

## The CA Advantage

by Daniel McMahon, FCA

### Branding Program Launches With High Profile Campaign

This month the new CA Branding Program kicks off with a high profile advertising campaign that tells the public about the distinct advantages CAs bring to business.

Appearing in a variety of venues - television, magazines, airport billboards, elevator screens and the Internet - the campaign delivers the key message that CAs are the best in class - the pre-eminent accounting designation.

This advertising campaign is just one part of a comprehensive branding program set to roll out over the next several years across Canada. Its goal is to shift perceptions about the CA profession by raising awareness that "CAs Do So Much More" than auditing, tax and financial reporting.

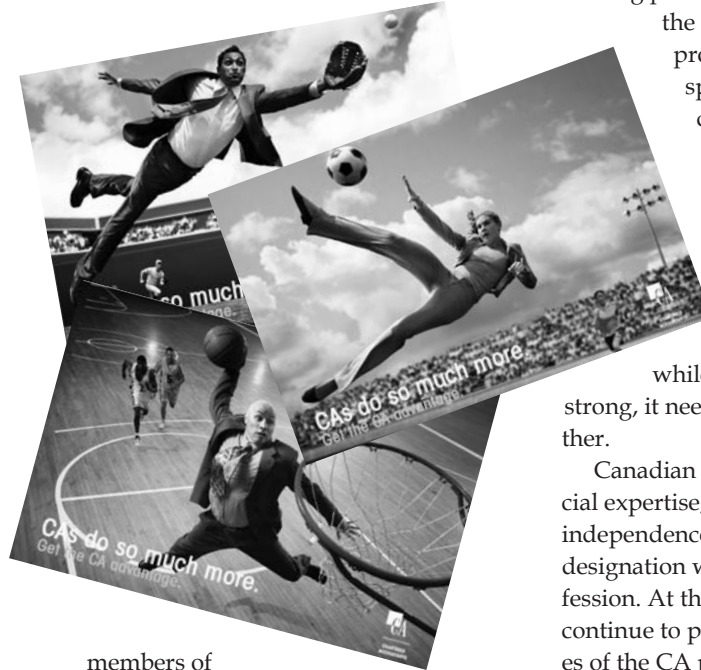
The advertising campaign is part of the broader CA Branding Program, which aims to communicate the core values of the CA profession and strengthen its identity inside and outside the profession by creating a consistent, integrated picture of the value CAs provide to businesses and organizations in all sectors of the Canadian economy.

These days, branding is a significant part of any organization's business strategy. Increasingly business leaders are learning that an organization's reputation - or brand - is a strategic asset and a key factor in its ultimate success. This is also true for professions.

Branding is about reputation. It is

about being known for consistent attributes. It is about building a reputation for consistent behaviours and values based on multiple experiences that create a consistent impression.

Branding occurs each time a CA conducts an audit, develops a strategic plan with a management team, or helps an individual client file an annual tax return. In fact, every experience



members of the public or others have with CAs - either directly or through our advertising or media relations efforts - contributes to their overall impression of the CA brand.

The new CA profession branding program aims to enhance the strength of the CA brand, inside and outside the

profession. The goal is to reposition the CA profession for today's marketplace.

As such, both the branding program and the new ad campaign are designed to deliver a consistent integrated portrait of the profession and the value it provides to enterprises and organizations, regardless of size or economic sector, right across Canada.

To ensure we reach our goals of altering perceptions in the marketplace, the progress of the branding program will be evaluated at specific points during the campaign.

Branding was identified as a key initiative in the 2004 Strategic Plan and, in focus groups leading up to the branding launch, members agreed that, while the CA brand is very strong, it needs to be strengthened further.

Canadian CAs are trusted for financial expertise, integrity, objectivity and independence. We are the pre-eminent designation within the accounting profession. At the same time, we must continue to promote the strong attributes of the CA profession and the added value that CAs bring to the business team.

To extend the brand, the new advertising campaign champions the value CAs bring to decision making beyond their traditional financial expertise - business insight, strategic thinking and leadership. The brand vision also spells

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# CA Branding Program cont'd

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out who CAs will be in 2010 - the accounting professionals of choice for all public, private and not-for-profit organizations across Canada.

