

Letter from the CEO

“What is the right thing to do?”

I could offer you a rather lengthy list of times when, in hindsight, I don't think I got the answer to that question quite right. One of my continuing goals in life is to keep the list as short as I possibly can. Sometimes I have been able to come up with an answer to the question through a purely logical, mathematical, or otherwise mechanical, thought process. More often than not however I have found that getting to an answer involves a dip into the less tidy realm of ethics.

“Ethics refers to principles that define behavior as right, good and proper. Such principles do not always dictate a single “moral” course of action, but provide a means of evaluating and deciding among competing options.”

Excerpt from Josephson Institute of Ethics, Making Sense of Ethics. Available online at: <http://www.josephsoninstitute.org/MED/MED-1makingsense.htm>.

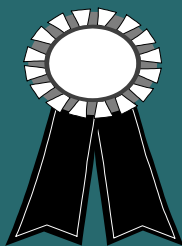
CASB makes a big deal of ethical behavior and professionalism. That's because it is such an important part of being a CA. According to the UFE Candidates Competency Map, ethical behavior and professionalism is a pervasive competency that CAs must bring to every task. It is therefore no accident that two of the first three tasks required of beginning CASB students in week one of Module 1 involve understanding and application of the CA profession's Rules of Professional Conduct, and it's also no accident that there are ethical and professional dimensions to many tasks throughout all the CASB modules.

We have recently added two new elements to our efforts to instil in you the idea that ethics is pervasive in the CA profession, and that there is an ethical dimension to every professional task that you encounter:

- Commencing April 1 2008, we are requiring students to sign an Honour Pledge at the beginning of each module.
- We are recognizing excellence in ethics and professionalism through the Exemplary Young Professional Award, first awarded in February 2008.

So as you sign off on the Honour Pledge at the beginning of your next module, please take a moment to reflect on the words. And whenever you face a professional challenge, whether it is on the job, in your community or in your CASB program, I urge you to step back and ask yourself the question: “What is the right thing to do?”

John Gunn, MEd, FCA



CASB is hosting the first CA Case Competition, sponsored by the CA profession in Western Canada, Friday and Saturday March 7 and 8 in Vancouver. We welcome two students from each of eight universities in Western Canada.

Over a 24 hour period students will analyze and present a case simulation. They will take on the role of a CA to resolve a business problem that requires the team to apply accounting principles and analyze financial information. The team that performs best will win a plaque and a financial prize.

Calling All CAs

Are you a CA interested in developing the future of the profession? Do you want a challenging and important role in student education? Do you want the knowledge to help students in your office?

CASB is always looking for contractors to work as facilitators, case writers and reviewers. You can give back to your profession and play a role in educating tomorrow's CAs by becoming a CASB contractor.

Choose to become involved by becoming an On-line Facilitator, Face-to-Face Interactive Session Facilitator or Case Simulation Evaluator.

All CAs possess the basic skills and background experience to become involved in the CASB program.

You can view more information on our website at:

<http://www.casb.com/index.php?catid=81>

or email us at

contractpositions@casb.com

Introducing CASB Facilitator, Loretta Amerongen, CA

Dr. Loretta Amerongen has been a facilitator with CASB since its inception in 2001. She works at the University of Alberta School of Business teaching Personal and Corporate tax and Advanced Financial Accounting.



Dr. Loretta Amerongen, CA

A Long Road to the CA Profession

Perhaps some people know what they want to do right off the bat, but Loretta is like many of us who took a few different paths before we headed down the right one. She is a self-described "accidental accountant." After high school, Loretta entered the University of Alberta, intending to become a Physical Education teacher but dropped out at midterms. In her words, she "hadn't quite figured out how to study yet." After a few years, and a number of jobs, Loretta received an athletic scholarship at the University of Texas at Austin. She completed one semester, got homesick, came home and didn't go back.

"At that point I was a double University drop-out," says Loretta. But, most importantly, she didn't give up. She came back to the University of Alberta, tried a couple of programs and decided on an accounting major. She started with a Chartered Accountant firm and became a CA. This "was good because accounting seems to suit me," concludes Loretta.

After working in downtown Edmonton for six years in public practice, Loretta went back to the University of Alberta and did a PhD in accounting. She remarks, "I have been teaching accounting at the University since 1996 and feel very fortunate to have such an enjoyable job."

