public practice perspectives, my combination of work and education experience will allow me to contribute to multiple areas of stated need. I previously practiced in both the audit and tax practices at Deloitte LLP, and have since started articling as a Student-at-Law at Felesky Flynn LLP. Having utilized these experiences and skills in volunteer roles on governance boards and committees in the past, I believe that I am well-positioned to make an impact across the spectrum of CPA Alberta’s strategic priorities.

**Twyla Verhelst**

CPA, CGA

Calgary

**Professional Career**

- Founder, Women in Accounting Mentorship Program & Platform (2021 - Present)
- Head of Accountant Channel, FreshBooks (2020 - Present)
- Co-Founder, Helm Cash Flow [tech company] (2018 - 2021)
- Co-Founder, Twenty Eighty Financial Services Inc [accounting & advisory firm] (2014 - 2020)
- Associate Director, Abacus Recruitment (2013 - 2014)
- Recruiting Manager, Robert Half Finance & Accounting (2012 - 2013)
- Mortgage Associate, Dominion Lending Centres Inc. (2006 - 2012)
- Controller, Diamond Bullet Corporation (2005 - 2006)
- Accountant, Long View Systems (2003 - 2005)
- Chartered Professional Accountants of Canada designation (2006)
- B.A. in Accounting and Business/Management (1995 - 1998)

**Relevant Activities**

- Various Speaking and Presenting Engagements (2012 - present)
- Theatre of Public Speaking Certification (2021)
- Media Training (2021)

**Candidate Statement**

Throughout the course of my distinguished career, I've been an entrepreneur, an accountant, and an advisor, supporting, empowering, and elevating small business owners and other accounting professionals. I am a believer in the power of change, and to that, I am a huge advocate of technology and the impact it's having on the accounting profession. As both an experienced CPA and a technologist, I believe I will be a great asset to the profession and continue to drive change and amplify the voices and experiences of all Alberta CPAs.

**Which CPA Alberta strategic priority resonates most deeply with you, and why?**

Fulfilling market needs is a strategic priority that resonates deeply with me, as we are seeing a decline in young people's interest in accounting. Through my efforts in speaking up and championing the industry, I strive to inspire a new generation of accountants. On the other hand, it is just as important to ensure we are working with current CPAs to prioritize a rest

and recovery phase as a way to support their development and well-being. My ongoing efforts to foster new talent and build up current accountants will help CPA Alberta meet the existing and emerging needs of the province.

**How do your skills and background position you to positively contribute to the CPA Alberta Board and lead the governance of the profession?**

With a passion for helping others leverage technology and evolve into 'human-centered' accountants, I am committed to running well ahead of the pack when it comes to advocacy, change, and community in the accounting industry. Throughout my career, I've placed an emphasis on fostering new talent, listening to feedback, tackling the challenges, and keeping on top of trends to identify opportunities to further the evolution of the accounting profession. My extensive industry and entrepreneurial experience, my relentless drive to understand the needs of the current accounting (and technology) landscape, and my love for building up new and current accountants will only positively contribute to the CPA Alberta Board.



**Cynthia Kumar**

CPA, CA

Calgary

## Professional Career

### Employment

- ATCO Ltd./Canadian Utilities Limited
  - Manager, Consolidation & Systems (2020 – Present)
  - CPA Program Manager & Supervising Auditor; Concurrent
- PwC
  - Senior Associate, Manager, PwC Consulting – Finance Effectiveness Practice (2012 – 2015)
  - Associate, Senior Associate, PwC – Assurance Practice (2005 – 2011)

### Education

- Chartered Professional in Human Resources (2022)
- Chartered Accountant Designation (2012)
- Bachelor of Administrative and Commercial Studies; Human Resources & Sociology (2002)