To help us achieve this ambitious vision, the branding program comprises three main strategies: A marketing campaign that will build brand awareness for business, members and the public; a member campaign that will encourage members' participation in brand development as role models; and a recruiting strategy that will attract the best and brightest people to the profession.

Each strategy will come on line simultaneously through a series of different initiatives. And each of these works hand-in-hand with the other strategic pillars of our Crossroad's Strategic Plan - Public Trust, Education and Member Services - to strengthen the relevance and effectiveness of the profession and, hence, the CA brand.

The first of these strategies, the marketing campaign, is now in full swing with this month's launch of the profession's new advertising program. Central to the advertising campaign is a Web site that is available in English and French - CAadvantage.ca and avantageCA.ca.

Providing a birds-eye view of the entire campaign and how it is being rolled out to the market, this new web site highlights the ads as well as the rationale behind them - why the CA designation is number one, what CAs bring to the table, and the value-added attributes that distinguish CAs.

This campaign targets businesses, students and the public with a series of advertisements appearing this month on TV, in select magazines, on billboards in airports and on the Internet. The slogan "CA Advantage" anchors the campaign, providing a context for the theme - "CAs Do So Much More."

To illustrate the slogan CA Advantage - the advantage that business gains by employing a CA - a micro web site displays profiles of members from across the country who exemplify each

of the four key attributes: financial expertise, business insight, strategic thinking, and leadership.

These profiles tell real stories and demonstrate how CAs are living the brand right now - by providing the high quality, effective services, solutions and strategies that employers and clients need. They clearly exemplify not only the strength of the profession but the talent, skills and expertise of CAs in each region of Canada and Bermuda.

As well as the web site, the branding campaign also includes magazine and billboard advertising, e-mail newsletters for members, and media relations activities.

Looking down the road, other activities are also planned. These include the development and launch of a new logo and tag line for the profession, as well as long-term public relations, government relations and sponsorship programs. These long-term initiatives are designed to enhance and protect the CA brand.

*Daniel McMahon, FCA, is Chair of the Branding Committee and is President and CEO of the Quebec Ordre.*

## Upcoming CFP Exam

The next scheduled CFP Examination is being held November 18, 2006. Registration closes Wednesday, October 18, 2006.

The examination application package may be obtained by calling Marie Kostiuik at the Institute at 942-8248.

Examination information and applications are also available in the "CFP Candidates" section of the Financial Planners Standards Council website at [www.cfp-ca.org](http://www.cfp-ca.org).

## You are the Brand

The next step involves you - because you are living the brand. What you do every day helps create and maintain the reputation of the profession. While the ad campaign can draw attention to your financial expertise, your business insight and your capabilities in strategic thinking and leadership, it is your daily involvement as an individual CA that most strongly contributes to the overall impression of the CA brand.

There are ways you can contribute to the success of the branding campaign:

- Use CA after your name-on your business card, when you sign your letters and e-mails, and in your introductions
- Talk about the values and attributes such as objectivity, integrity, and trust that the CA designation has given you - don't be shy about saying that you're a Chartered Accountant
- When you volunteer in the community, make sure fellow board members and volunteers know you're a CA
- When you make presentations, mention your CA training and how it has given you the values and attributes that have taken you to where you are today
- If you are in public practice, ensure the words Chartered Accountant or CA are on your letterhead and signs and included in your ads
- If you are in industry, let your colleagues know that you are a CA -- that you are an important part of the profession and a critical part of its brand.

Regardless of the activities you choose, be proud of your designation and what it stands for. The business community recognizes the CA as the pre-eminent accounting designation, so make sure everyone knows you are part of it.

## 50 Year Club

This year we are pleased to welcome those who joined the Institute in 1956 to the 50 Year Club.