Preparing for the UFE

Loretta qualified as CA 23 years ago. And, just like everyone else, she had to take the UFE. This is how Loretta prepared, "I practiced as many old UFE questions as I could. I marked my own questions; I found that was the best way to debrief because I was able to determine my weaknesses, and I tried to work on overcoming those weaknesses in subsequent questions. I also spent quite a bit of time figuring out how to plan a question and use that to develop a solution in a logical manner." What about when things got really stressful? "I went to the movie store and rented comedies. I also exercised a lot and made sure to mostly spend time with people who understood the process and stresses involved."

Facilitating for CASB

We asked Loretta why she became a facilitator. This is what she told us, "I had been involved with writing some materials and teaching some parts of the Qualifying course for the ICAA pre CASB, so working with CASB seemed to be a logical progression. I still wanted to be involved in graduate education.

When we asked Loretta what she enjoys about facilitating for CASB, she said, "at the University level, I have to evaluate students. But with CASB, we mainly help students learn." Loretta also

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Introducing Jeff Potter, Current CASB Student

Jeff Potter has been enrolled in CASB since May 2006 and just completed Module 5. He expects to challenge the UFE this year. Prior to enrolling in CASB, he completed his BCom, with a major in accounting, at the Sauder School of Business.

Currently, Jeff works for the Vancouver office of Pricewaterhouse-Coopers LLP in the Audit practice. His clients span a variety of industries including Mining, Resorts and Hospitality, Private Companies Services, Manufacturing and Production, and government services. Preceding University, Jeff was the Assistant Regional Manager for Mac Station Technologies, a privately owned Apple dealer where he was involved in sales, developing client solutions, training team members and generally helping the company grow.



Jeff Potter

Volunteering, True CA Spirit!

Even though he isn't a CA quite yet, Jeff acts with the same spirit of giving back. In 2004 and 2005, he was the president of the commerce undergraduate society and was responsible for 10 executive, 40 council, 300 volunteers and a budget of more than \$750,000. Of this experience, Jeff said, "managing this responsibility, a part time job, and a full course load was a very exciting and challenging time for me. Roles like these require you to be at your best, and I found that this was a great opportunity to develop my leadership, public speaking, and project management skills."

JDC West

In 2005 and 2006, he was co-chair/founder for a regional competition called JDC West. This event has business schools across Canada compete in a variety of academic cases, charity, social and sporting competitions. As co-chair, Jeff was responsible for six executives, 25 committee and 40 volunteers. Jeff told us, "as a team we faced a lot of adversity. Many senior officials said our project would not work because it required too much start up capital and significant commitment and buy in from Universities and sponsors alike. However, we looked at this adversity as a challenge. I was proud to successfully lead and motivate such an incredible group of people and make these competitions happen!" In its first year JDC West brought together more than 350 student competitors from across 14 universities through out the country. And, in its most recent year, the conference hosted more than 450 students!

Canadian Business School Council

In 2006 and 2007, Jeff was involved in the Canadian Business School Council as VP Finance and then the Chair in the following year. This organization helps business school councils across the country by providing executive training and provides them a forum for them share ideas and deal with national issues affecting their organizations. Of his positions, Jeff said, "my role was to moderate meetings, host workshops, and consult the various groups on how to take their societies through periods of hardship and success, and how to increase their effectiveness as student leaders."

Jeff is still involved in a couple alumni programs at UBC that provide different advisory functions to different student and administrative bodies. And, on a more informal basis, he still advises the student groups he was once a part of.

deadlines
deadlines
deadlines
deadlines

Registration Deadline

March 14, 2008

Module 1C, 1, 2, 3 and 5

April 11, 2008

Module 6

Other Deadlines

April 15, 2008

Transcripts for all students commencing Module 1 in May

June 13, 2008

UFE applications

Please be reminded that CASB has changed its registration deadline policy. Applications will no longer be accepted after the stated registration dates.

Exemplary Young Professional Award

The Exemplary Young Professional Award recognizes a recent CASB graduate who demonstrates the qualities of a Chartered Accountant: professionalism, integrity and sound judgment and commitment to the profession and the community. This award has been established through the generosity of the firm of Kouri Berezan Heinrichs Chartered Accountants of Edmonton in their gift to the Chartered Accountants' Education Foundation of Alberta.



Jennifer Sinclair, CA
Deloitte & Touche, LLP
Winnipeg, MB

Jen Sinclair, CA was awarded distinctions with placement on the National Honour Roll for her results on the 2006 UFE and joined the Institute of Chartered Accountants of Manitoba in December 2006.

Jen received her Bachelor of Commerce (Honours) degree from the I.H. Asper School of Business at the University of Manitoba in 2003. Immediately after graduation, she began working at Ernst & Young in their Assurance Division and in October 2007, she joined Deloitte as a Consultant in their Human Capital Advisory Services practice.