## Relevant Activities

- **Haskayne School of Business – Committee for Accounting Students' Skills Development** (2021 – present)
  - Identify and help implement opportunities for Haskayne Accounting students to develop superior teamwork, communication, and critical thinking skills
- **CPA Western School of Business – Employer Advisory Panel** (2017 – 2021)
  - Advocate for industry programs in my role of ATCO CPA Program Manager – I became a strong representative for those organizations that were training CPA candidates through the industry Pre-approved Program Route (PPRs) and of the “new” CPA designation. I also became an advocate and coach for other companies building their programs – particularly emphasizing access to the program and creating pathways for future CPAs to join the program
- **Tourism Calgary – Audit & Finance Committee** (2016 – 2021)
  - Oversight and monitoring of the finance and administration reporting and governance practices
- **CPA Alberta – Mentor & Volunteer** (2012 – 2021)
  - Formally mentored over 30 Candidates to date from PPR and Employer Verification Route (EVR) streams as part of them fulfilling their CPA Practical Experience requirements
  - Guest speaker at CPA Education Foundation Conference for Academics (multiple events)
  - ATCO representative at CPA Alberta organized recruiting events (multiple events at SAIT, University of Calgary, Mount Royal University, University of Alberta)
  - Volunteer on behalf of CPA Alberta at various

“build-the-brand” events aimed at attracting post-secondary students and others to the profession

- **CPA Alberta – Tax Clinic Volunteer** (Recurring role: 2017/2018/2019)
  - Organize participation on behalf of ATCO as preparers of income tax returns for low-income earners and seniors in Calgary and Edmonton (2017 – 3 clinics; 2018 – 3 clinics)
  - Act as lead preparer for each tax clinic attended
- **Calgary Stampede & Exhibition – Volunteer** (2003 – present)
  - Concessions & Exhibits Committee (current); Grandstand Show Committee; Next Generation Council
- **Alura Condominium Corporation Board – Director, Treasurer** (2014 – 2017)
  - Run annual budget and planning process. Evaluate and provide approval on HVAC, mechanical, operational and security issues for condominium building with board of eight members, overseeing 501 units and a budget of over \$2 million
- **Community Ambassadors – Board Member, Calgary Chapter** (2012 – 2016)
  - Liaison between community not-for-profit organizations and CPAs who offer the skills needed to assist and advise on completing accounting and compliance related tasks

## Candidate Statement

I have been an active member and a committed volunteer of the profession for more than ten years. In that time, I have made a distinct effort to support my peers, future CPAs, and the profession, evidenced by earning both the CPA Alberta Early Achievement Award and more recently the Distinguished Service Award.

As a board member, I feel that I will add representation reflective of our current Alberta CPA population. As a woman, visible minority, experienced CPA in public practice and industry, and, in my younger years, a migrant of different provinces and many small towns, I can speak to many of the challenges, opportunities, and concerns of many colleagues in the profession. It is my priority to promote and support CPAs to strengthen our bench strength and improve our reach—as a CPA who came from a small town and evolved into a successful CPA career despite being raised in a single parent household that did not support accounting as a career, I know there are many talented individuals who could be excellent professionals, given the chance. I am a strong believer that CPAs can do anything.

I will continue the work of the board to ensure that CPAs are well represented while maintaining the integrity of the profession and upholding its mission. The strategic priorities and plan well articulate the challenges that we currently face and the post-pandemic reality (including changes to how and when we work). I am a “pull up your sleeves and pitch in” person and will participate and push these priorities forward.

## Which CPA Alberta strategic priority resonates most deeply with you, and why?

Fulfill Market Needs: This priority resonates most deeply. Currently I am the business lead on a financial system implementation and see every day how as a profession we need to deepen

our skills and abilities when it comes to systems, automation, data, process enablement and our overall technological understanding. This is a key differentiator from any other designation but can only come if we promote, teach, and fine tune it. I fully agree with and support the explanation of this priority and in particular: "...incorporate them into its programs – both pre- and post-certification". The national competency map 2.0 project does address this for future CPAs, but this effort of education is also greatly needed for current CPAs, since if we do not fill this need in the market other designations are emerging in the market that will fill our roles. My unique combination of skills— a CPA with a HR designation, history of leading CPAs of varied skill levels and abilities, and having a keen interest in how professionals respond to disruption in all forms—makes me well-positioned to help drive this priority forward.