Robert J. Black, CA  
*Winnipeg, MB*

Glen D. Buhr, CA  
*Winnipeg, MB*

Gordon F. Collins, CA  
*Westmount, PQ*

Walter Dubowec, FCA  
*Winnipeg, MB*

Max M. Finkelstein, CA  
*Ottawa, ON*

Allen M. Fowles, FCA  
*Vancouver, BC*

Ian M. Groundwater, CA  
*Lethbridge, AB*

L. Valentine Hack, CA  
*Sooke, BC*

Wilfred J. Ham, CA  
*Ottawa, ON*

John R. Hayes, CA  
*Winnipeg, MB*

David A. Holman, CA  
*Islington, ON*

Bonne C. Lemon, FCA  
*Winnipeg, MB*

G. Kenneth Little, CA  
*Westbank, BC*

John O. MacBeath, CA  
*Calgary, AB*

Joseph D. Myles, CA  
*Winnipeg, MB*

Edward Ruchkall, CA  
*Winnipeg, MB*

Harold B. Smordin, CA  
*Winnipeg, MB*

Stanley Thow, CA  
*Winnipeg, MB*

Donald D. Webster, FCA  
*Calgary, AB*

## 2006 Member Recognition Awards

Each year a limited number of CAs are recognized for their outstanding service to, and on behalf of, the profession. Congratulations to this year's recipients!

### The Early Achievement Award

This award recognizes CAs who, within the first ten years of passing the UFE, show ongoing commitment and excellence in professional, community or other volunteer involvement.

- Todd M. Birkhan, CA  
*Senior Manager  
BDO Dunwoody LLP*
- Gordon A. Dowhan, CA  
*Senior Manager  
KPMG LLP*
- Tanya N. Knight, CA  
*Partner  
Meyers Norris Penny LLP (Brandon)*

### The Community Service Award

This award recognizes CAs for their outstanding contributions to community service or to volunteer organizations.

- Alan W. Babiuk, CA  
*Chief Financial Officer  
Loewen Windows*
- Bryan R. Dewson, CA  
*Group Leader - Mining Tax  
The Province of Manitoba - Finance*
- Lawrence M. Hurtig, FCA  
*President  
Chartered Financial Services Inc.*
- J. Wayne McWhirter, CA  
*Regional Managing Partner  
Meyers Norris Penny LLP*

### The FCA Designation

FCAs are elected by Council in recognition of their outstanding service to the profession, career achievements, or achievements in the community which have brought honour to the profession.

- Carol A. Bellringer, FCA  
*Auditor General  
Office of the Auditor General  
(Manitoba)*
- Jon W. Singleton, FCA  
*Retired*
- Carol L. Stockwell, FCA  
*Associate Partner  
PricewaterhouseCoopers LLP*

### The Lifetime Achievement Award

This award recognizes CAs who, through their entire career have rendered sustained distinction in service to the profession, a career, or community achievement which have brought honour to the profession.

- Kenneth L. Matchett, FCA  
*Retired*

### Award Presentation

The presentation for all of the awards, including the FCA certificates, will be made at the fifth Annual Member Recognition Dinner on November 1, 2006 at The Fairmont. Use the form included with this mailing or use e-series at [www.icam.mb.ca](http://www.icam.mb.ca) and buy your tickets today!

## Nominate for the 2007 Awards Today!

It's never too early to nominate a deserving CA! Nominaton forms for the 2007 Member Recognitions Awards are available at [www.icam.mb.ca](http://www.icam.mb.ca) or by contacting the Institute at (204) 942-8248.

### Institute Office Hours

The Institute has returned to the regular office hours of 8:30 a.m. to 5:00 p.m. The office will be closed on the following days: October 9, December 25 - 29, January 1.

# Risk Alert on Use of Derivative Report

The Auditing and Assurance Standards Department at CICA issued a Risk Alert earlier this year to provide guidance to practitioners who issue derivative reports to regulators or funding bodies. In particular, the department points to certain reports requested by Indian and Northern Affairs Canada (INAC) and Canada Mortgage and Housing Corporation (CMHC).

