

## Letter from the CEO

The UFE? It's just an exam ...

It's a challenging one to be sure. I certainly don't mean to downplay the personal achievement of each and every one of the 909 CASB students who were successful on the 2008 UFE. Congratulations are in order and well deserved.

But, a day in the office ... now there's a test.

My predecessor John Brennan liked to say that once you made your way through the CASB program, writing the UFE was just another day in the office. I would like to take that thought one step further. Once you have made your way through the CASB program and demonstrated your competency by passing the UFE, you are ready to face the myriad of tests that are presented to a professional every day in a real world office. You are business-ready.

The CASB program is a simulation of the real world, allowing its students a safe practice field in which to develop and hone their professional skills. The UFE presents another simulation ... a high stakes opportunity for candidates to prove that their professional skills have been honed sufficiently to call themselves CAs.

But life is lived, careers play out, clients are served, businesses thrive ... or not ... in the real world. It's not always safe out there, and the feedback is not always as clear-cut as the definitive "competency achieved" assessment provided to UFE candidates.

So UFE grads ... say goodbye to the safe practice field of CASB. Savour for a moment or two the clear vote of confidence you have received from the UFE markers. And step forward with confidence. The tests of the real world await. I wish you well.

John Gunn, MEd, FCA

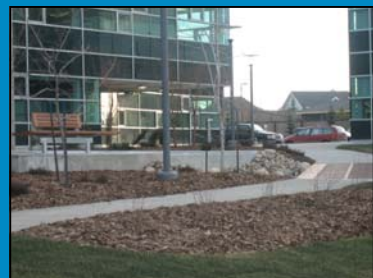


**UFE RESULTS ARE IN.....** CASB writers achieved an overall pass rate of 78.5% and a first time pass rate of 82.1%!

Additionally, CASB students made up 25 of the 50 National UFE Honour Role spots. CASB accounts for ~33% of UFE writers, so achieving 50% of the honour roll spots is impressive!

Congratulations to all successful UFE candidates on their significant achievement. Check page four for more information about this year's Regional Gold Medalist, Leanne Wingenbach.

## Student & Support Services has Moved!



On November 24th, Student & Support Services moved into their new offices.

“The space was designed to specifically accommodate CASB’s unique needs. It is one of the most people-friendly office facilities I’ve seen,” said Dan Magnan, VP of Student Services.

CASB’s new space offers spacious offices, a doc-prep room, lunchroom, meeting rooms and privacy rooms.

Importantly, the space can also accommodate the efficient handling of more than 3,000,000 pieces of paper—the amount of paper that CASB handles throughout the year from module course materials.

## Jennifer Leonard, One of Your Friendly CASB Facilitators

Jennifer Leonard is another superb CASB Facilitator. She lives in Calgary with her husband of six years and their dog Salem, a 10 month old Bernese Mountain Dog. Jennifer works for her own professional corporation where she has a manageable base of clients, mainly small businesses.



Jennifer Leonard, CA with Salem the puppy!

After graduating from the University of Lethbridge, Jennifer began her career by articling. In her case, she worked with both Adrian Nagy PC and BDO Dunwoody. In January 2004, Jennifer became a CA and moved on to explore tax work at a firm now known as RSM Richter. Later, she worked for Collins Barrow. And then, after working at these four firms, Jennifer struck out on her own. “I did this so I could focus on my own interests, which lie in the teaching side of things. I also wanted to have some more free time for my family, friends and hobbies,” says Jennifer.

### Becoming a CA

Jennifer wrote the UFE in 2003. And, as we always do, we asked her how she prepared. Jennifer replied, “I would write, mark and debrief one or two questions a day and follow that up with technical studying. I worked away from home at another family member’s home. This ensured I studied each day, as they expected me to show up on time!” Jennifer also told us that although she did not have a “study buddy” she recommends it to help students keep accountable for studying.

Since Jennifer was a CASB student, and is now a facilitator, we were eager to hear her tips for student success. She told us, “throughout the modules, read and work ahead, and attend chat sessions – it’s amazing how much better students who attend the chat sessions well-prepared will do in the module.”

