CA BRANDING UPDATE

The ‘Decisions Matter’ ad campaign — targeting the business community — was originally launched in 2008 by the Chartered Accountants of Canada. This month, a new phase of the ad campaign was launched, taking the concept of ‘Decisions Matter’ to the next level.

In particular, the new ‘Decisions Matter’ ad campaign is aimed at shifting the traditional perception of the CA designation and promoting CAs as business leaders and key decision-makers in every organization. The latest research shows that the CA profession is top-of-mind among the campaign’s target audience: business managers, owners, professionals and executives (MOPES). The research also shows that the original campaign successfully changed the way CAs are perceived. When the ‘Decisions Matter’ campaign was launched in 2008, MOPES saw CAs as highly technical. Two years later, attitudes are shifting, with CAs now being more often associated with business expertise and insight.

Using a Targeted, Multi-Media Strategy

Based on this success, the CA profession is moving on to phase two of ‘Decisions Matter’. The new advertising campaign uses a combination of media — television, radio and billboards — to deliver a powerful message to the business community: Chartered Accountants can help you make better decisions.

A targeted media plan is in place to effectively reach our intended audience. Over the coming weeks, television viewers will see our 30-second commercials during primetime news, select primetime programs and on select specialty networks. Our ads will play on news and talk radio stations across Canada (in Nova Scotia they can be heard on News 95.7 FM). In addition, billboards will be visible in high-traffic locations in major centres (in Nova Scotia, look for billboards rotating through the HRM near the MacDonald Bridge, along the Bedford Highway, near the Armdale Rotary, on Barrington Street and on Upper Water Street). As well, various Provincial Institutes are running print ads in local publications as ‘top ups’ to the national campaign (in Nova Scotia, prints ads will appear in the Halifax Chamber of Commerce’s Business Voice magazine and in the Nova Scotia Barristers’ Society’s publication, The Society Record). And finally, a number of complementary steps will be taken to build awareness through media, government relations and other communications support.

Note to ICANS members: to see and hear the ads, please go to the CAdecision.ca intranet site and enter the username and password as outlined in the member email you received from CICA.

How Members Can Further Promote the Brand

There is obviously an important role for members to play in branding! Every CA can help promote the Profession’s reputation as business leaders with a few simple steps:

- Include your CA designation on business cards and other communication;
- Ensure your professional network knows you are a CA - this includes the organizations you volunteers with;
- When making presentations, discuss how your CA training has powered your achievements;
- In interviews, introduce yourself as a CA.

The ‘Decisions Matter’ message has evolved over time, but it is still grounded in the essential truth that CAs help organizations and individuals make better decisions. Our audience has given us permission to grow as leaders in the Canadian business environment. In an increasingly competitive marketplace, it is vital that we maximize that opportunity.

If you have any questions re: the profession’s new advertising campaign, please contact ICANS’ Branding Officer, Joy Barkhouse, at communication@icans.ns.ca.
The 2010 Practitioner’s Forum is being held on October 28, 2010 at the Best Western Glengarry in Truro. Your Practitioner’s Committee has put together a full agenda for the day with a variety of practical and interesting topics to help practitioners in managing their practice and meeting client’s needs. These topics include:

- First Angel Network (FANA)
- AICA Risk Management and PLI Matters
- ICANS’ Update
- Networking Technologies
- Family Trusts
- Taxpayers’ Ombudsman

To register, click on: http://www.icans.ns.ca/media//documents/PractitionersForumRegistration.pdf. Please complete the registration form and fax it to ICANS (with your credit card payment) at (902) 423-4505 or mail it with a cheque to: ICANS, 1791 Barrington Street, Suite 1410, Halifax, NS, B3J 3L1. Note: Registrations will be accepted if received by October 25th and remember, participants will receive ICANS CPD credits of 6 hours for attendance. Also, the 2010 Forum Participant Survey is attached to the registration form. Results of the survey will be discussed over lunch at the Forum, so please complete the survey (only one per office) and return to ICANS by October 25th.

Thank you and if you have any questions, please contact Wenda Bennett at wbennett@icans.ns.ca or by calling ICANS at (902) 425-3291.
ICANS SPONSORS HALIFAX CAREER FAIR
As per tradition, ICANS was a gold sponsor and a member of the Nova Scotia Government pavilion at the 2010 Halifax Career Fair, held on September 28, 2010 at the Cunard Centre in Halifax. This premier recruiting event attracts more than 1,000 students who attend Dalhousie, Mount Saint Vincent, Saint Mary’s, Acadia and St. Francis Xavier universities.

