

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 under "Publications/ESCAN."

STRATEGIC PLAN AND MERGER UPDATE

As outlined in the memo to members dated October 26, 2004, the original CA/CMA merger proposal will not proceed. However, there remains considerable goodwill on the part of both bodies to promote the interest of our respective memberships by seeking mutual cooperation related to achieving strategic objectives. Merger or not, the CA profession still faces the challenges outlined in our new Strategic Plan. In particular, issues such as our 'baby boom' demographics and diminishing student intake are causing significant challenges in terms of meeting the increasing demand for CAs and maintaining our leadership role in traditional markets. Clearly, the status quo is not an option.

For this reason, all members are urged to become familiar with the Strategic Plan, as the profession's leadership proceeds to its implementation stage. Note: if you have yet to review the Strategic Plan, you can access a copy by clicking on <http://www.icans.ns.ca/media/documents/StrategicPlanningReport.pdf>. As you'll see, while the Plan identifies critical areas of action, much work remains in developing details and **member input is essential** for successful implementation. It is all of our responsibility to get involved in the ongoing development of our profession. And so, while the leadership is committed to working hard on behalf of the membership and to keeping you updated as events unfold, we ask that you please take the time to **review and provide input** on the Strategic Plan. Thank you and if you have any questions or concerns about the Strategic Plan and/or about the profession's ongoing discussions with the CMAs, please contact Lauchie MacKenzie, ICANS Executive Director, at (902) 425-3291 or at executivedirector@icans.ns.ca.

CA BRANDING—A PROGRESS UPDATE

Work on the CA branding front continues to progress well. The Task Force met again on October 28th to:

- Discuss how the extended merger discussions may impact the branding process;
- Begin developing a tentative branding model for the CA profession;
- Review and analyze relevant branding information such as the:
 - (1) the Strategic Plan Task Force's research and interviews
 - (2) CA member and market research
 - (3) key performance indicators and
 - (4) comparative and benchmarking analysis;
- Diagnose and discuss potential issues;
- Identify alternatives and options related to branding decisions (to ensure decisions link to the profession's Strategic Plan);
- Listen to Tim Forristal's presentation on the ongoing development of a new CA education model;
- Plan upcoming meetings involving member 'change agents' (i.e. CAs in each region who will offer input and serve as 'sounding boards' on the Task Force's branding process).

In December, the Task Force will discuss the outcomes of the various 'change agent' meetings and how to best incorporate member feedback into the overall branding development process. Meanwhile, if you have any questions regarding the profession's branding process, please contact **Joy Barkhouse** at communication@icans.ns.ca. Thank you!

**MARK IT ON YOUR
 CALENDAR!**

**ICANS MEMBERS' LUNCHEON
 December 17, 2004
 at the Casino Hotel Nova Scotia**

In This Issue:

- Strategic Plan & Merger Update
- Branding Task Force Update
- Practitioners' Forum Recap
- Media Watch
- Changes/Here And There With Members/CAreer/Volunteer Opportunities
- Reminders and Important Dates



PRACTITIONERS' FORUM: A RELEVANT GATHERING

Over 50 members attended this year's Practitioners Forum, held on October 28th at the Holiday Inn in Dartmouth. As with prior years, those in attendance were enthusiastic in their evaluation on this one-day gathering. In fact, as one member summarized: "I attend the forum every year, because the topics are always relevant to my practice." That said, much of the credit goes to **David Yuill, CA**, who, once again, organized and chaired this highly successful event, and thanks to **Matt Whitman** (Carswell Thompson Publishing), **Wayne Taylor** and **Paul Kneebone** (CICA Publications, Information Resources Consultants) for sponsoring the coffee breaks.

Mark Davis, a partner of the Halifax law firm of Baxter Harris-Neonakis, opened the event with a session on planning for a *Catastrophic Termination of a Professional Practice*, a practical, if not sobering, reminder of the legal and managerial consequences caused by the untimely death of a practitioner. This was then followed by an informative session on *SR & ED Opportunities*. Presented by the Emperion Group, a specialized consulting group that assists taxpayers in applying for SR & ED tax credits, this session featured a good discussion between audience members and presenters.

Over lunch, **Brian Rogers, FCA**, one of the Atlantic Regions two CICA Board of Directors, provided a brief update on the status of the profession's discussions with the CMAs regarding a possible merger. In particular, Brian reported that the original proposal would not go forward, but that the two bodies have agreed to continue to explore areas of common interest. His comments also touched on the profession's Strategic Plan — which is available on the ICANS web site — and encouraged all members to read it and provide input.

Paul Cherry, FCA, Chair, CICA Accounting Standards Board (AcSB), began the afternoon session with a report on the input received as a result of the series of roundtable sessions held across Canada by the AcSB on the future direction of standard setting in Canada. In particular, he presented the various options being considered and the views of specific interest groups. Note: concerns over "standards overload" generated considerable interest in Paul's remarks.

CICA Chairman, **David Hope, FCA**, also presented an update on current initiatives at the National level, touching on governance, the Strategic Plan and the merger, among other topics. David was then followed by **Paul Kneebone**, who reviewed current developments regarding the CICA Virtual Professional Library, including new updates, products and tips on getting the most from the technological products available from CICA.

Finally, a short presentation was made by **Peter Wilde, CA**, and **Jim Horwich, CA**, regarding the need for a standing practitioners committee to formalize a process to promote the views of the small and medium sized practitioner. The day then ended with an open Q&A, Town Hall-type session, hosted by **John MacKinnon, CA**, ICANS President and **Lauchie McKenzie, FCA**, Executive Director.