For Jennifer, being a CA means, “having the ability to help people make sense of their finances for their businesses, and helping students learn what they need to know to develop into effective CAs.”

### Facilitating

Jennifer started with CASB as a case reviewer in July 2004 and participated in facilitator training in the spring of 2005. She told us that in high school her career choice came down to teaching or accounting, and facilitating gives her a chance to do both. We thank Jennifer for giving back to students in this way.

We always like to know why someone chooses to facilitate, and Jennifer told us that the best part of facilitating is, “when the students clearly understand what I am trying to convey. They understand the concepts we are trying to get across, and are willing to learn. It’s extremely rewarding to see the students succeed.”

As a former CASB student and current facilitator, our last question was, “do you recommend becoming a CASB facilitator. Jennifer told us, “definitely! It’s a great way to give back to the profession, and is very rewarding.”

*Thanks for your hard work and dedication Jennifer!*

## What is Expanded Experience Like: A Student's Perspective with Kuldip Mann

Kuldip Mann started with CASB in May of 2007, and is currently enrolled in Module 4. He graduated from the University of British Columbia with a Bachelor of Commerce, majoring in Accounting.

### Becoming a CA

We always ask why our students chose to obtain their CA designation. Kuldip told us, "There is a lot of recognition in a CA designation. Coming out of University, it seemed like a logical choice. As I progress further in my studies and meet more CAs in the field, I am even more excited about the profession I am getting into." And, we asked our other usual question, what will being a CA mean to you? Kuldip's response was "Having a designation will empower me to have more control over my future. At this point, my training and studies are fixed in a schedule, having a CA will let me chart my own course."

### Expanded Experience Opportunity

Kuldip was already working for PRA Group, a small Internal Audit, Advisory and IT consulting firm with about 20 staff when it became an accredited CA Training Office under the Expanded Experience initiative.

At PRA Group, Kuldip has had the opportunity to work on a variety of engagements for the Financial Institution sector, including an IT audit. He has also been seconded to The BC Securities Commission where he worked directly with their Chief Economist on an Enterprise Resource Management implementation.

Currently, he is seconded to the Office of The Auditor General of BC. This secondment will help him get his assurance competencies. "I feel that the PRA Group is a great opportunity with great growth potential. I want to be involved in the company's growth, and feel that PRA encourages me to be involved and gives me a lot of responsibilities," said Kuldip. "I might not have had such opportunities working at a traditional training firm. Having progressed in my career, I think I can say I have not regretted my decision to stay with the company."

### As a CASB Student and Regular Guy!

We ask current CASB students to provide other students with tips for success. Kuldip's succinct response was "ask lots of questions." Of course, there is more to Kuldip than CASB and earning a CA designation. So, we asked him to tell us something about himself. "If you gave me 10 weeks to do something, it would take me exactly 10 weeks to finish", came his response. We suspect CASB is working that out of him! Kuldip also told us that he likes to be active. Currently, he works out and likes to play drop in sports because they are flexible and varied. He also plans to take up snowboarding this year. What a year for snow!

### The Future

To conclude, we asked about his future plans. He responded, "I know enough at this stage of my development as a CA student, to be able to say that there is no way I can predict where I will wind up next month, let alone in 10 years. I want a position where I am involved in everything, where I have influence and where I can apply what I have learned while learning new ideas." And, that's what a CA can do for you!

*Thanks for your time Kuldip, and we wish you all the best in your endeavors!*

Important  
DATE!

### Registration Deadlines

**March 2**

*Module 1, 2, 3 and 5*

**March 16**

*Module 6*

### Registration Checklist

Before submitting your registration, please ensure you have completed all the requirements. You can download the *CASB Registration Checklist*, located under "Forms" at [casb.com](http://casb.com).



Kuldip Mann

## Scott Sinclair Elected as FCA

Our good friend and colleague, Scott Sinclair was recently elected as a Fellow of the Institute of the Chartered Accountants of British Columbia.