Volunteering to represent the CA profession at the ICANS booth were: Terry Arthur, Atlantic School of Chartered Accountancy (ASCA); Scott Ellison, CA, CFA, TD Waterhouse Private Investment Advice, Halifax; Catherine Johnston, CA, Port City Fashions Ltd.; and Peter Nash, CA, Controller, Strum Environmental. Throughout the day, approximately 50 to 60 students stopped by the ICANS booth to specifically talk with our volunteers and to learn more about becoming Chartered Accountants. This is the province’s premier career fair and as such, we are honored to participate and extremely thankful for the time our volunteers devote to this important event.

OTHER ICANS RECRUITMENT EVENTS
On September 13, 2010, ICANS’ CEO Michele Wood-Tweel, FCA, attended a reception at Dalhousie University as part of the Dalhousie Accounting Society’s Annual Accounting Week Kick-Off Networking Event. A number of CA representatives from public practice firms also attended this reception.

On October 14, 2010, ICANS Recruitment Committee member Michele Gerrard, CA, Corporate Controller, Scotia Investments Limited, represented the Institute at an Acadia University Accounting Society reception for alumni, faculty, students and friends. Held in conjunction with the 45th Annual Acadia Business Banquet, the reception was an ideal opportunity for students to meet Acadia graduates who have gone on to pursue successful careers in accounting.

In addition, on October 28, 2010, ICANS members Janet Blades, CA, Belliveau Veinotte Inc., and Linda MacKay, CA, Office of the Auditor General of Nova Scotia, will represent ICANS at the Mount Saint Vincent University’s Annual Business & Tourism Conference Dinner. This is the Mount’s annual event to introduce industry professionals with student leaders of tomorrow.

As you can see, the fall months have been a busy time for recruitment activities and we’d like to thank all our volunteers for so graciously giving of their time and for sharing their expertise and insight with aspiring students interested in the CA profession.

THE 2010 UFE
From September 4 to 6, 69 Nova Scotia CA students took on the 2010 UFE (Uniform Evaluation): 66 wrote in Halifax, two in Sydney and one in Charlottetown. This group was part of the larger student body who participated in writing this world-renowned exam process across Canada and in Bermuda. It was an intense three days and now the anticipation starts to build for December 3rd when the results are released. Meanwhile, please join us in thanking Keith Sanderson, CA, for serving as invigilator at the Sydney exam centre; MGM & Associates, KPMG LLP and Grant Thornton LLP for providing IT support for the writers; and Gary Armstrong, FCA, President, Eldercare Atlantic Inc., who once again sponsored the post-UFE party at the Halifax exam centre.

RECRUITMENT BROCHURES
If you are interested in having copies of ICANS’ Recruitment Brochure to distribute to students, contact Cindy Mombourquette at cmombourquette@icans.ns.ca or by calling (902) 425-3291 (ext. 21)

UPDATED CATO WEBSITE
The CATO website has recently been updated to provide the 2010 edition of the Practical Experience Requirements (PER), updated FAQs and the support materials to reflect modifications made to the PER.

To learn more, visit www.icans.ns.ca and click on the following button:
ACCOUNTING STANDARDS BOARD APPROVES
ACCOUNTING STANDARDS FOR NOT-FOR-PROFIT ORGANIZATIONS IN THE PRIVATE SECTOR

Effective January 1, 2012, Canadian private not-for-profit organizations will have a new financial reporting framework. These mandatory standards will be available as of December 1, 2010, as Part III of the CICA Handbook - Accounting. Early adoption is permitted.

Given the diversity of the private sector, not-for-profit organizations will also have the option of choosing International Financial Reporting Standards (IFRSs) for a January 1, 2012 changeover. Until transitioning to a new financial framework, not-for-profit organizations should continue to follow the existing accounting standards in the CICA Handbook - Accounting (now called Part V).