### How do your skills and background position you to positively contribute to the CPA Alberta Board and lead the governance of the profession?

I worked in public practice for more than 9 years in different areas and industries and have now been in industry for the past seven years. I have volunteered wearing many different hats and experiencing governance at different levels. I have a board and committee perspective and ability to manage conflicting opinions to reach consensus in a way that is productive. These experiences have led me to feel ready to take on the challenge of representing and leading the governance of the CPA profession to address the priorities laid out in the Strategic Plan.

The system implementation alone has allowed me to educate and deepen my understanding of the bridge between accounting and technology and just how critical this is for CPAs to understand and have fluidity in. Working with CPA Candidates directly, including hiring, recruiting and placement also provided a unique view of how the next generation wants to and will work. These factors would allow me to make valuable contributions to the CPA Alberta board.

# Candidates continue on the following pages.



## VOTING OPEN

**Tuesday, August 23rd -  
Friday, September 16th**

## CPA ALBERTA BOARD COMPOSITION

Open Board Position **3**  
Number of Candidates: **14**

## WHO CAN VOTE?

**EVERYBODY!**

## HOW TO VOTE?

[www.cpalberta.ca](http://www.cpalberta.ca)

## WHAT YOU'LL NEED?

Your CPA Alberta Member Number or username  
o Forgot it? Click on the "retrieve login" link on the member login page

Your CPA Alberta website password  
o Forgot it? Use the "Reset password?" link on the member login page

More information?  
Visit [www.cpaalberta.ca/vote](http://www.cpaalberta.ca/vote)

Vote Results  
Announced at the CPA Alberta AGM  
Thursday, September 22



**Sonya von Heyking**

CPA, CA

Lethbridge

### Professional Career

- Director, Accounting Program Development, & Instructor (Accounting), Dhillon School of Business (2014 – present)
  - ICD.D Designation (Completion September 2022)
  - Director's Education Program, Institute of Corporate Directors & Rotman School of Management (June 2022)
  - University of Lethbridge Teaching Fellow (2023 – 2025)
  - CPA Education Foundation Teaching Award (2020 & 2017)
- Director, Internal Audit, University of Lethbridge (2006 – 2014)
  - Certifications in Control Self-Assessment and Risk Management Assurance (2013)
  - Certified Internal Auditor Designation (2009)
- Contract Facilitator & Evaluator, CPA Western School of Business (previously CASB) (2007 – 2013)
- Senior Accountant, KMPG LLP (2003 – 2006)
- Chartered Accountant Designation (2006)

### Relevant Activities

- Public Member, Audit Committee, Holy Spirit School Division (2021 – present)
- Member, Strategic Planning Committee, Dhillon School of Business (2021 – present)
- CPA Alberta Board Member (2017 – 2020)
  - Member of Governance Committee
- Member, CPA Canada CMTF Discussion Forum (2020 – 2021)
- Co-Chair, JAC Finance, UofL Faculty Association (2020 – 2022)
- Chair, Recruitment and Marketing Committee, Dhillon School of Business (2020 – 2021)
- Chair, External (2019 – 2020) and Interim Accounting Area Chair (2017), Dhillon School of Business
- Treasurer (2015 – 2019) and Director (2015 – 2021), Family Centre Society of Southern Alberta
- Member, CPA Nominations (Achievement Award) Committee / (ICAA Merit Award Committee) (2017, 2016, 2014, 2013)
- Chair (2013-2014) and Member (2007 – 2013), Network of Public Sector Chief Internal Auditors
- 2012 Institute of Chartered Accountants of Alberta Early Achievement Award Recipient
- Institute of Chartered Accountants Alberta Centennial Ambassador (2010)

### Candidate Statement

As a proud Alberta CPA and experienced CPA Alberta Board member, I would be delighted to return to this important governance role. Having engaged with CPA Alberta in various volunteer roles for over twelve years, I have had the privilege of connecting and collaborating with many colleagues across the province, across industries, and at every point of their career paths. I understand that our profession has some challenges to address, including evolving legislation, new standards and ESG reporting, changing workplaces, and supporting more diverse and resilient organizations. As a professional who enthusiastically embraces novel challenges, I will bring the energy, experience, knowledge, and collaborative spirit required to navigate what is already here, and what is coming.