Scott has worked tirelessly for CASB. He was the principal author of most of the original learning materials comprising Modules One through Five and was part of the team that developed CASB's "simulated CA firm" framework, a realistic and seamless curriculum path for student competency development.

Scott also developed the original learning material for Module Six — our "capstone" module — and has served CASB as the Module Six Coordinator right from its first offering.

Congratulations on this well deserved award, Scott!

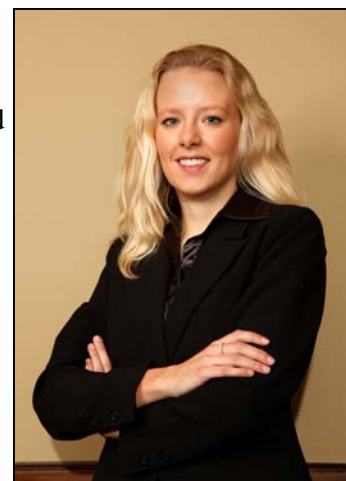
## Leanne Wingenbach Earns the Regional Gold Medal on the UFE

Congratulations to Leanne Wingenbach, CASB Region Gold Medallist from Hudson, LLP, Calgary. Leanne received the highest standing in Western Canada on this year's UFE.

Leanne's hometown is Victoria. She attended the University of Victoria and graduated with a Bachelor of Commerce Degree. Leanne hadn't thought of pursuing her CA until she did a co-op work term with Hudson, LLP and found the work challenging and interesting. So, she took the CASB pre-requisite courses through correspondence and then became a CASB student.

Working at Hudson exposed Leanne to a wide variety of work, and she credits this for her success on the UFE. Many of the situations presented in the UFE cases are similar to what she has encountered while working with actual clients. Leanne isn't sure what the future will bring, but she acknowledges that being a CA gives her lots of options.

Leanne thanks everyone who has helped her along the way including mentors at work, family and friends, and especially her boyfriend, Matt, who has always believed in her and stuck with her through the process!



Leanne Wingenbach

## Do You Know Your Editor?

Contributed by Beth Honeychurch, CA, CASB Learning Centre Staff Member

CASB Quarterly readers have met many CASB facilitators, staff and CASB students through our pages and we thought it was time you met CASB's communications professional, Megan Omorogieva. She joined CASB slightly more than a year ago as our Communications Manager. It turns out her background is not all that different than the accounting professionals to whom she has been introducing us.

On the Education side, Megan's background is also in business. In fact, Megan seemed to quite enjoy surprising this interviewer by saying: "I am pretty comfortable working my way through financial statements." Prior to CASB, Megan worked for nearly seven years in the Investor Relations departments of three different companies. Through this time, Megan took advantage of courses and seminars offered by the Canadian Investor Relations Institute (CIRI) to further her education in investor relations and communications.

### What Does a Communications Manager Do?

Megan tells us her "main goal is to help CASB meet its business objectives." This is surprisingly similar to the theme from a PD course on controllership this interviewer attended where the role of the controller was described as "adding value to the organization." Megan feels an important part of her mandate is to help educate CASB in "good communications practices" and to assist management by identifying and understanding key internal and external messages and developing the best strategy possible to ensure these messages are delivered efficiently and effectively.

## CASB Raises \$2,635 for the United Way

This year, CASB held its first United Way campaign across the entire organization, including our remote employees.

We raised a total of \$2,635 through personal contributions, a jeans day, Rodeo Week in Edmonton, bingo and a baby/pet photo guessing contest.

Shelley Bablitz, CMA, our campaign coordinator said, "I am really proud of everyone at CASB for their participation and support of our first United Way campaign. This was a great way to for all of our employees, regardless of their location, to interact with each other and feel like one team." She concluded, "I received a lot of positive feedback from our employees that the fundraising events were enjoyable and that they look forward to next year's campaign".