MEDIA WATCH—WHO'S 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:

Ed Raine, CA, General Manager, Southwest Honda, Yarmouth, NS

Todd King, CA, CPA, Senior Manager - Taxation, Deloitte & Touche LLP, Halifax, NS

If you're interested in sharing your expertise with Nova Scotians, **let us know!** In particular, the *Chronicle Herald* features a weekly *Business Forum* column, which has **proven to be a great way to showcase CAs** as professional business leaders. Below is a list of topics/issues that the *Herald* is planning to run in December:

- **Are unions still relevant? (Deadline = Dec. 2)**
- **What invention would you like to see developed? (Deadline = Dec. 9)**
- **What is the best advertisement you've ever seen? (Deadline = Dec. 23)**
- **Are you more or less optimistic than this time last year? (Deadline = Dec. 30)**

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 its writers, please incorporate your credentials within the body of your response (e.g. "As a CA, I've experienced . . ."). Thanks and remember, this communication initiative is not only **easy to do**, it's **easy publicity** for you, your firm/company and for the profession! Questions? — please contact ICANS' Communication Consultant, **Joy Barkhouse**, at communication@icans.ns.ca.

WELCOME TO NOVA SCOTIA!

The Metropolitan Immigrant Settlement Association (MISA) has asked for ICANS' help in promoting its **Employment Services Unit**. Designed to aid people who are new to Canada, MISA's Employment Services Unit provides access to employment counseling, job information, workshops and practice interviews, work placements, professional mentors and a computer lab. For more information, contact MISA at (902) 423-3607 or via employment_services@misa.ns.ca.



SAY, CHEESE! (or, um . . . Say, UFE!)

When it comes to UFE celebrations, it's always a Kodak moment! That said, don't forget to bring along your camera to your firm's big Mark's Day party on December 3rd and then send us your favorite pics. If we get enough, we'll create a mini photo gallery in an upcoming issue of *E-SCAN* or *SCAN*, so that everyone can enjoy and remember what has to be one of the — if not THE — most memorable days in the life of a CA! Note: photos can be emailed to:

Joy Barkhouse at communication@icans.ns.ca or mailed to ICANS at 1791 Barrington St., Suite 1101, Halifax, NS, B3J 3L1.

HERE AND THERE WITH MEMBERS

Jennifer Cain, CA, previously with Grant Thornton LLP's Halifax office is now the Assistant Director, Finance, for the Dept. of Education (Student Assist Office).

Prof. Joan Conrod, FCA, Dalhousie University, recently received the prestigious *Leaders in Management Education Award* for Atlantic Canada.

Blair Corkum, CA, R.F.P., CFP, formerly a partner of Corkum & Crozier, Chartered Accountants in Charlottetown, PEI, is now practicing as a sole practitioner in PEI under the name of Corkum & Associates, Chartered Accountants.

Dana Hatfield, CA, previously with Grant Thornton LLP in Halifax, Nova Scotia, is now the Controller for SYSCO Food Services of Atlantic Canada in Lakeside, Nova Scotia.

Shannon McLaren-Woodill, CA, previously with KPMG LLP in Sydney, Nova Scotia, is now with KPMG LLP in California, USA.

Dale Noseworthy, CA, previously employed with Emera Inc. is now an Equity Research Analyst with Beacon Securities Ltd. in Halifax, Nova Scotia.

CAs IN THE NEWS

ICANS members **Paul Meier, CA** (VP Finance, Secunda Marine Services), **Bob Simlett, CA** (Controller, Secunda Marine Services) and **Jay Forbes, CA** (President & CEO, Aliant Inc.) were among several CAs featured in the October 2004 issue of *CAMagazine*. In particular, the article (pages 30—37) explains how CAs have been instrumental in what's being described as Atlantic Canada's 'economic renaissance.'

Sonya Fowler, CA, CFO, Magneto-Inductive Systems Ltd., shared her comments on working with renown business coach Joe Seiler in a recent article on Seiler for *Progress Halifax* (pages 17—23). Note: prior to working at Magneto-Inductive Systems Ltd., Sonya was VP Operations for Seimac Ltd., a marine electronics firm formed by Joe Seiler and business partner Hugh Macpherson in 1978.

The spirit of partnership — **Rod McCulloch, FCA**, President, Nova Scotia Crystal Ltd. and **Gerry Walsh, FCMA**, President, Gerald Walsh Associates Inc., joined forces to launch the Blue Nose International Marathon, details of which can be found in *Progress Halifax* (vol. 2 no. 1, pages 32—34).



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:

Chartered Accountant/Finalist — Halifax, NS
Assistant Controller — Bermuda
Accountant — Bermuda
Fund Accountants - Bermuda
Technician, Audit Expertise — Halifax, NS
Director Financial Reporting & Assistant Corporate Controller — Nova Scotia
Junior Chartered Accountants/CA Students — Nova Scotia
Director, Service Development — Halifax, NS

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).

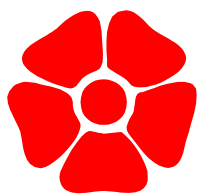
VOLUNTEER OPPORTUNITIES

Volunteer opportunities are posted regularly on the ICANS website under 'Members.' Currently, the following opportunities are available:

Board Member — Nova Scotia SPCA
Treasurer — Nova Scotia Nature Trust
Treasurer — Scouts Canada

REMINDERS—IMPORTANT UPCOMING DATES

- **2004 Fall/Winter PD Week**
November 15—19, 2004
- **UFE Release**
December 3, 2004
- **Members' Luncheon**
December 17, 2004
- **Convocation**
February 12, 2005
- **Annual Meeting & Golf Tournament, Chester**
June 6, 2005



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Lest We Forget**

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