The new reporting options were created to recognize the diverse nature of the organizations and will provide decision-useful financial statements for the users, who include members, boards, contributors, lenders, clients and the public. The standards are fundamentally those outlined in the March 2010 Exposure Draft, Accounting Standards for Not-for-Profit Organizations. Some amendments were made in response to stakeholder comments. The Board approved amendments to the standards on capital assets. The amendments clarify that the provisions in Section 3064, Goodwill and Intangible Assets apply to not-for-profit organizations intangible assets. The Accounting Standards Board and the Public Sector Accounting Board are creating a joint task force in the fall of 2010 to represent the needs of users of private and government not-for-profit accounting standards. The Boards recognize the dynamic nature of standards and this group will work to develop standards that better meet users’ needs.

Public Sector Update
The Public Sector Accounting Board issued a document for comment for government not-for-profit organizations. The Board met on September 23 and 24, 2010. Decisions made regarding these entities can be found on the PSAB website at www.psab-ccsp.ca.

Stay Involved and Up-to-Date
To read the Decision Summary and related material, visit: www.acsbcanada.org. Sign up for electronic updates and e-newsletters from the AcSB and PSAB, by clicking on the ‘Subscribe’ button on the homepage of either website.

For more information, please contact the following:
- **Brian Barrington**, Consultant, Accounting Standards, at (416) 204-3436 or at brian.barrington@cica.ca;
- **Jim Keates**, Principal, Public Sector Accounting, at (416) 204-3282 or at jim.keates@cica.ca;
- **Lisa Pretty**, Communications Manager, Standards, at (416) 204-3482 or at lisa.pretty@cica.ca.

COMMUNITY CORNER

It’s no secret that CAs are extremely community-minded. In fact, many of our members are involved in local/national charities and non-profit organizations, and help to coordinate important events like the following:

**What:** Let’s Get Retro 80s - 5th Annual Halifax Rock for Dimes  
**When:** October 29, 2010  
**Where:** World Trade & Convention Centre  
**In Support of:** March of Dimes Canada  
**CA Contact:** Mark Winfield, CA, TEP, MWinfield@raymondyuill.ca or (902) 543-7373  
**Event Website:** www.rockfordimes.ca

**What:** 2nd Annual Youth Programming Auction  
**When:** November 4 to 18, 2010  
**Where:** Online  
**In Support of:** HomeBridge Youth Society  
**CA Contact:** Colleen Clark, CA, cclark@homebridgeyouth.ca or (902) 466-1439 ext. 224  
**Event Website:** http://www.realauction.ca/homebridge/en/

Note: If you are a CA involved with a non-profit organization that’s planning an event and you’d like to share this info with other ICANS members, let us know! Send your info (title, date, location, NPO/charity name, contact) to communication@icans.ns.ca and ICANS will promote it in E-SCAN’s ‘Community Corner.’ Space is limited, so submit your info early and remember, the contact person for the event must be a CA!

ARE YOU ON THE MOVE?
If so, be sure to update ICANS with your new address. Just email your info to, Danielle Roode, at droode@icans.ns.ca.
AEFNS CALL FOR PROPOSALS
The Accounting Education Foundation of Nova Scotia (AEFNS) is looking for proposals or suggestions for projects which will help achieve its objectives. Members are invited to submit ideas by October 31, 2010 for projects or programs that will provide Nova Scotia educational institutions with the additional resources needed to strengthen the quality of accounting education in the province; and, improve communication with the academic community and help attract outstanding candidates to the accounting profession.

To this end, there are a wide variety of projects that fit our mission. Ideas may include curriculum development, research assistance, teaching awards, students awards, support for accounting activities and sponsorship of guest speakers, among others. Requests for support does not need to be detailed at this time — a description of the project, approximate amount of required funding and a time frame of the project will suffice. Further information on the Foundation and the guidelines for proposal submissions are available on ICANS’ website at http://www.icans.ns.ca/events.asp?cmPageID=316 or by contacting Wenda Bennett, CA, ICANS’ Director of Professional Standards, at wbennett@icans.ns.ca or at (902) 425-3291 ext. 26.

ACCOUNTING STANDARDS BOARD (AcSB) PROPOSES TO AMEND FIRST-TIME ADOPTION STANDARDS FOR PRIVATE ENTERPRISES AND NOT-FOR-PROFIT ORGANIZATIONS
This Exposure Draft will be of interest to those planning to adopt the new accounting standards for private enterprises or accounting standards for not-for-profit organizations where there is a defined benefit plan with unrecognized actuarial gains and losses and past service costs that were determined previously in accordance with Section 3461, Employee Future Benefits, in Part V of the CICA Handbook - Accounting.

