

2008

CMA Members Conference

May 27th and 28th, 2008

Best Western Richmond Hotel & Convention Centre

Richmond, BC



Sharpen your skills



**Certified
Management
Accountants**



**Certified
Management
Accountants**

The Program at a Glance

The Certified Management Accountants of British Columbia are proud to present their *2nd Annual Provincial Members Conference.*

This year our speakers will focus on further developing the core competencies as outlined in the CMA Competency Map. The topics will be presented in a manner that emphasizes a fresh approach, moving participants up to the next level of performance and understanding. The lessons will include real-life examples and encourage implementation of new ideas and methods. The sessions will involve active participation through a mixture of presentation, interaction, group and hands-on activities.

Tuesday, May 27

7:00 am	Registration
7:30 am - 8:45 am	Continental Breakfast
	Welcome and Keynote Speaker: Vaughn Palmer , Vancouver Sun
9:00 am - 11:30 am	Concurrent CPLD Sessions
11:45 am - 1:30 pm	Lunch
	Keynote Speaker Jamie Graham , Vancouver Chief of Police, Ret.
1:45 pm - 4:30 pm	Concurrent CPLD Sessions

Wednesday, May 28

7:30 am - 8:45 am	Continental Breakfast
	Keynote Speaker Shane Holland , VANOC/2010 Olympics
9:00 am - 11:30 am	Concurrent CPLD Sessions
11:45 am - 1:30 pm	Lunch
	Keynote Speaker Kyle MacDonald , One Red Paperclip
1:45 pm - 4:30 pm	Concurrent CPLD Sessions
4:30 pm - 6:00 pm	Networking Reception



Attend this two day conference and earn 15 CPLD Learning Credits.

Tuesday, May 27

Keynote Speakers



Opening Speaker
7:30 – 8:45 am

Vaughn Palmer

Vaughn Palmer's hard-hitting columns have seen him cover the feats and follies of British Columbia's premiers for more than 15 years.

An award winning journalist, Palmer is the *Vancouver Sun's* provincial political columnist, a legislative correspondent for Global Television and host of the weekly program *Voice of BC* on Shaw TV.

Palmer is a recipient of the Hyman Solomon Award for excellence in public policy journalism and a co-recipient of the Jack Webster award for reporting.

Vaughn's insight into government operations and the economy of British Columbia helps support his commentary on "What is really happening in BC – the major trends impacting business and our economy".



Luncheon Speaker
11:45-1:30 pm

Chief Jamie Graham, Ret.

Chief Jamie Graham was sworn in as the 29th Chief Constable of the Vancouver Police Department (VPD) in August, 2002 and officially retired in August of 2007. The VPD is one of Canada's largest Police Departments with approximately 1,200 sworn police officers, 300 civilian support staff and countless volunteers. Chief Graham previously served with the Royal Canadian Mounted Police for over 34 years holding a number of command, investigative and executive positions in British Columbia, Alberta and Saskatchewan.

Jamie will bring to life his experience with crisis management and building a strong team through significant challenges. His presentation style is informative and entertaining.



Tuesday, May 27 cont'd...

Concurrent CPLD Sessions

(repeated in the afternoon)

1. Strategic Decision Making

Seminar overview

The modeling and decision-making approaches in this course have applications in a broad range of disciplines, including design, operations, and managing price reductions in marketing. The goal of this seminar is to challenge traditional and often ineffective forms of strategic decision-making. Participants will use both “hard” and “soft” analytical tools to evaluate decisions facing their organization and learn decision-making best practices.

David Gibbons

As a senior consultant with The Refinery Leadership Partners, David builds and teaches in a number of customized corporate and executive programs, including the CMA Executive Program. In particular he has taught for PMC-Sierra, BC Hydro, Radical Entertainment, Indian and Northern Affairs Canada, UBC Department of Pediatrics, Providence Healthcare, Paprican, Alcan and Blast Radius.

2. Investing in a Project to Spend Less and Gain More

Seminar overview

Frequently organizations realize their development objectives through projects, including construction projects. Success starts with planning and requires capabilities to evaluate risks and ensure that these are adequately measured, managed and controlled for the long term.

This session will utilize case projects to involve participants in simulations of:

- involving the project accountant on a planning team that spans departments and organizations;
- risk analysis, and setting project criteria that will mitigate risk, both for the occurrence of problems and for their consequences;
- informing decision-makers of the possible ranges of project costs and consequences.

Chris Quaife, CMA

Chris Quaife, CMA, PEng has over 20 years of experience in construction and project development with owners, consulting engineers and builders and 15 years experience as a project management consultant including instructor roles. He was the Chair of the BC Architect-Engineer-Contractor Joint Advisory Committee and Co-chair of the Project Management Workgroup of BC Safety Systems Review in 95 -97.