My professional and governance roles have allowed me to set and execute on strategy, provide effective organizational oversight through challenge and change, and mentor and support others in a variety of contexts. Having recently completed the ICD.D – Rotman School of Management, Director's Education Program, I look forward to earning my ICD.D designation this September with my cohort colleagues, and bringing what I have learned to the board table. I am wholly committed to being an effective director in serving our profession, its diverse members, and the public interest.

### Which strategic priority do you feel strongly about and why?

Protect the Public: Trust in the integrity and competence of the CPA profession and individual CPAs is essential to maintaining our value in the market and the wealth of opportunities available to CPAs. CPAs play a key leadership role during periods of disruption, adaptation, and growth. To be effective, we must preserve the confidence placed in us by individuals, organizations, government, and the public. We must continue to reaffirm our value proposition as a self-regulated profession that protects the public interest and supports its members.

Alberta's CPAs have been called to lead in addressing critical environmental, social, and governance challenges. Our unique mandate and regulatory processes provide the framework within which we can direct purposeful and effective actions toward sustainable practices within our organizations, and those of our clients and partners. We have always had the capacity to navigate changing rules, regulations, and market expectations. We've made the choice to be a partner in addressing the broader goals of our economy and society. Our experience, ethics, integrity, and competence will ensure that our commitment to protecting the public interest remains foundational and responsive.

### How do your skills and background prepare you for this role?

My previous board experience, including three years with the CPA Alberta Board, have given me the understanding and confidence to add value. With professional or governance experience in public accounting, the public sector, and not-for-profit entities, I also bring a diverse lens and an open mind and can understand and bring forward the perspective of many of my CPA colleagues across the province. I am a passionate contributor and problem-solver. For over sixteen years, I have been a leader who builds relationships, collaborates with diverse stakeholders, directs cross-functional teams towards solutions, and identifies and resolves barriers to

success. I have been at the board table as an external auditor, a direct report (internal auditor), a committee chair, and a board member. I understand how important effective governance can

be to organizational success and I am ready to commit my time and talent to supporting CPA Alberta, and Alberta's CPAs, as a part of a strong and effective board.



**Kory Wickenhauser**

CPA, CA

Calgary

## Professional Career

### Employment

- Partner, PwC LLP Calgary (July 2022 - present)
- Associate - Director, PwC LLP Calgary (May 2007 - June 2022)
- Member of the Alberta Diversity, Equity and Inclusion Governance Council (April 2021 -present)
- National Learning & Development Instructor (September 2011 - present)
- Member of the Calgary Campus Recruitment Team (September 2011- present)

### Education

- Chartered Professional Accountants of Alberta (issued June 2011)
- Masters of Professional Accounting, University of Saskatchewan (May 2009 - September 2010)
- Bachelor of Commerce, University of Saskatchewan (September 2004 - April 2008)

### Relevant Activities

- Board Member, Calgary International Film Festival (April 2021 - present)
- Finance & Audit Committee Member, Contemporary Calgary (May 2017 - present)
- Mentor, CPA Alberta (September 2011 - present)
- Young Energy Professional, Energy Council of Canada (Nov 2018 - April 2022)
- Advisory Committee Member, Calgary Homeless Foundation (May 2015 - April 2021)
- Treasurer, World Petroleum Council Canada (January 2013 - August 2014)

## Candidate Statement

Since joining PwC in 2007, I have been an advocate for young professionals looking to become CPAs. I have realized the incredible benefits of the profession by working at PwC LLP Calgary, one of the largest employers of CPAs in Alberta, and by leveraging my skill-set to benefit organizations that enrich the province of Alberta in the areas of art and culture as well as championing social change. I am now at a stage professionally where I would like to help shape the shared vision for the CPA Alberta membership so that the professional accounting ecosystem thrives for years to come. By offering a generationally diverse-voice, I am confident that the CPA Alberta can meet its three-year strategic plan.