*(Continued from page 4)*

Megan's communications strategies are focused on understanding the audience. There are many CASB stakeholders, and one large group Megan really seems to enjoy meeting is CASB students. She has attended face-to-face sessions, attended recruiting events with the provincial institute and was actively involved in the first annual case competition for nine western Canadian universities, held early in 2008. (The 2009 Case Competition will be held in Calgary on March 6 and 7, 2009.) Megan has also come to CASB facilitator workshops and training sessions to meet CASB contractors.

So far, Megan has focused on external communications including the CASB website and the CASB Quarterly. She has worked mainly with CASB's senior management, but beginning in 2009, she will be offering Best Communications Practices training for various internal CASB groups. And, she is always available to review any internal or external presentations or messages.

### Challenges

One difference between Megan's job with CASB compared to her prior jobs, is that with CASB, she is the only member of the communications department. Given how helpful CIRI membership was when she was in investor relations, Megan found a new association, the International Association of Business Communicators (IABC) when she joined CASB. Like CIRI, this group offers communications courses. She finds the "Lone Communicators Group" particularly helpful for networking and idea generation. She also keeps in touch with former colleagues as an additional resource. Many CAs who have moved into industry from public practice follow this same strategy!



Megan Omorogieva

When asked about the challenge of working in communications for an organization that has two main offices and about a half dozen "remote" ones, Megan didn't actually think this was a challenge. Instead she points out that CASB is a "virtual" organization, much like the virtual firm of Parkhurst & Loewen where CASB students "work" during their time in the CASB program. One of the initiatives Megan has undertaken since joining CASB has been to re-vamp the monthly all staff teleconference call. She has done this by formalizing the agenda, moving to a new platform where all staff can see an on-line presentation and by encouraging each department to take a turn presenting their group to the rest of the team. This has been particularly handy as CASB's staff has expanded to keep up with the large growth in student enrolment.

### Developing a Role

When Megan joined CASB, she had a general job description to work with, but like many CAs starting a new job, she also had the opportunity to develop the strategy she would use to accomplish her role. The first thing she did was get her "hands on CASB's business plan." From there, she analyzed the plan and looked for ways that her skill set could benefit CASB. She identified three or four key areas of the business plan and developed proposals that she presented to management.

Megan's proposals included identifying goals for each key area, desired outcomes, and the role communications has in achieving the desired outcomes. While she is still in the implementation phase of her overall communications strategy, Megan is well on her way and already testing, refreshing and refining her plans to ensure success for CASB's internal and external communications.

*It's been inspiring to discover your strategies to add value to CASB, Megan. I look forward to your Best Communications Practices training in the near future.*

## CAs Write On

How do you know whether to use 'lay' or 'lie'? Some confusion comes because the past tense of "to lie" is lay. But knowing the meaning of each word will help!

"To lie," meaning to recline or rest horizontally. It is conjugated as follows:

*Present:* Today I lie on the bed.

*Past:* Yesterday I lay on the bed.

*Present Perfect:* I have lain on the bed all day.

*Present Continuous:* I am lying on the bed.

"To lay," meaning to place or to put.

*Present:* Today I lay the book on the table.

*Past:* Yesterday I laid the book on the table.

*Present Perfect:* I have laid the book on the table.

*Present Continuous:* I am laying the book on the table.

There are two other verbs to further confuse us!

"To lie," meaning to tell a falsehood. It is conjugated as follows:

*Present:* Today I lie about my age.

*Past:* Yesterday I lied about my age.

*Present Perfect:* I have lied about my age.

*Present Continuous:* I am lying about my age

"To lay," meaning to produce an egg. It is conjugated as follows:

*Present* - The hens lay eggs.

*Past* - The hen laid three eggs.

*Present Perfect:* The hen has laid an egg every day this week.

*Present Continuous:* The hens are laying well this year.

Both forms of "lay" derive from an Old English verb meaning "to place on the ground" or "put down." The two lie verbs come from two different Old English verbs, one meaning "to speak falsely," and the other meaning "to rest horizontally."

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