John Wong, CMA

John Wong, CMA, CFM has over 19 years with BCIT in progressive roles in Project Management, Facilities Management and Campus Planning. He is currently Director of Campus Planning. He was the Chair of the Public Construction Council of BC, Past President of Pacific Coast Association of Physical Plant Administration, Past Director of APPA and is a member of the Society of College and University Planners and International Facility Managers Association. John was the CMA Valedictorian for the Class of 2006.



3. Murder Mystery: Leading Effective Group Dynamics

Seminar overview

Creating and fostering optimal group dynamics is critical to improving the performance and productivity of your team. In this highly experiential session, you will develop leadership and facilitation skills to promote optimal group dynamics.

Through a fun and engaging murder mystery exercise, you will learn how to overcome common obstacles to communication and collaboration. As meeting “detectives”, you will explore why meetings and other group interactions go off track, fall into tangents, develop power struggles and more. You will learn and practise tools and techniques to prevent these pitfalls, observe effectively, and intervene respectfully and productively when necessary. Alex draws upon real-life examples to further illustrate how these critical leadership practices have a positive impact in the workplace.

Through interactive presentations and group discussion, Alex will create an experience that is fast-paced, practical and guaranteed to make a difference in your meetings.

Alex Wray, President and CEO/Wray Group

As Wray Group’s senior consultant, facilitator, trainer and keynote speaker, Alex has worked throughout North America, and globally from Singapore to Copenhagen. He is the chief innovator and designer of all Wray Group workshops and programs. Alex has the engaging presence, focused mindset and broad knowledge base of a leader. He also has a unique ability to communicate and empathize with all levels in an organization from the executive office to the shop floor. As an expert in Situational Leadership, Alex focuses on its practical applications in the workplace. He is also widely recognized as a leading expert in corporate facilitation. Since co-founding Wray Group in 1993, Alex’s focus has remained on making a lasting difference for his clients.

4. Recruiting & Retaining Employees

Seminar overview

In today’s labour market the reality of the labour shortage has some companies taking proactive steps to ensure their current practices position them to attract and retain top talent. Are your staff being proactive? Do you have in-house HR professionals who work to ensure they are positioning themselves for success? Do they need more information? Do they understand that the labour shortage is a reality?

This Session is intended to provide CMAs at all levels with a nuts and bolts view of HR and allow them to openly discuss what is happening to them or their organizations. You will take away practical tools that you can implement right away.

Cori Maedel

Cori has diverse professional experience backed by solid credentials. She has been a Business Trainer, General Manager, TQM Leader, Organizational Behaviour and Development Leader, and VP of Human Resources; all of which have given her practical experience in managing human resources, and insight into how to prepare for the projected employment crisis. She currently runs Jouta Performance Group, offering many personal and professional consulting services to help businesses create infrastructure to attract and retain quality employees.



Wednesday, May 28

Keynote Speakers

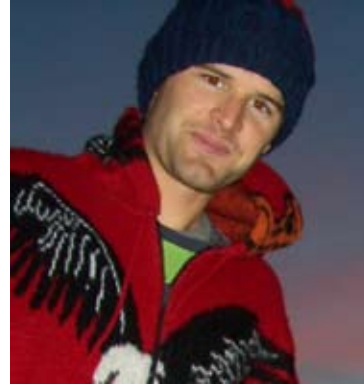


Breakfast Speaker
7:30-8:45 am

Shane Holland, CMA, MBA

Shane Holland joined VANOC for that once-in-a-lifetime opportunity of being a part of the Olympic Games. Shane was originally responsible for facilitating business and strategic planning for the organization's 50 departments before becoming Manager of Revenue Finance. Shane currently oversees revenue finance planning and management; this includes representing finance in sponsorship negotiations and planning for the disposal of VANOC assets after the Games.

Shane will be sharing his experiences of helping plan the Winter Olympic and Paralympics Games from a finance and business planning perspective, and how VANOC has developed its own unique business model for Vancouver 2010.



Luncheon Speaker
11:45-1:30 pm

Kyle MacDonald

Kyle MacDonald started with one red paper clip and after 14 trades, ended up with a house. Inspired by the kids' game "*Bigger and Better*," MacDonald set out to trade up with the goal of finding a house.

He launched his quest on the Internet and used the web to solicit trades from all over the world. The story traveled like wildfire and caught the attention of news and entertainment agencies across the globe. Kyle's story is not really about the trades he made, but about building relationships, being open to adventure and believing in a dream.