## Which CPA Alberta strategic priority resonates most with you, and why?

I have a strong conviction that Alberta will require a growing CPA membership to fulfill the market needs for professionals who possess skills that go beyond financial reporting and tax. The future job market will command CPAs to be upskilled digitally to work with robotic processing needs, knowledgeable about climate change reporting, and able to maintain trust in society despite increasing regulation. This shift in demand in the labour force has been offset by decreased enrollments in universities for the accounting designation. I am looking to offer my experience of working with these emerging trends to the CPA Alberta Board and to look for new ways to partner with universities to advocate for students to join the CPA profession. Not only is this an imperative for CPA Alberta but a broader economic advantage for Alberta as it looks to its professionals to deliver on the rising market employment needs of the province.

## How do your skills and background position you to positively contribute to the CPA Alberta Board and lead the governance of the profession?

I look forward to drawing on my previous board experience—especially with respect to achieving ambitious goals—to help CPA Alberta achieve its strategic priorities. I am confident that I can help drive innovation with the CPA Alberta Board to fulfill market employment needs as I have a proven ability to listen to diverse voices, confidence to offer constructive solutions, and skills to work collaboratively with a number of business leaders. The strategic priorities of CPA Alberta are also interconnected with my own Organization: building trust and solving important problems with an empowered and growing workforce. I will apply the perspective of my diverse, Alberta client-portfolio to ensure the recruitment of new CPAs and the ongoing development of existing CPAs. I firmly believe that we as CPAs have incredible talents to offer as we continue to innovate in Alberta and ensure the resiliency of our businesses.



**Darcy Yamada**

CPA, CA

Edmonton

in helping to support CPA Alberta's strategic priority in this area. It is a passion of mine to drive diversity, inclusion, and a sense of belonging not only within our firm but within the broader community and I believe CPA Alberta can have an impact through education, advocacy, and outreach in this societal issue.

I am eager to bring all these experiences to the CPA Alberta Board so we can better serve our members and the communities they serve.

### Professional Career

- Senior Vice President, Ernst & Young Orenda Corporate Finance Inc. (2011 – present)
- Vice President, Ernst & Young Orenda Corporate Finance Inc. (2006 – 2011)
- Vice President, PricewaterhouseCoopers LLP (2001 – 2006)
- Associate, Lambbridge Capital Partners Inc. (1996 – 2001)
- President, Yamada & Associates Inc. (1993 – 1996)
- Corporate Accountant, Credit Union Deposit Guarantee Corporation (1986 – 1993)
- CA designation received (1986)
- BComm, University of Alberta (1982)

### Relevant Activities

- Board Member, Alzheimer Society of Canada (2021 – Present)
- Board Member (2016 – Present), Audit & Finance Committee Chair (2017 – 2019), Board President (2019 – 2021), Alzheimer Society of Alberta and Northwest Territories
- Advisory Board Member, Association for Corporate Growth (2016 – Present)
- Program Chair (2016) and Conference Chair (2017), Association for Corporate Growth Annual Conference

### Candidate Statement

I have been an active member of the profession for the 36 years since obtaining my designation in 1986 in industry, in my own consulting practice, and as a member of global professional services firms. Through that time, I have consistently found ways to make a difference in my volunteer activities through board roles and in my contributions to diversity, equity, and inclusion. I was recently an award recipient of a Distinguished Service Award from CPA Alberta for my contributions on DE&I and my volunteer board work. I believe that my experience as a leader in our Strategy and Transactions practice at EY and a visible minority would help ensure that there is a diverse perspective on the board of CPA Alberta. As a board member I will work diligently to help CPA Alberta achieve its strategic objectives and build on its strong brand as a trusted professional body.

### Which CPA Alberta strategic priority resonates most deeply with you, and why?

Ensure a sustainable professional accounting ecosystem in Alberta.