Currently, Jen is an online Facilitator for CASB and a member of its Student Advisory Council.

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told us that she especially enjoy the Face-to-Face Sessions. “We often talk about a topic for some brief period of time and then have students do an exercise on the topic. We walk around the room and can directly help students who are struggling with the material. I find this much more effective and rewarding than simply lecturing as we do at the University.” Although time constraints are an issue, Loretta has managed to implement a similar style of teaching into parts of her university course.

Become a Facilitator

We are always curious if our current facilitators would recommend that other CAs become facilitators. Loretta said, “definitely, if they are interested in Education.” She went on to say, “you have to be good at explaining things to people because students rely on our feedback to successfully complete their tasks. Quality feedback helps students be successful.”

Student Success

As an educator, and some what of a long time student, we just knew Loretta would have some good tips for student success. This is what she told us:

1. Don't procrastinate. The students I see most commonly getting into difficulty are those who start submitting tasks late. The deadlines pile up; the quality of work goes down and the result is often uncleared tasks.
2. Attend the chats and make a good first attempt at all tasks. The result will be fewer revisions and less time spent on revisions. Don't fight the system!

Thanks for your dedication to CASB and the CA profession, Loretta.

Changes to Module 6

CASB has made some changes to the FFIS for Module 6.

First, the overall course has been reduced by one day. As candidates now have many years of competency based material available, we will assume candidates are ready to write simulations upon arrival. Material previously covered on the first couple of days will be posted on the UFEPrep.com website and candidates are strongly encouraged to review it prior to attending the FFIS.

Second, each candidate potentially eligible to write the UFE in 2008 will receive a comprehensive memo outlining the format, content, and resource material available for the 2008 offering of Module 6. This memo will include the appendices CASB has provided.

Are You Missing Anything Important?

We have had a lot of electronic and physical mail returned to us.

Please check your personal information to ensure we have your most up to date contact information.

With future changes, you can keep your files up to date by filling out the *Change in Personal Information/Governance* form, located under "Forms" on casb.com. Or, email personal information updates to:

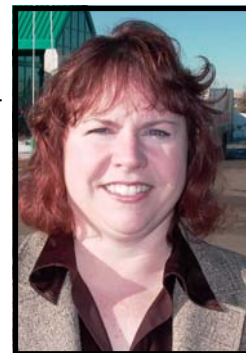
Generalregistrations@casb.com

Outstanding Facilitator Awards

The Outstanding Facilitator Awards honor select individuals from CASB's group of facilitators. Facilitators are the individuals who daily deliver the student's learning experience, and for many students, the facilitator is the face of CASB. The connection between the facilitator and student learning is vital. Through the generosity of the Edmonton firm, Kouri Berezan Heinrichs Chartered Accountants, in their gift to the Chartered Accountants' Education Foundation of Alberta, CASB has established the Kouri Berezan Heinrichs Award to recognize the Outstanding Facilitators.

Maurie Maclellan graduated from the University of Saskatchewan with a Bachelor of Commerce, Great Distinction in 1987. She then relocated to Calgary where she obtained her Chartered Accountant designation in 1991.

In 1991, Maurie transferred to the natural gas industry where she held several roles in corporate and management reporting, budgeting and the international investment group. In 1998, she accepted a controllership position with a TSE listed real estate company which she held for four years before deciding to pursue a career in academics. Maurie has facilitated more than thirty online and "face to face" sessions of Modules 1 to 4 for CASB. She has also written several cases for modules 1,3 and 4 as well as assisted in various ad hoc projects for CASB, such as module update sessions and review of examination materials.



Maurie Maclellan, CA
Bissett School of Business
Calgary, AB

In 2004, Maurie joined Mount Royal College in Calgary as a sessional instructor for the Bissett School of Business and continues to instruct there today. Maurie is also a recipient of the Governor-General Bronze medal for academic performance in secondary school.

Check the next issue of the CASB Quarterly for another Outstanding Facilitator Award Winner

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Success in CASB

Because Jeff has completed most of his CASB education, we knew he would have some tips for other students. Sure enough, he told us, "for success in CASB, I think the key to success is putting in the necessary hours and ensure you look at the big picture issues and try to apply what you're learning to work to your assignments and vice versa. Lastly, do practice cases as they traditionally are representative of what you will see on game day."

What it Means to be a CA

We are always interested in why our students chose to become CAs and what becoming a CA will mean to them. This is what Jeff said, "I felt that the CA carries prestige and holds values consistent with my own. In addition, I felt that the training would allow me to gain a deeper understanding of the key success factors and drivers for businesses in a variety of sectors. I felt that this perspective would assist me developing organizations in the future. To me my CA provides me with the technical skills necessary to be a financial leader in the future."