“This Exposure Draft proposes to amend Section 1500, First-Time Adoption, in Part II of the Handbook, to permit most private enterprises to carry forward unrecognized actuarial gains and losses, and past service costs determined under their previous reporting,” explains Nancy Estey, AcSB Principal. “The AcSB intends to make a similar provision in the accounting standards for not-for-profit organizations.”


CICA RESOURCES
The following CICA resources are available for your benefit:

Understanding Reports on Financial Statements Brochure
A new addition to CICA’s Client Development Brochure series, Understanding Reports on Financial Statements, explains the three levels of service CAs provide with respect to communications on financial statements: audit, review and compilation. This informative guide can be distributed to new and prospective clients to give them a practical overview of the types of financial statements that may be required for their business, and open the door for further conversation on how their CA can help them achieve their goals.

Other brochures in the series include: New Canadian Auditing Standards (CASs); New Accounting Standards for Private Enterprises; International Financial Reporting Standards (IFRSs); and Tax Planning. Available in both English and French, the brochures can be downloaded for FREE from the CICA website. Alternatively, CAs can purchase personalized copies of the brochures, with the name and contact information of their business, printed directly on the back cover.

For more information and/or to order, visit: www.cica.ca/clientdevelopment.

Canadian Business Compliance Manual (CBCM)
National in scope with a practical format, the Canadian Business Compliance Manual (CBCM)* is a unique source of business information for accountants and other professionals who need an easy-to-understand, comprehensive overview of the legal requirements and associated administrative and compliance information being used in Canadian business today.

*Note: CBCM is formerly The Accounting Manual (ACCMAN). Current subscribers to ACCMAN (print and electronic) will automatically be sent CBCM.

For more information and/or to order, visit: CAs tore.ca/CBCM-PICA.
EVENTS OF INTEREST

CA CHAIRS INVEST ATLANTIC CONFERENCE

Dave King, CA, MBA, CEO of the Genesis Group, located in St. John’s, Newfoundland, will serve as the Chair of The Jameson Consulting Group’s first annual one-day conference entitled, Invest Atlantic: Raising Capital for Business, being held on October 26, 2010 at the World Trade & Convention Centre in Halifax, NS. The conference will focus on the raising of equity capital by existing businesses looking for expansion, growth and/or partnerships. Highlights of sessions and panellists include:

• Introduction To Raising Equity Capital with Michael Arbow, Head, Capital Markets, New Brunswick Securities Commission, NB; Robert Cowan, Partner, McInnes Cooper, NS; and Dr. Nauman Farooqi, Mount Allison University, NB;

• Attracting Later Stage Financing with Peter MacNeil, Director, Venture Capital, Nova Scotia Business Inc., NS and Dan Goguen, VP, Private Markets, New Brunswick Investment Management Corp., NB;

• Angels, VCs or Other Forms of Capital? with J. Curry, Manager, Business Programs, ACOA, NS and Tim Burke, CEO, Tether and Quark Engineering, NS;

• Planning Your Exit Strategy with Jevon MacDonald, Entrepreneur in Residence, Innovacorp, NS and Trevor Gough, Managing Director, Head of CIBC Mid-Market Investment Banking, ON;

• Commercializing Ideas & Research Opportunities with Dr. Michael Mayne, Deputy Minister, Innovation & Advanced Learning, PEI and Kevin Dunn, Director of Operations, Industry Liaison & Innovation, Dalhousie University, NS;

The conference will also feature a ‘Pitching Den’, where four ‘pitches’ from capital-ready organizations will be presented to an expert panel of investors in hopes of securing capital investment. Delegates will be able to vote electronically for their favourite ‘pitch’ and the results will be tabulated and announced before the conference closes.

For more info and/or to register, visit: www.investatlantic.ca or contact Patricia Pardy at (902) 802-2606 or at patricia@energyconsultant.ca.

