

E-SCAN is a regular newsletter distributed electronically as a means of maintaining timely communication of, and encouraging a dialogue on, topics relevant to Chartered Accountants and students of the Nova Scotia Institute. Copies of recent issues can be obtained from the Institute website at www.icans.ns.ca under "Publications" then "E-SCAN."

MEMBERS' ANNUAL LUNCHEON

Once again, it was a packed house (approx. 300 attendees) at the Annual Members' Luncheon where Nova Scotia CAs traditionally gather to formally congratulate our newest CA students on passing the UFE. Held at the Casino Nova Scotia Hotel on Friday, December 17, 2004 — a similar gathering was held on December 13th in Sydney to honor graduates from Cape Breton — attendees also paid tribute to the Institute's five new FCAs: **Jay Forbes, Sheila Gillis, Mathew Harris, Bob Caswill** and **Bob Hemming**. In addition, the luncheon was the ideal venue to congratulate the recipient of this year's *Ross L. Towler CA of the Year Award*, **Darren Nantes, CA**, who was recognized for his outstanding contribution to the Children's Wish Foundation and the Maritime NHL'ers for Kids, among other community organizations.

The event, which opened with remarks from Education Minister Jamie Muir — who brought greetings on behalf of the Provincial Government — ended with an insightful address by CICA Vice-Chair Alain Benedetti, FCA. In particular, Mr. Benedetti talked about the profession's changing environment, with specific emphasis on significant changes recently made to increase investor confidence, including the Canadian Public Accountability Board, the Auditing and Assurance Standards Oversight Council and the new independence standard. He then proceeded to promote the profession's new Strategic Plan and its goal for CAs to dominate all senior financial positions and advisory roles.

Mr. Benedetti also commented on ongoing discussions regarding the proposed merger between CAs and CMAs. He noted that, while a merger is in line with recommendations in the Strategic Plan, members have concerns, which are being further reviewed with the aim to find alternatives to enable our two organizations to work together. He also noted that we will be monitoring discussions of the three accounting bodies in the United Kingdom, which are considering a merger. Finally, Mr. Benedetti concluded the luncheon by reminding the graduates that successfully completing the UFE isn't the end, it's really just the beginning of their career, which promises to be long and rewarding.



Above: CICA Vice-Chair Alain Benedetti, FCA, addresses attendees of the Annual Members' Luncheon in Halifax.



Left: John Carter, FCA, presents the 2004 CA of the Year Award to Darren Nantes, CA (R).

CA BRANDING UPDATE—REGIONAL 'CHANGE AGENT' INPUT

During the CA Branding Task Force's November meeting, the group completed the first draft of a 'tentative diagnosis' or blueprint for developing the CA brand. This blueprint captures key brand elements such as a vision, priority target markets, the brand's meaning/essence, the values it carries, the attributes and personality of a CA, etc. Shortly thereafter, the regional 'change agent' meetings began — an opportunity to 'test' the Task Force's blueprint with CAs from Atlantic Canada, Quebec, Ontario and Western Canada, before it goes to the Council of Senior Executives (CSE).

To Recap

As previously communicated, the role of a 'change agent' is to ensure that the regional and member sub-group differences within the profession are in keeping with the context, objectives, motivations and environments of the profession across the country. In addition, 'change agents' will help to express/describe the various relevant branding options and their strategic consequences.

Summary of Regional Change Agent Meetings

In reviewing comments from the four regional 'change agent' meetings, the Task Force recognized consistent comments regarding the main themes outlined in the tentative diagnosis/blueprint; namely: the issues and challenges facing the profession; the opportunities that will emerge in developing the CA brand; the identification of our key target markets; and, consensus regarding members' core values, attributes, assets, etc.

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In This Issue:

- Annual Members' Luncheon Review
- Branding Task Force Update
- Media Watch
- Changes/Here And There With Members/Career/Volunteer Opportunities
- Joint ICANS/FEI Dinner
- Reminders and Important Dates

WASN'T THAT A PARTY! CELEBRATIONS FROM MARK'S DAY 2004



Nauss Hornby LLP grads Paula George (centre left) and Lauren Keating (centre right) celebrate the big day with Charles Nauss, CA, (L) and Mike Hornby, CA (R).



Jim MacGowan, CA, poses with Deloitte & Touche LLP graduates Natalie Churchill (L), Sarah Matchett (an NB grad) and Melissa Randall (R).



Deloitte & Touche LLP grad Natalie Churchill receives a 'congratulations' message from friend James Dyack.

CA BRANDING UPDATE (CONTINUED FROM PAGE 1)

Following the 'change agent' meetings, the Task Force regrouped to discuss the outcome of these meetings and the subsequent input received. This feedback was then incorporated into the tentative diagnosis/blueprint and circulated at the December CSE meeting for review and input. And, as a follow up, we are pleased to share that the branding blueprint was well received by the CSE, who also supported the Task Force's plan to gain further input/validation from external sources during the next phase of the branding development. The CSE also reinforced the importance of the Task Force's plans to ensure that the branding development process remains well connected with the development of the other key areas outlined in the profession's Strategic Plan – the education model and member relations.