As a leader in a global multidisciplinary firm, I see first-hand the terrific opportunities that our firm and individual CPAs have to influence the well-being of the people, organizations, and communities we interact with. Our purpose at EY is to build a better working world and I can leverage our learnings

### How do your skills and background position you to positively contribute to the CPA Alberta Board and lead the governance of the profession?

Serving as a board member in various capacities, including serving as a board president during the height of the Covid pandemic, required agility and responsiveness, collaboration, and communication, as well as a steady hand and strong leadership to properly govern and steward the organization during fiscally challenging times. My career working in industry, as a consultant in private practice, and in global professional accounting firm environments has also provided me with diverse experiences and skills that will serve me well in this role, from collaboration, relationship building and other leadership skills to a range of business, financial, and accounting acumen skills.

**Jeff Herzog**

CPA

Edmonton

## Professional Career

- Co-Founder and Supervisor, University of Alberta Student Volunteer Accounting Assistance for Spinoff Companies, (2021 - Present)
- MBA Mackenzie Teaching Award Received, University of Alberta (2020)
- Master of Accounting Received, University of Alberta (2020)
- Session Leader, CPA Professional Education Program (2019 - Present)
- Assistant Lecturer, University of Alberta (2018 - Present)
- Master of Accounting Student Ambassador, University of Alberta (2018 - 2019)
- Chartered Professional Accountant Designation Received, CPA Western School of Business, CPA Alberta (2018)
- Seminar Leader, University of Alberta (2016 - 2017)
- Senior Accountant, Becher Munro and Company Chartered Professional Accountants (2015 - 2018)
- Bachelor of Commerce Received, University of Alberta (2015)

## Relevant Activities

- interVivos Volunteer, LGBTQ2S+ Mentorship (2022)
- Donor, University of Alberta Scholarships for Honors Accounting, Master of Accounting, and LGBTQ2S+ Leadership (2021 - Present)
- Board Member, Secretary and Chair of Alumni Engagement, University of Alberta Business Alumni Association (2020 - 2022)
- CPA Alberta Volunteer, Various Roles (2018 - Present)

## Candidate Statement

When you think of a typical board member, you probably envision someone with decades of experience, not someone who received their designation a little over four years ago. However, during my four years as a CPA, I have been actively involved in the profession, devoting my career to the education of future accounting professionals and giving back to my community through volunteerism, mentorship, and financial support. I recognize that the skills and experiences I have gained over those years are valuable in shaping the profession for new and future CPAs. As an educator, I have been responsible for preparing students and CPA candidates for a world with infinite career opportunities and an equal number of career threats. I believe contributing this experience to the CPA

Alberta Board will better position our profession to attract fresh talent and serve the needs of stakeholders. Through the Board, I hope to amplify the voices of new and future CPAs, creating meaningful change that supports the profession's future.

## Which CPA Alberta strategic priority resonates most deeply with you, and why?

Traditionally, accounting has been an attractive major for many undergraduate business students; however, enrolments are shifting. Accounting students share a collective concern about their future in the profession. How will technology disrupt their careers? Are they competent enough to deal with increasingly complex accounting and business issues? Does the public still respect the CPA designation? Could they earn higher salaries in other business-related fields?

If the profession cannot address these concerns, we face a future shortage of CPAs, which has a pervasive impact on our ability to fulfill market needs. In seeking election to the CPA Alberta Board, I aim to change those concerns to excitement, facilitating the recruitment of new CPAs and the retention and ongoing development of existing CPAs. Through the Board, I want to help showcase the unprecedented possibilities the designation offers and attract more members to the profession.

## How do your skills and background position you to positively contribute to the CPA Alberta Board and lead the governance of the profession?

I believe my skills and experiences help draw attention to underrepresented groups, namely students, new professionals, and members of the LGBTQ2S+ community.

Working with future CPAs daily, I have witnessed firsthand what they want from a career in accounting and business: competitive salaries, respect from the public and peers, job security, etc. Furthermore, my time as a board member with the Business Alumni Association involved working with alumni to improve the Association's connectivity with its global network. Building from these experiences, I will help the CPA Alberta Board connect with the next generation of CPAs and address the issues that matter most to this group. Supporting new and future CPAs will ensure the profession's future remains bright.