Concurrent CPLD Sessions

(repeated in the afternoon)

1. Strategy in Action

Seminar Overview

Strategy can be an elusive concept or goal for an organization. Many articles have been written articulating the “best strategies.” Some map out how to build a strategic culture in your company so that your organization can seize market opportunities. An alternative look at strategy is to analyze what companies are doing, while using the strategic theories available from academics, to answer questions such as: Should Canadian Tire go into banking? Why did Disney pay \$350 million for a children’s social networking website? Why does Google want to be masters of the “offline” world? Does it make sense for Coke to enter the coffee market?

As we deliberate on these ideas we see **strategy in action** and learn from real corporate strategic initiatives. Independent of the outcome of these initiatives we gain significant insight as we analyze actual situations and thus make strategy less elusive.

Jeff Kroeker, CMA, FCMA

Jeff Kroeker is a faculty member at the Sauder School of Business at UBC. He teaches management accounting in the Undergraduate, Graduate and Executive education programs at Sauder. He received his bachelor’s degree from Trinity Western University and MBA from Queen’s University.

Drawing upon his experience in corporate finance, his for-profit and not-for-profit work in project management took him to Ethiopia, Kenya, Zimbabwe, Sudan, Cambodia, Bangladesh and the Dominican Republic. Jeff brings a broad perspective and global passion to the role of moderator. He has engaged leaders of tomorrow in conferences as a keynote speaker on leadership and the value of higher education in Venezuela and Mexico.

Employing an interactive teaching style, he engages students in debate through the use of cases and role playing, solving business dilemmas collaboratively with students emphasizing the application of concepts in the creation of management decision-making skills.

He has been recognized for teaching excellence by Sauder students, Sauder faculty, the UBC Alma Mater Society, and most recently by the Goldenkey International Honour Society.

2. The Softer Side of Internal Controls

Seminar Overview

This interactive session focuses on how to effectively evaluate soft internal controls. Management often overlook evaluating soft internal controls. Instead, they focus on the implementation and evaluation of hard controls. However, debacles like Enron and WorldCom have highlighted the critical importance of soft internal controls. The Risk Management and Governance Board of Canada have taken the lead in developing control frameworks that highlight the need to examine soft controls. Each framework provides detailed guidance and useful analytical tools for management and auditors. At the end of this session, you will be able to apply these frameworks and tools within your organization.



2. The Softer Side of Internal Controls (cont'd)

Lisa Dorian, Vice President Client Services, MDA Training

Lisa Dorian is a CA and a CPA. Lisa is an instructor in the Vancouver CMA Executive program and has designed and delivered workshops in Financial Accounting, Financial Analysis, Risk and Controls, Investment Appraisal, Budgeting and Financial Management to a wide range of organizations including BC Ferries and ICBC, as well as for the Institute of Chartered Accountants. Prior to working with MDA Training, Lisa was Vice-President of Finance and CFO of a national bank with over \$1 billion in assets. Besides her accounting designations, Lisa has a Bachelor of Arts degree from the University of Manitoba and is a Certified Internal Auditor.

3. Charting the Future of Accounting, Finance & Audit Professionals

Seminar Overview

This seminar will review the outcome of the Financial Leadership Council whose mission was to address key workforce trends and other possible solutions to important issues facing these professions. The council included representatives from business to private industry, public accounting, academia and professional associations. During this session, David will take you through:

- Recruitment and Retention in the Post-reform Era including recruitment strategies, branding the profession and retention strategies.
- Preparing Tomorrow's Workforce through enhancing communication skills, nurturing critical thinking and the business-academia partnership.
- Adapting to today's global business environment by developing new skills for a new world and the challenges and opportunities we face.

David King

David King is an Executive Vice-President for Robert Half International and oversees strategic business initiatives for the firm's Canadian operations. He is responsible for identifying regional, national and international trends to ensure the firm is effectively responding to market demands. He cultivates synergies among the company's specialized staffing divisions to ensure optimal service delivery to Canada's largest markets.

For more than ten years, David has led a successful career with Robert Half and has held senior management positions in both Eastern and Western Canada. David is thoroughly familiar with the skill-sets that are currently in demand and is an expert in employment trends within Canada's accounting and finance sectors. He also provides guidance to academia from leading educational institutions across the country to help develop future curriculum.