Department staff are particularly concerned about special reports requested of auditors by regulators or funding bodies with the requirement often set out in legislation. The danger is that the wording of the reports is not developed by CICA and there is an expectation that auditors will meet the special requirement without performing additional audit procedures. The bulletin highlights that the materiality, procedures, standards, and opinion of a financial statement audit are usually

not compatible with the assurance that is expected by the regulator or funding body.

Accordingly, the Auditing and Assurance Standards Board believes it to be inappropriate for auditors to issue derivative reports except within the limited scope of AuG 13 and has communicated its concerns to INAC and CMHC. Furthermore, the Board believes that in order for the regulators or funding bodies to obtain the assurance they need, they should be asking auditors for a separate engagement report under:

- Section 5805 Audit reports on financial information other than financial statements;
- Section 5815 Audit reports on compliance with agreements, statutes and regulation;

- Section 9100 Reports on the results of applying specified auditing procedures to financial information other than financial statements;
- Section 8500 Reviews of financial information other than financial statements; or
- Section 8600 Reviews of compliance with agreements and regulation.

Before issuing another derivative report to INAC or CMHC, you will want to read the bulletin in full, which can be downloaded from CICA's website at [www.cica.ca/index.cfm/ci\\_id/222/la\\_id/1.htm](http://www.cica.ca/index.cfm/ci_id/222/la_id/1.htm). Practitioners are encouraged to discuss with their clients and their clients' funders or regulators the level of assurance required and the additional audit cost.

## MB Check-Up 2006

### Coming In October

The results of the Institute's 2006 edition of *MB Check-Up*, our fifth report evaluating the province as a place to live, work and invest, will be released to the media this October.

To see how we stack up next to our neighbouring provinces, Manitoba's results are compared with those of BC, Alberta, Saskatchewan, Ontario, and the national average.

The following changes were made to the 2006 edition of *MB Check-Up* to keep our findings timely and relevant:

- data is evaluated over the 2000-2005 and 2004-05 periods
- two indicators in the Invest section were replaced with new ones, bringing a new, more in-depth dimension to the evaluation

The Institute compiles and releases the report to increase the awareness

and relevance of the profession, helping to demonstrate that CAs do so much more than auditing, tax and financial reporting. It also displays that CAs exercise leadership, apply strategic thinking, have excellent business insight and also that we have an important role to play in the public policy arena of the province.

Your copy of the *MB Check-Up 2006* will be coming soon. Watch for updates on the Institute's website at [www.icam.mb.ca](http://www.icam.mb.ca).

- If you:
- know a group that would like a presentation on MB Check-Up
  - are interested as acting as a media contact for the 2006 report
  - want more information on MB Check-Up

please contact Tanya Beck at (204) 942-8248 or email [tbeck@icam.mb.ca](mailto:tbeck@icam.mb.ca).

## Volunteer for FREE PD!

We are currently seeking a limited number of CA volunteers to help at the 2006 Business Connections Conference.

If you volunteer for two and one-half hours or more, you will receive one complementary conference registration which includes the Friday and Saturday evening events. (See page 7 for details on the conference agenda.)

Positions will be assigned on a first come, first served basis. Please contact Kathy Zaplitny at (204) 942-8248 or email [kzaplitny@icam.mb.ca](mailto:kzaplitny@icam.mb.ca) to sign up.

## PLI Notice

The Institute's bylaws require every member engaged in the practice of public accounting to carry liability insurance that meets specified minimums.

In June the membership approved changes to those minimum requirements. The new requirements take effect on October 1, 2006. For more information, please refer to Bylaw 701 and Regulation 7101 on the Institute's website at [www.icam.mb.ca/publications.html](http://www.icam.mb.ca/publications.html).

To protect yourself, you should make sure that you are covered by the firm's professional liability insurance policy.

If you are a CA who works on a contract basis for a public accounting firm, you should make sure that the firm you work for has included you in its coverage. If not, you must arrange coverage for yourself.

For more information, contact Shirley Sommer at the Institute office or by e-mail at [ssommer@icam.mb.ca](mailto:ssommer@icam.mb.ca).

