

## **2015 New Year's Greetings from CAPP**

**Membership has value!** Being a part of *your* Professional Association is important in all stages of your career – and in good economic times and in challenging economic times. Discounted fees to all Seminars, Conferences, CPD Luncheons and Social Events is one of the key benefits to membership as is access to our specialty Job Board, Career Services and Networking Opportunities. Want the latest Industry news? CAPP's (behind log-in) News, Resources and Information page is updated daily.

**What have we done for you lately?** CAPP has had a very busy 2014. As many of you will know, CAPP embarked on a redesign of our Certificate Program and we have just finished our foundation competency map. We are now moving into the next phase of our two year project and we will be soon reaching out to membership for content writers.

Also on the education front, CAPP renegotiated our contracts with SAIT and MRU and we look forward to continued collaborative relationships with these two institutions.

CAPP also values our industry partnerships with CAPLA, CAPL, PJVA, PASC and CEAMS along with many industry employers and vendors. New this past year, CAPP offered Job Shadow experiences to second year EAMS student considering a career in production accounting. This program was well received and if you would like more information on how to mentor a student for a day, please contact our office. Working with our industry partners, CAPP held several valuable forums during 2014 to share information and receive feedback.

For general membership feedback, we will be sending out a member survey early in 2015. Your feedback is important and the information you provide will help guide the association in our future planning and services to you. It will also provide confidential salary information which will be available to members once consolidated.

CAPP supports Continuing Professional Development (CPD) for our current and future members through CPD Luncheons and Seminars. We know that members want and need to stay up to date and advance their skills and career opportunities. We are currently developing new Seminars which will be launched later in 2015.

In 2014 we launched CAPP's new Partner in Industry Employment Program and a new annual Sponsorship and Advertising Rate Card. More information on both programs can be found on our website.

CAPP stepped up our advertising (for association membership and for student enrollment) in 2014 with ads and editorials in 6 magazines and on the Calgary C-train. CAPP also participated in several industry expos, fairs and speaking engagements promoting CAPP and careers in Production Accounting.

CAPP now offers career services through free Resume Reviews and Career Workshops along with other resources. Information is posted on our website.

In addition to Curling, Bowling, Golf, Conference and AGM, CAPP held our inaugural Honors & Awards and New Grad Celebration last fall.

CAPPA now has 6 active Volunteer Committees: Government Liaison/Emerging Issues/Industry, Golf Tournament, Social Events, Conference, Communications and CPD. If you are interested in Volunteering, please go to our website for more information.

2014 also brought Canada's New Anti-Spam Legislation (CASL) which impacted our Association and how we operate. If you have not already completed your consent to stay engaged with CAPPA, please do so. For more information on CASL or PIPEDA (privacy) please go to our website or contact our office.

You will have seen CAPPA's new look and feel launched in the fall of 2014 with a new logo, new website and new weekly e-broadcast design. We are excited with CAPPA's new branding which represents a refreshed Association and a new chapter of growth, initiatives and value.

Also exciting for CAPPA has been the addition of new Staff and Contractors and our move to new premises at the end of the year. We are now located at 421 7 Ave SW, 30<sup>th</sup> floor.

Whew! We have been busy. Everything that we do is in support of our members and we trust that you see value and will share your CAPPA experience and value of membership with your colleagues. In addition to supporting your career, we hope that you will utilize opportunities to connect, network and have fun with your fellow PAs at social or educational events.

And as always, we want to hear from you. This is *your* professional association. If you have concerns, compliments, support wish-lists or other please be in touch. Our contact info is on our website.

All the best for a great 2015 and please say hello and introduce yourself at our next event.

Sincerely,

Sheila McFadyen, CEO