Coming Up

The next phase of this process involves further external research. To this end, the Task Force met in early January 2005 to establish a framework for conducting focus groups with key stakeholders, who will provide additional input and validation for the developing blueprint. Once this research is complete, the Task Force will re-engage the 'change agents' for a progress update and follow up discussion.

Meanwhile, if you have any questions, contact **Joy Barkhouse** at communication@icans.ns.ca. Note: Further updates on this initiative will be distributed as the process unfolds. Thank you!

<p>NOTICE OF ANNUAL GENERAL MEETING CANADIAN INSTITUTE OF CERTIFIED PUBLIC ACCOUNTANTS</p>
<p>Friday, February 25, 2005, 9 am, Council Chamber, Institute of Chartered Accountants of Ontario (ICAO), 69 Bloor Street East, Toronto, ON. Note: Those not expecting to attend can complete and lodge a <u>proxy form</u>, available through the CICPA Admin. Secretary at the ICAO offices by 5 pm on Tuesday, February 22nd.</p>

HERE AND THERE WITH MEMBERS

Philip Dickie, CA, transferred from the Bermuda office of Union Bancaire Privee to its office in London, UK.

William Murphy, CA, previously with Nova Communications, is now the Director of Finance for H & H Fisheries Ltd. in Eastern Passage, NS.

Jeffrey Aucoin, CA, previously with Page Realty Management in Dartmouth, NS, is now the Controller of Teed Saunders Doyle & Co. in Saint John, NB.

Heidi Davidson, CA, previously with Grant Thornton LLP in New Glasgow, NS, is now with Sobeys Inc. in Stellarton.

Judy Steele, CA, has been appointed for a three-year term to the Board of Directors of the Halifax Port Authority.

IN MEMORIAM

We regret to inform you that **Arnold W. Sarty**, CA, has passed away.

IN THE NEWS

As highly respected business leaders, CAs are often sought for their opinions on a variety of issues. To this end, the following ICANS members graciously volunteered their time and expertise in responding to recent media requests:

Scott Ellison, CA, Partner, Rudderham Norwood Ellison Investment Counsel, Halifax.

Eric Crowell, CA, Director, Saint Mary's Business Development Centre, Halifax.

Dale Noseworthy, CA, Equity Research Analyst, Beacon Securities, Halifax.

CAs WANTED!!

The *Chronicle Herald* has invited Nova Scotia CAs to be regular participants in its weekly "Business Forum" column, which features responses from business professionals on a variety of topical questions. Our members have been participating in this communication initiative for the past few years and it's proven to be a **great way to showcase CAs** as professional business leaders, and it's also **great publicity for the individual CAs** and their associated companies/organizations.

Below is a new list of questions for 2005:

What invention would you like to see developed? (***deadline = Jan. 27**)

How do you measure success? (**deadline = Feb. 3**)

Who was your best boss? (**deadline = Feb. 10**)

What is the biggest mistake made by first time investors? (**deadline = Feb. 17**)

What is your best tax tip? (**deadline = Feb. 24**)

Is your profession limited by a stereotype? (**deadline = March 3**)

Are businesses in Atlantic Canada limited by a stereotype? (**deadline = March 10**)

When was the last time a business exceeded your expectations? (**deadline = Mar. 17**)

What problems lead to most business failures? (**deadline = March 24**)

Do you use the Internet to make purchases on-line? (**deadline = March 31**)

Which is more important: skill or determination? (**deadline = April 7**)

Is money the best motivator? (**deadline = April 14**)

Should there be dress codes in the workplace? (**deadline = April 21**)

Are customers more demanding than they used to be? (**deadline = April 28**)

*Note: this is the deadline by which the *Herald* must receive your response and photo. Also, any suggestions or alternative questions are gratefully accepted -- contact *Herald* Business Editor, **Steve Proctor**, at sproctor@herald.ca or 426-3015. And remember . . . submissions are brief -- **just 100 to 150 words** -- and must be accompanied by a **digital photo of yourself**. And, as the *Herald* sometimes omits the designations of writers, please **incorporate your CA credentials within the body of your response** (e.g. "As a chartered accountant, I've experienced . . ."). Submissions can be emailed to ICANS for review or sent directly to the *Herald's* business editor, Steve Proctor, at sproctor@herald.ca. Questions? Contact **Joy Barkhouse**, ICANS Communication Consultant, at communication@icans.ns.ca. Thank you!