## *In Memoriam*

We record with regret the passing of:

James Leslie McPHERSON  
(Member 1950, FCA 1973; BC  
1958, FCA 1971)  
Passed Away July 9, 2006



## Fall 2006/Winter 2007 PD Program

We are pleased to present the Fall 2006/Winter 2007 PD Program, which is the most comprehensive program that we have ever offered in Manitoba. This PD program includes courses in:

- Accounting & Financial Reporting
- Assurance
- Taxation
- Management, Leadership and Personal Skills
- Information Technology
- Corporate Finance
- Not-For-Profit
- Public Sector
- Wealth Management

Learning forums include on-line (e-learning); practical workshops and 2 hour (breakfast), half-day, full-day and two-day seminars. The program runs from October 26, 2006 - February 23, 2007.

The Fall 2006/Winter 2007 PD Catalogue is now available and has been mailed to all ICAM members residing in Manitoba. The catalogue can also be downloaded from our website at [www.icam.mb.ca](http://www.icam.mb.ca).

A registration form is included with this mailing of Folio. In addition, registration forms can be downloaded from our website and members can register on-line using e-series.

### PD Passport Program

The PD Passport is a savings program for members and other professionals who are interested in taking multiple PD seminars through ICAM's PD Program.

#### **Personal Passport**

Entitles you to register for up to 5 full days of passport valid seminars. Mix and match half-day, full-day, two-day and breakfast seminars to equal 5 days of PD seminars. The Personal Passport is non-transferable.

Member - \$850 (\$900 after October 13, 2006)

Non-member - \$1,000 (\$1,055 after October 13, 2006)

#### **Corporate Passport**

Entitles you and your staff to register for up to 9 full days of passport valid seminars. Mix and match half-day, full-day, two-day and breakfast seminars to equal 9 days of PD seminars. The Corporate Passport is transferable.

\$1,900 (\$2,000 after October 13, 2006)

An application form is included with this mailing of Folio or can be downloaded from our website at [www.icam.mb.ca](http://www.icam.mb.ca).

# Here and There With Members

(Unless otherwise noted, members are resident in Winnipeg.)

ANDERSON, Jason B. (2005) has transferred with KPMG LLP from Ottawa, ON, to Luxembourg.

BATEMAN, Joyce E. (1981) is currently serving a second term as Chairperson of the Winnipeg School Division.

FOWLER, John P. (2001) of Bermuda, previously with The Focus Group in Pembroke, Bermuda, is now with Bacardi Limited in Hamilton, Bermuda.

GIBSON, Kyla I. (2001) is now Vice-President, Advisory Services, with PricewaterhouseCoopers LLP in Toronto, ON.

HAUN, Elizabeth A. (2001) has recently transferred to London, England, with PricewaterhouseCoopers LLP.

KENNY, Linda S. (1985) is now with RBC Financial Group in Toronto, ON.

LAWRIE, Sarah (2005) formerly with National Leasing Group is now Professional Auditor-Internal Audit Dept with Manitoba Hydro.

MAREK, Sean C. (1998) has been elected Chair of the 2006-07 Board of Directors for Habitat for Humanity.

MEHTA-SHAH, Priti H. (1986) is Co-Chair of the 2006-07 Board of Directors of the Women's Enterprise Centre of Manitoba.

PODOLSKY, Christopher R. (1994) previously with Bird Construction is now Corporate Controller with Parkland Income Fund in Red Deer, AB.

RYBACK, Laura L. (1987) accepted the position of Senior Manager with Meyers Norris Penny LLP earlier this year.

SIMARD, Marc (2002) has been promoted to Director, Finance Control and Integration, with Manitoba Hydro.

SULLIVAN, Marcia M. (1995) formerly with FPL Energy in Florida, recently accepted a position with BuildAll Distributors, a Caribbean based company and will remain in Florida.

TRAN, Mimi C.B. (2005) transferred to Calgary, AB, with KPMG LLP and has the position of Senior Accountant, Tax Services.

YOUNG, Brent C. (1988) is the physician/owner of Prairie Trail Medical Centre.