When we asked Jeff if he had anything else to say, he thanked us for the opportunity to share some of his experiences. To which we say, thank you for sharing, Jeff!

Additional Tips for Working Together

Emails:

To reduce the amount of emails considered spam, please:

use CASB in email subject lines,

add our domain name, "@casb.com", to your approved senders list (Outlook) or configure your free email accounts to accept our emails, and

check your junk mail frequently to ensure you are not missing any CASB info.

Surveys:

Please be judicious in using the opt-out link in survey emails. If you use this link, you will no longer receive any surveys, unless you reinstate yourself. In doing so, you may miss mini surveys that directly impact you.

Instead, you can close and delete the emails containing surveys you do not wish to participate in.



We've changed how we would like you to email us. Our goal is to provide timely and accurate responses to your queries and requests.



How to Contact CASB

We have 13 email accounts. When emailing CASB, please choose the email account with the description that most closely matches the information you are looking for. CASB staff will be monitoring these email inboxes regularly in order to respond quickly to your query or request.

Accommodations - For all inquiries and requests regarding FFIS, Evaluation and UFE Accommodations: accommodations@casb.com

Accounts Payable - For all inquiries and requests from vendors or contractors regarding accounts payable: accountspayable@casb.com

Appeals - For all inquiries and requests regarding all Module Evaluation and UFE Appeals: appeals@casb.com

CATO - For all inquires regarding becoming a CA Training Office: cato@casb.com

Communications - For all inquires regarding the CASB website, the CASB Quarterly and other communications: communications@casb.com

Educational Contract Positions - For all inquires regarding becoming a case writer, reviewer or facilitator: contractpositions@casb.com

Evaluations - For all inquiries regarding Evaluation Sessions for all CASB Learning Modules. This includes all matters related to Evaluations such as facility locations, and location transfers: evaluations@casb.com

Face-to-Face Sessions - For all inquiries regarding Face-to-Face Sessions (FFIS) for all CASB Learning Modules. This includes all matters related to FFIS such as facility locations and location transfers: ffis@casb.com

General Registration - For all inquires regarding registration application, re-instatements, character and reputation, practical experience, mentor registration, co-op, MPAcc, annual dues, registration status and CASB student numbers. And, for all requests regarding receipts, CASB transcripts, letters of status, CASB program withdrawals and personal information changes: generalregistrations@casb.com

Module Extension Request - For all requests regarding student assignment extensions: extensions@casb.com

Module Registration - For all inquiries regarding Module Registration for all CASB Learning Modules. This includes all matters related to module registration such as withdrawals, deferrals, and transfers: moduleregistration@casb.com

Prospective Students - For all inquires regarding general program, transcript assessments, application process, post-secondary transcripts, foreign inquiries, mature student assessments and pre-requisites: prospectivestudents@casb.com



UFE Questions - For all inquiries regarding the UFE: ufe@casb.com. Note that UFE appeal inquiries will not be answered at this account. Please refer to Appeals above.



We Want to Hear From You

Your needs are important to us. Tell us what kinds of information you would like to see in this publication. Email your comments to communications@casb.com.

CAs Write On

“So, I took her in my arms and consolidated her.”

So stated my friend, explaining how she had comforted her young niece. I stood there, gape-mouthed, not quite believing what I heard.

Truth be told, I once asked how to spell “miswell”. That’s right. In my speech, I had become so accustomed to running the phrase “might as well” into one word that I tried to translate into text.

These examples have me thinking about our complex language and some of the words we say and write incorrectly in our daily lives. Here are a few sets of words you may want to consider. I know I do!

Compliment/Complement: these get me all the time, and spell checker is no help. Compliment is defined as a formal and respectful recognition. Complement is something that fills up, completes or makes perfect.

Stationary/Stationery. Stationary is not moving. Stationery is writing paper.

Averse/Adverse: Averse is unwilling or disinclined. Adverse is unfavourable, contrary or hostile.

Depreciate/Deprecate: Depreciate is, as you well know, to decrease in value. It also means to belittle or play down. Deprecate is to express disapproval of something.

Fortuitous/Fortunate. Fortuitous is meant by chance or accidental. Fortunate is lucky!

These are just a few examples. Take a bit of time to examine your work and find out if you have any weaknesses.

Credit for many of the ideas in this article goes to the authors of www.dailywritingtips.com

If you have a writing question, please email communications@casb.com, and we will try to answer it in subsequent issues.



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