WEBINAR: AUDIT OF A MICRO ENTITY - MAKE THE NEW CANADIAN AUDITING STANDARDS WORK FOR YOU AND YOUR CLIENTS

Gain practical insights into how to best prepare your firm for the 2011 audit season. Focused on micro entity and not-for-profit organization audits, this webinar — being held on October 27th at 1 pm — will cover what is new in the 2010 Canadian auditing standards and, as importantly, what is not new, and how you and your clients can benefit from this change. Phil Cowperthwaite, Partner, Cowperthwaite Mehta and Eric Turner, CA, Principal, CICA Auditing and Assurance Standards, will explore strategies during this session that will help you handle your audit engagements in an effective and efficient manner. Is it time to rethink your practice strategy?

The webinar will run for 60 minutes, followed by a 30 minute Q&A session. Note: Upon successful completion of a quiz, you can earn one hour of CPD credit for attending this webinar. For more information and/or to register, click on: http://www.snwebcastcenter.com/event/?event_id=1198.

PROJECT MANAGEMENT TRAINING COURSES

• PMP Certification Prep Workshop; Nov. 1 - 5, 8:30 am to 4:30 pm at the Technology Innovation Centre, 1 Research Dr., Halifax. To register, click on: http://www.regonline.ca/register/checkin.aspx?EventId=893905.

• Project Leadership Workshop; Dec. 13 - 17, 8:30 am to 4:30 pm at the Technology Innovation Centre, 1 Research Dr., Halifax. To register, click on: http://www.regonline.ca/register/checkin.aspx?EventId=893909.

To learn about other upcoming courses, visit: http://www.nationalpm.net/halifax.htm. Also, check out the following PMI events:

• Nov. 24 Volunteer Appreciation Night Dinner Meeting — “Are You Too Soft?” A Presentation by Neal Whitten

• Nov. 25 Big Event — “Let’s Talk Leadership, Accountability & Professional Maturity” — A Workshop by Neal Whitten

• Nov. 30 Project Management Framework & Tools

For more info and/or to register, visit: www.pmi.ns.ca or contact Joan Pike, Association Manager, PMI NS Chapter, at (902) 423-1764.
MORE EVENTS OF INTEREST

ATLANTIC PROVINCES TAX CONFERENCE

Keeping Tax Practitioners Informed, is the title of this year's Atlantic Provinces Tax Conference being held November 5 to 6, 2010 at Saint Mary's University, Halifax. For details, visit: http://www.ctf.ca/ctfweb/EN/Home/Conferences_and_Events/EN/Conferences_Events/Conferences_and_Events.aspx?hkey=e37a2dfd-34aa-4b4d-9ce9-3a57c39c86f1.

UPCOMING CICA PD OPPORTUNITIES

- Nov. 20 - 26 in Banff — Income Tax Practice Course — http://www.cpd.cica.ca/itp/about.cfm
- *Nov. 4 - 5 in Toronto — 12th Annual Investigative & Forensic Accounting Conference — http://www.cpd.cica.ca/IAFA/about.cfm
- Nov. 13 - 17 in Whistler — Advanced Tax Issues for the Owner-Managed Business Course — http://www.cpd.cica.ca/ali/about.cfm
- Nov. 20 - 24 in Tremblant — Corporate Reorganizations Course — http://www.cpd.cica.ca/cr/about.cfm
- Nov. 23 - 24 in Toronto — CICA/IASC Foundation Conference IFRS in North America - 2010 http://www.cpd.cica.ca/ifracconference/about.cfm
- Dec. 6 - 9 in Toronto — IFRS Immersion I Course — http://cpd.cica.ca/IFRSImmersion/

*Revised Date

For information on all CICA Continuing Education courses and products, visit: www.cpd.cica.ca.

NEW ON-LINE CAS COURSE

As discussed in the September 2010 issue of CAMagazine, CICA has developed an introductory course to help auditors understand the new Canadian Auditing Standards (CAS). The new course, entitled, “Introduction to Auditing Standards in Canada,” is free, on-line and qualifies for approximately 2 hours of verifiable PD credits. It can be accessed on CICA’s CAS website at www.cica.ca/CAS, under the “CAS Support Tool” icon on the top right-hand side of the page or at http://38.113.180.226/cica_init/.

XTENSIONS LEARNING

Did you know that CICA has a 24/7 online learning centre for your training and information needs? Just click on: http://www.softconference.com/CICA/default.asp. Here, you will discover how you can use this tool to earn valuable CPD credits; access event media products (flexible alternatives to full conference modules provide just-in-time learning, plus you can refresh your technical skills); access the select series (enhanced, interactive modules offer verifiable CPD, many with self-assessment).