## NEWS of MEMBERS

### Welcome to New Members

- Admitted by Examination
  - Jonathon Edward BRAY
  - Robin Nicole CAMPBELL
  - Lauren Johanna CHORNOMYDZ
  - Jeffrey A. EDWARDS
  - Michael S. GANDHI
  - Elena KALISH
  - Jamie Scott LYON
  - Jennifer Lee-Anne NAZIMEK
  - Michael Brett RAMSEY
  - Corrine Joy REIMER
  - Nicholas Gordon RUTHERFORD
  - Harpreet SINGH
  - Kristin Leigh THOMAS

## Speciality Register

The following member was entered in the Institute's specialty register and is entitled to use the specialist designation

Michael David Emslie, CA•CIA

# Firm Changes

J.B. Lawson (1980) registered the professional practice name **J. Blair Lawson Chartered Accountant Ltd.**

B.A. Riordan (1984) changed the name of his recently registered full-time public accounting practice *Blair Riordan Chartered Accountant* to **Blair Riordan Chartered Accountant Inc.** effective August 15, 2006.

## Spotlight on PD

Help us kick-off our Fall/Winter PD Program with two inspiring seminars lead by Tammy Robertson, MA, of Workheart Consulting.

In 2005 Tammy spoke to over 60 different business groups, organizations and associations, creating ripples of positive change and renewed energy among their employees. In the media she is a frequent commentator on workplace wellness and culture.

### **Energizing Your Workplace - Creating Compelling Cultures (October 26)**

will help you breathe more life into your organization's culture and create a place where employees are inspired and excited to contribute their best.

### **Soaring Success and Satisfaction in Life and Work (October 27)**

will help you learn how to sustain much needed enthusiasm, find a comfortable balance between competing demands and create systems to renew your energy daily.

# 2006 Business Connections Conference

Main Floor Convention Centre: East Concourse, Rooms 1-8

Friday, October 20, 2006

Time	Event		
11:30 a.m. - 12:00 p.m.	<b>Registration</b>		
12:00 p.m. - 1:30 p.m. <i>Luncheon Keynote</i>	<b>Planning for the Future - What you need to know</b> - John Smith, President, Great-West Life Investment Management Ltd.		
1:45 p.m. - 3:15 p.m. <i>Concurrent Sessions</i>	<b>Tax Update - 2006</b> - Ken Grower, FCA	<b>Red Flags in Board Governance</b> - Bonnie Lysyk, CA•CIA	<b>To Coach... To Motivate... To Mentor</b> - Brian King
3:30 p.m. - 5:00 p.m. <i>Concurrent Sessions</i>	<b>Tax Update - 2006 (cont'd)</b> - Ken Grower, FCA	<b>Strategic Business Relationships</b> - Cec Hanec	<b>Why Strategic Planning Doesn't Work</b> - Bruce Acton
5:00 p.m. - 5:45 p.m.	<b>Networking Reception</b>		
5:45 p.m. - 6:45 p.m. <i>Evening Keynote</i>	<b>Security, Value, and Peace of Mind</b> - Michael Mager, CMA, FCMA, President / CEO CAA Manitoba		
7:00 p.m. - 7:45 p.m.	<b>Entertainment</b> Dean Jenkinson		

Saturday, October 21, 2006

7:45 a.m. - 8:30 a.m.	<b>Continental Buffet Breakfast</b>		
8:30 a.m. - 9:30 a.m. <i>Morning Plenary Session</i>	<b>My Journey - It's not all fun and Games</b> - Sami Jo Small, Canadian Women's Olympic Hockey Team		
9:45 a.m. - 10:45 a.m. <i>Concurrent Sessions</i>	<b>Financial Instruments</b> - Sean Marek, CA	<b>Why Strategic Planning Doesn't Work</b> - Bruce Acton	<b>Employer of Choice</b> - Sue Kathle
11:00 a.m. - 12:00 p.m. <i>Concurrent Sessions</i>	<b>Financing for Succession and Growth</b> - Ken Bicknell	<b>IT Security - Managing a Moving Target</b> - Don Nowicki	<b>Creative Thinking for Problem Solving</b> - Val Monk
12:00 p.m. - 1:30 p.m. <i>Luncheon Keynote</i>	<b>The Authentic Leader</b> - Jim Reger, Co-Author of The Authentic Leader with David Irvine		
1:30 p.m. - 2:30 p.m. <i>Concurrent Sessions</i>	<b>Audit Risk</b> - John Kelly, FCA	<b>Succession Planning and other big ideas</b> - Eric Storey	<b>Creative Thinking for Problem Solving</b> - Val Monk
2:45 p.m. - 4:00 p.m. <i>Closing Plenary Session</i>	<b>Energy for Life</b> - Bob Koehler		

