

# FEDERAL BUDGET COMMENTARY

# 2008

## The CICA's fast-breaking Budget Commentary

When the Federal Budget is tabled on February 26, 2008, make sure that your firm and your clients are up to speed on all the changes—with comprehensive, professionally written commentary.

On the night that the Minister of Finance presents his budget, the CICA, in cooperation with the Provincial Institutes of Chartered Accountants, will produce the **Federal Budget Commentary**—a timely, in-depth commentary that practitioners can distribute to clients early the next morning. Available to registered CAs and CA firms, the CICA's **Federal Budget Commentary** is Canada's foremost source for commentary on budget measures, implications, and changes that matter to your clients.

### Take advantage of the expert Commentary!

Make sure each of your clients receive this straightforward, professionally prepared analysis the very next day! Written in lay terms by a team of leading tax specialists, the **Federal Budget Commentary** can help your clients understand the issues that may affect them as they deal with the new fiscal climate. More importantly, it can help them recognize the areas where you can help them navigate the technical intricacies of new rules and changing strategies. The **Federal Budget Commentary** is a unique opportunity for you to showcase your expertise and know-how to your clients. The benefits include:

- A quick, in-depth assessment of the budget measures and their implications to your clients
- Providing value-added service to your clients
- Reinforcing your knowledge and expertise on topics that matter to your clients
- A marketing tool for attracting new clients

### How to order

Please return the completed Order Form and your cheque, or valid VISA or MasterCard card number to your Provincial Institute. Addresses and methods of payment accepted are listed on the back.

### Details of Courier service

The Budget Commentary will be sent by Courier on a prepaid basis only. Delivery time and date will depend on your location but should be no later than the morning after the Budget announcement. Please contact your Provincial Institute for more information.

### Modestly priced at just \$210

The **Federal Budget Commentary** is an invaluable marketing aid for all public practitioners. For just \$210, you receive:

- unrestricted use of the contents including unlimited reproduction with no requirement to include an acknowledgement to CICA
- your choice of format and delivery mode!

Make sure your firm has the Budget Commentary advantage! Order your copy of the **Federal Budget Commentary** today (available to registered CAs and CA firms only). Don't miss this opportunity to provide a high profile service from leading tax specialists, at a very low cost!

### Personalize the Commentary for added reinforcement of your services!

The **Federal Budget Commentary** gives you the opportunity to reinforce the value of your firm's services to your current and potential client base. You can...

- Alert your current and potential clients to tax changes that may affect them by reproducing the **Federal Budget Commentary** on your firm's letterhead and sending it to them the day after the budget comes down.
- You can highlight areas of major concern to specific clients, such as:
  - tax planning
  - estate planning
  - retirement planning, and
  - business advisory services.
- Email the **Commentary** to clients the morning after the Budget comes out and show them that you are up-to-date with the changes that may affect them.
- Attract new clients to your firm by posting it on your company's website.
- Distribute the **Federal Budget Commentary** in-house to help you and your associates quickly assess the budget measures and their implications.
- Be ready to respond to your clients' questions and help them deal with the changes that will have a direct impact on their personal and business financial planning.

### Choose the format that works best for you...

1. **Via E-mail** in both a Microsoft Word file and an Adobe Acrobat file. If you have any questions about the E-mail option, please contact us at [budget@cica.ca](mailto:budget@cica.ca), or call Kristina Chong at (416) 204-3426.
2. **Pick-up**—a typeset hard copy will be available for pick-up at your Provincial Institute the morning after the Federal Budget is announced. Printed on plain paper suitable for reproduction on your own letterhead. Time of availability will be confirmed by your Provincial Institute.
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4. **Fax**—a typeset hard copy will be sent to you by fax from your Provincial Institute.



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## PROVINCIAL INSTITUTES

### Daniel Neville

The Institute of Chartered Accountants of **Alberta**  
580 Manulife Place  
10180 — 101 Street  
Edmonton, AB, T5J 4R2  
Phone: (780) 424-7391  
Phone: 1-800-232-9406  
Fax: (780) 428-7519  
E-mail: d.neville@icaa.ab.ca  
GST R107508533  
*VISA, MasterCard, American Express accepted*

### Audrey Ong

The Institute of Chartered Accountants of **British Columbia**  
One Bentall Centre, Suite 500,  
505 Burrard Street, Box 22  
Vancouver, BC, V7X 1M4  
Phone: (604) 488-2641  
1-800-663-2677 (B.C. only)  
Fax: (604) 684-1267  
E-mail: ong@ica.bc.ca  
GST R107508541  
*Cheque, VISA, MasterCard accepted*

### Marie Kostiuik

The Institute of Chartered Accountants of **Manitoba**  
161 Portage Avenue East, Suite 500  
Winnipeg, MB, R3B 0Y4  
Phone: (204) 942-8248  
Fax: (204) 943-7119  
E-mail: mkostiuik@icam.mb.ca  
GST 108084799RT  
*Cheque, VISA, MasterCard, Interac accepted*

### Kathy Wills

The **New Brunswick** Institute of Chartered Accountants  
55 Union St., Suite 250  
Saint John, NB, E2L 5B7  
Phone: (506) 634-1588  
Fax: (506) 634-1015  
E-mail: kathywills@nb.aibn.com  
GST R122270739  
*Cheque only*

### Tashia Batstone

The Institute of Chartered Accountants of **Newfoundland**  
95 Bonaventure Avenue  
P.O. Box 21130  
St. John's, NL, A1A 5B2  
Phone: (709) 753-7566  
Fax: (709) 753-3609  
E-mail: tbatstone@ican.nfld.net  
GST R125902510  
*Cheque or VISA accepted*

### Kathie Slaunwhite

The Institute of Chartered Accountants of **Nova Scotia**  
1791 Barrington Street, Suite 1410  
Halifax, NS, B3J 3L1  
Phone: (902) 425-3291  
Fax: (902) 423-4505  
E-mail: kslaunwhite@icans.ns.ca  
GST R107508517  
*Cheque, VISA, MasterCard accepted*

### Jennifer Manzoor

The Institute of Chartered Accountants of **Ontario**  
Phone: (416) 969-4279  
Fax: (416) 962-8900  
E-mail: jmanzoor@icaoo.on.ca

### Lea Rand

The Institute of Chartered Accountants of **Prince Edward Island**  
P.O. Box 301  
Charlottetown, PE, C1A 7K7  
Phone: (902) 894-4290  
Fax: (902) 894-4791  
E-mail: amferris@icapei.com  
GST R127431500  
*Cheque only*

### Éric Nolet

Ordre des comptables agréés du **Québec**  
680, rue Sherbrooke Ouest, 18e étage  
Montréal, Québec, H3A 2S3  
Phone: 1-800-363-4688 ext. 4623  
Fax: (514) 843-8375  
E-mail: e.nolet@ocaq.qc.ca  
107 803 009 RT 0001  
*VISA, MasterCard, Cheque, Interac accepted*

### Michelle Reimer

The Institute of Chartered Accountants of **Saskatchewan**  
3621 Pasqua Street  
Regina, SK, S4S 6W8  
Phone: (306) 359-1010  
Fax: (306) 569-8288  
E-mail: m.reimer@icas.sk.ca  
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