4. Using Evaluation Processes to Assess Program Performance

Seminar Overview

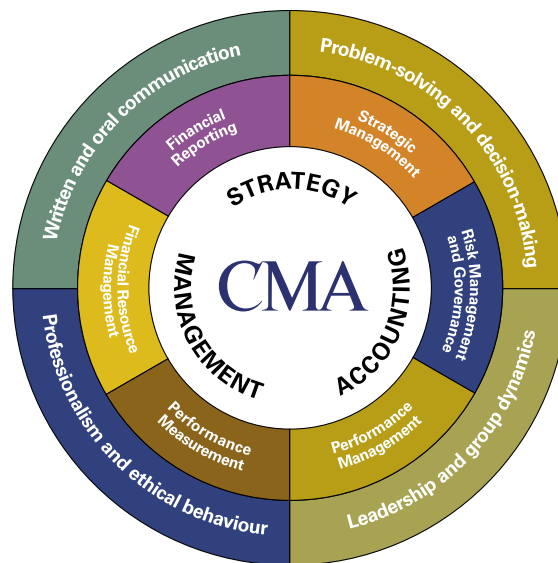
Using an interactive case study approach, the session will address the question of how to assess program performance in public and not-for-profit settings. Key areas of program performance typically relate to such factors as:

- Effectiveness: is the program achieving what was intended?
- Efficiency: are program achievements cost-effective, or would alternate delivery mechanisms be more efficient?
- Relevance: does a continuing need exist for the program?

Underlying all such questions is the need for evidence – how to demonstrate whether a program is effective, efficient and relevant. Since most of these questions are non-financial in nature, they cannot be addressed solely using accounting data or techniques. The session will explore program evaluation – what it is, how it relates to performance management, how it is done. It will provide a basic understanding of evaluation techniques and how they are used to address such questions about program performance.

Russell Graham, Principal, Graham + Associates Management Consultants

Russell D. Graham, MBA, CMC is Principal with Graham + Associates Management Consultants, based in North Vancouver. He has more than thirty years' experience in the fields of Evaluation, Organizational Development and Business Planning, as both a consultant and a public sector program manager. Mr. Graham specializes in program evaluation and review, results-based management planning, organizational development and management training.



CMA Core Competency Model

The CMA Competency Map and Framework identifies the competencies CMAs acquire, hone and ultimately master over the course of their careers to perform in the CMA territory.



General Information

The registration fee includes the cost of materials, meals and refreshments. On-line registration is available to all members and non members through: www.cmabc.com. Registration is also available by completing the registration form attached to this brochure and faxing it through to Shirley Baker, Accounting, CMA British Columbia 604-687-6688 or 1-800-663-8715.

Continuous Professional Learning and Development (CPLD)

Each session you attend will count toward your annual credits for CPLD. This conference counts as 15 learning credits.

Workshops

As some workshops are limited in size, registrations are processed according to the date received at the CMA office.

Hotel

Guest rooms have been reserved at the **BestWestern Richmond Hotel & Convention Centre**. Reservations can be made directly with the hotel prior to April 25, 2008.

To receive a special rate, indicate that you are participating in the CMA British Columbia Members Conference.

Best Western Richmond Hotel & Convention Centre

7551 Westminster Hwy, Richmond, B.C. V6X 1A3

Phone: 604 273 7878

Toll Free: 1 800 663 0299

Fax: 604 278 0188

Email: info@richmond-hotel.ca

Rate:

\$155 per night plus applicable taxes

CMA Members Conference Cancellation:

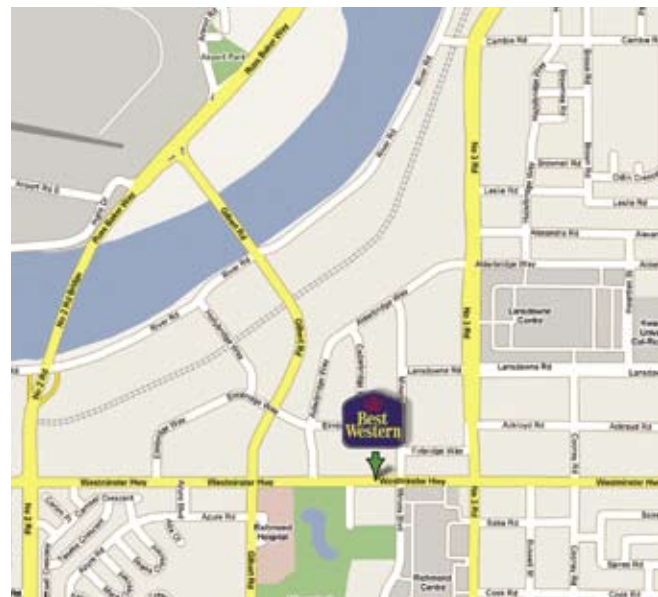
Cancellation dates are outlined below:

After April 15, 2008 – Half Refund

After May 1, 2008 – No Refund

Substitute:

If you are unable to attend the Conference after you register, you may send a substitute. Just call us with the information so we can ensure our records are corrected.



Early Bird Draw Prize:

Reduced registration prices will close on March 31, 2008.



The **Early Bird Prize** is two nights hotel accommodation at the Fairmont Chateau Whistler, including breakfast.