A brochure and registration form are included with this mailing  
of Folio - sign up today!

# Accounting Standards Board Bulletins

Over the next five years, accounting standards in Canada will change. The new direction will affect public, private and not-for-profit organizations. Standards for public companies will move to the International Financial Reporting Standards (IFRS) now used by the European Union and a number of other major countries.

The Canadian Accounting Standards Board is producing a series of bulletins about the new direction of Canadian accounting standards. Their *Bulletin #1* gives a broad overview of the changes facing public companies and their stakeholders. Topics include *Why Change, Why International and Not US Standards, What Does this Mean for Me*, and *What Next*.

The changes for publicly traded companies will also affect other publicly accountable enterprises, such as Crown corporations, credit unions and cooperatives, and regulated public utilities. Subsequent issues in the series will deal with specific topics in more detail.

Future bulletins will cover changes for private business and not-for-profit organizations. Following the "One size does not necessarily fit all" philosophy, accounting standards for public companies may not be suitable for other organizations.

The AcSB bulletins can be found at [www.acsbcanda.org](http://www.acsbcanda.org) under "Strategic Planning, Accounting Standards in Canada: New Directions".

## CICA Implementation Support Gateway

The CICA has developed a website that will serve as a gateway for information about implementing new accounting, assurance, and public sector standards. Its purpose is to serve as a single source for support materials that will help members learn about, or implement, the standards that affect them. Annotated links will be provided to make it easy to find the information that is most applicable to your particular situation.

The Gateway currently has valuable

support material for **Financial Instruments, AuG-43 - Policy Liabilities and Audit Risk**. Other areas currently under development include Revenue Recognition, Reporting Financial Performance, Fair Value Measurement, Auditor Consent and Subsequent Events.

The site is a new venture and these pages are living documents, therefore you can expect ongoing additions and updates. To access the site, go to [www.conferences.cica.ca/ssg/home.html](http://www.conferences.cica.ca/ssg/home.html).

## Coming Events

**Member Recognition Dinner**  
The Fairmont Winnipeg  
Wednesday, November 1, 2006

**Annual Volleyball Tournament**  
St. Boniface College  
Saturday, November 4, 2006  
9 a.m. - 4 p.m. (Approx.)

**UFE Results Release**  
Friday, November 24, 2006

**Annual Basketball Tournament**  
St. Boniface College  
Saturday, January 27, 2007  
9 a.m. - 4 p.m. (Approx.)

**Convocation Dinner & Dance**  
The Fairmont  
Saturday, February 3, 2007  
Convocation Ceremony 1 p.m.  
Reception 6 p.m.  
Dinner 6:45 p.m.

**D. Eric Mitchell Hockey Tournament**  
Dakota Community Centre  
Saturday, April 14, 2007  
9 a.m. - 6 p.m. (Approx.)

## CA Research Plus - Online Access to a Complete Business Library!

Search and view the full text of current and archived issues of 3,000 leading Canadian and international business journals and magazines including the Harvard Business Review, The Economist, and the Journal of Accountancy. Access 10,000 company profiles, 7,500 industry and market research reports and 8,000 business books. All of this is available for only \$100 per year with CA Research Plus.

**Receive a free 3-month trial membership (one time only)** by going to: [www.knotia.ca/store/carpfree](http://www.knotia.ca/store/carpfree). You will be prompted to log on to CICA's Knotia website and you must log on as a member to access this service.

Go to [www.caresearchplus.com](http://www.caresearchplus.com) to get started today!



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