IFRS TRAINING & EVENTS

The CA profession provides a full range of courses and conferences to help you develop the knowledge you need to plan and execute a successful transition to IFRS and to understand the technical intricacies of the new standards. To this end, there are various e-learning courses available to members. To learn more, check out http://www.cica.ca/ifrs/training-and-events/.
**REMINDERS AND IMPORTANT UPCOMING DATES**

- **Practitioner’s Forum**
  October 28 - Glengarry Inn, Truro

- **Atlantic Prov. Tax Conference**
  Nov. 5 to 6 - Saint Mary’s University

- **ICANS Fall 2010 PD Weeks**
  - Nov. 15 to 19 - WTCC, Halifax
  - Nov. 22 to 26 - Delta Sydney

- **2010 UFE Results Release Date**
  December 3

- **Members Luncheon**
  Halifax - Dec. 17 - Marriott Harbourfront

- **2011 Convocation**
  Jan. 29 - WTCC, Halifax

- **ICANS 2011 Annual Mtg./Golf Tournament**
  June 20 - Chester Golf Club

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**CA CAREER OPPORTUNITIES ON THE WEB**

Employment and volunteer opportunities can be found at [http://www.icans.ns.ca/events.asp?cmPageID=192](http://www.icans.ns.ca/events.asp?cmPageID=192). Check out the following:

**VOLUNTEER OPPORTUNITIES**

- **Board Member** - ALS-SLA Society of Canada
- **Directors & Treasurer** - Alcare Place
- **Treasurer** - New Start
- **Treasurer** - Bryony House
- **Treasurer** - Scouts Canada-Nova Scotia Council
- **Treasurer** - Progress Centre for Early Intervention Development

**EMPLOYMENT OPPORTUNITIES**

- **Chartered Accountant** - Halifax, NS
- **Manager, Compliance & Performance Improvement** - Halifax/Dartmouth, NS
- **Associate/Senior Associate, Business Valuations & Corp. Finance Advisory** - Bedford (Halifax), NS
- **Manager, Internal Controls** - Dartmouth, NS
- **Corporate Accountant** - 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.

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**HERE AND THERE WITH MEMBERS**

The following firms were merged on September 1st 2010 and now operate under the name **Collins Barrow Nova Scotia Inc.**

- Collins Barrow Nauss Hornby LLP
- Hemming Weir Casey Inc.
- Hemming Weir Casey (Truro) Inc.

**NEW MEMBERS**

The following individuals were admitted to membership through affiliation:

- **William Marr**, CA
- **Jacqueline Naish**, CA

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**IN MEMORIAM**

We regret to inform you that the following member has passed away:

- **Former ICANS President (1976-77)**
  Robert Clifford Fraser, FCA

We also regret to inform you that the following former ICANS staff member has passed away:

- **Judy Ann Louise Cameron**, ICANS Executive Assistant from 1968 to 1999

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**CICA UPDATE**

**Bill MacKinnon**, FCA, is the new Chair of the CICA Board of Directors and **Shelly Brown**, FCA, is CICA’s new Vice-Chair. Mr. MacKinnon was a partner with KPMG and retired in 2008 after serving nine years as the firm’s CEO. Originally from Winnipeg, he completed his Bachelor of Commerce degree at the University of Manitoba in 1967, earned his CA designation in 1971 and was appointed an FCA by the Ontario Institute in 1994. Ms. Brown has been a CICA Board member for six years and is a member of the national Board of Deloitte. She has over 30 years of experience in public practice and is a Partner in Deloitte’s Saskatoon office. She is also the Office Managing Partner for the Saskatchewan practice of Deloitte, which includes three offices (Saskatoon, Regina & Prince Albert). Ms. Brown was appointed an FCA of Alberta in 2009 and by the ICAS in 2002. She has a Bachelor of Commerce from the University of Saskatchewan.

Mr. MacKinnon and Ms. Brown will hold the positions of CICA Chair and Vice-Chair respectively for two years.

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**ICANS BIDS FAREWELL TO . . .**

**Cheryl Arsenault**, ICANS’ Membership Registrar, who is leaving the Institute at the end of October.

**ICANS WELCOMES . . .**

**Danielle Roode** who joined the ICANS team as the new Membership Registrar effective November 1, 2010.