Alongside being a proud CPA, I am also a proud member of the LGBTQ2S+ community. I hope my presence on the board helps facilitate a **workplace culture that embraces diversity, equity, and inclusion.**





## Phillip Peters

CPA, CA

Edmonton

### Professional Career

- Currently General Counsel and Ethics Officer at the Office of the Auditor General of Alberta
- Began working for the Office of the Auditor General in 2018 as a Legislative Audit Legal Advisor (LALA)
- Prior to that, for a decade, practiced in the Financial and Treasury Legal Team (FTLT) of Alberta Justice, providing financial advice (primarily tax) to government ministries
- Qualified as a Chartered Accountant in 2002
- Graduated University of Alberta Faculty of Law in 2006
- Graduate Master of Laws from Osgoode Hall Law School in 2017
- Early Achievement Award recipient (ICAA), 2011
- Queen's Counsel (Alberta Court of Queen's Bench), 2022

### Relevant Activities

- Currently sit as the Secretary-Treasurer of BGC Big Brothers Big Sisters of Edmonton and Area and have for over 15 years
  - As prior board member of Big Brothers Big Sisters of Edmonton and Area, I was Secretary-Treasurer during the merger with Boys & Girls Clubs of Edmonton
  - Prior to being a board member, sat on the Finance Committee of Big Brothers Big Sisters of Edmonton and Area
- Guest presenter:
  - CPA Alberta Calgary - A Snapshot on Ethics for CPAs
  - Accounting for Lawyers course, University of Alberta Faculty of Law - A Translator's Perspective: Between Accounting and Law
- Instructor:
  - To substantially all members of OAG, presented Legalese for Auditors 101, half-day course developed and presented
  - To substantially all members of OAG, co-developed and co-presented 4 ½ hour course Ethical Perspectives at the OAG Alberta: Select Issues
- Executive member, Constitutional Law, Canadian Bar Association (Alberta North)

### Candidate Statement

Since grade 10, I have felt a deep desire to serve this noble profession. I qualified to become a Chartered Accountant in 2002, graduated law in 2006, and have continued pursuing designations or degrees to improve my value to others. For 15 years, I have dedicated myself to the public service, charity board work, higher learning, and other pursuits. I seek now to utilize all my knowledge to benefit the profession at a governance level.

I believe in upholding the highest standards for which the profession is known and to the overriding duty to the public interest.

### Which CPA Alberta strategic priority resonates most deeply with you, and why?

#### Protecting the public.

I would respond with a story involving a young auditor. During a first-time audit of a small business, this auditor discovers accounting errors in the books. When questioned, this entrepreneur was taken aback that her Chartered Accountant could make such egregious errors when previously doing her books. She was distressed. A little digging by the auditor discovers that the accountant was not a Chartered Accountant. In fact, the accountant was not designated, thus not bound by the ethical code governing member accountants in Alberta.

Professionalism conduct—including dedicated adherence to accounting and audit standards—safeguards the public. When I teach, one message I emphasize above all others is this. Each and every member carries the reputation of the entire profession. In my view, it is our duty to uphold the public's trust through the highest professional conduct.

### How do your skills and background position you to positively contribute to the CPA Alberta Board and lead the governance of the profession?

I have had the great fortune to learn from and work with many incredibly capable professionals, developing the ability to view issues through the eyes of the accountant, the auditor, and the lawyer. The culmination of my learning enables me to bring my best value to the CPA Alberta Board. Having said that, no one person can know enough or alone make sense of much of the complexity we face in this profession. We rely on each other [to understand, to add perspective, to use our collective intellect and vision to cut through the confusion of complexity. We must also rely on the collective wills of members to overcome problems and challenges to discharge our duty to the public. While I constantly seek to learn more, I value more investing in the collective efforts of the "givers" of our profession: those who wish to serve a calling for the greater good.

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