VOLUNTEER OPPORTUNITIES

Volunteer opportunities are posted regularly on the ICANS website at www.icans.ns.ca under 'Members.' Currently, the following opportunities are available:

Treasurer —The Boys and Girls Clubs of Nova Scotia

Treasurer & Corporate Support Chair — The Canadian Cancer Society, Relay for Life

Finance Committee and/or Board Members — Alice Housing



ICANS CONVOCATION DINNER AND DANCE—FEBRUARY 12, 2005

It may not be the *Oscars*, but ICANS' Annual Convocation is definitely the 'place to be' on February 12th, as we join our province's newest CA grads in celebrating their UFE success! Once again, the World Trade and Convention Centre will be the venue for this stylish gala. And, while ticket order forms have been mailed you can also download forms from the Institute's website at <http://www.icans.ns.ca/media/documents/RequestForTickets.pdf>. You can also access information about reserving hotel rooms at the Prince George Hotel, which has blocked a limited number of rooms for our use. So, dig out your tux or best party dress and plan to attend this most festive affair — see you there!

FRAME IT FOREVER

Make the moment last. Earning your CA designation is a career milestone, so why not 'frame' the occasion for all to see! Within seconds, without tools and fuss, you can have your certificate mounted in a high quality, Canadian-made polished gold-colored, walnut wood frame (colored or dark stained), that features an elegant border mat and gold foil stamp of the Institute's official logo. For details, log on to <http://www.icans.ns.ca/newsandpublications.asp?cmPageID=151#Frames>.



A SYMBOL OF PRIDE

You worked hard, you earned it, not show off your pride by wearing a CA ring! Displaying a stylized CA, this distinguished ring has been around for over 25 years and remains a highly recognizable symbol of your commitment to the prestigious profession of chartered accountancy.

CA rings are available in either 10k or 14k, yellow or white gold, in both men's and women's designs/sizes. For details, log on to http://www.icans.ns.ca/newsandpublications.asp?cmPageID=151#CA_Rings.

ANNUAL JOINT ICANS/FEI BUSINESS DINNER

The annual joint ICANS & Financial Executives International (FEI) Business Dinner will be held on **February 16, 2005** at the Halifax Club. Featuring The Honorable Peter Chrisite, Nova Scotia Minister of Finance, as the guest speaker, the event will begin with a reception from 6 to 7 pm, followed by dinner. Tickets are \$70/person and include the pre-dinner reception. Seating is limited, so book early by contacting **Greg Blunden, CA**, via email at Greg.Blunden@Emera.com.

HAVE YOU RECENTLY MOVED OR CHANGED MAILING ADDRESSES?

If so, don't forget to include ICANS on your 'Who Needs to Know' list. To ensure you continue to receive Institute news on a timely basis, phone (902-420-3291) or email our Membership Registrar, **Soula Keramaris**, at skeramaris@icans.ns.ca, with your latest info. You can also use the 'Change of Address' form on the Institute web site at <http://www.icans.ns.ca/forourmembers.asp?cmPageID=137>. And bonus . . . updating our records with your current info automatically updates CICA's records too! Oh, and don't forget email changes — after all, you wouldn't want to miss an issue of *E-SCAM*!



James and Nicole Cox, pictured above on their wedding day four years ago, were vacationing in Thailand when the tsunami struck. Nicole has been reported as missing ever since.

NOVA SCOTIA CA MISSING IN THAILAND

It is with great sadness and concern that the Institute wishes to report that **Nicole Cox** (nee Comeau), CA, is among the thousands missing as a result of a powerful tsunami that hit Southeast Asia on December 26, 2004. Nicole, who received her CA designation in 1998 while working for SaxtonComeau in Yarmouth, is originally from Dartmouth, NS. Upon receiving her CA, she moved to Bermuda to take a position with Centre Solutions (Bermuda) Limited. It was also in Bermuda that Nicole met her husband, James Cox, and it was only recently that the pair left their jobs to travel the world before heading back home to Canada. As her family continues their frantic search, we'd like to extend all our hopes and prayers for Nicole's safe return.

In addition, we recognize that other members — both here and across the country — may also be impacted by this terrible disaster. In response, we'd like to offer you our heartfelt sympathies and to encourage everyone to pull together during this time of unimaginable sorrow.

Career OPPORTUNITIES ON THE WEB

Did you know that career postings are added on a weekly basis to the Institute's website (www.icans.ns.ca)? Log on for details about the following postings:

- Full-time Staff Accountant** — Halifax, NS
- Chartered Accountant** — Dartmouth, NS
- Fund Accountant & Senior Fund Accountant** — British Virgin Islands
- Director, Finance & Accounting** — Halifax, NS
- Assistant Controller** — Pictou County, NS
- Director, Internal Audit** — Halifax, NS
- Consulting Services for HRM Financial Business Unit** — Halifax, NS
- Controller, Insurance Services** — Calgary, AB

Note: Other career opportunities, together with valuable information and guidance on career counseling, etc., can be found at CA Source, on the CICA Website (www.cica.ca).

REMINDERS—IMPORTANT UPCOMING DATES

Convocation

February 12, 2005

Annual ICANS/FEI Dinner

February 16, 2005

CICPA Annual General Meeting

February 25, 2005

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