



January 2016 Message to Membership

There is no denying that 2015 was a difficult year and that it will be some time yet before we are seeing a sustained measure of economic improvement in the Oil and Gas industry.

Most of us were affected within our own companies by the plummeted oil prices or witnessed such effects on our colleagues, friends and family. CAPPA too felt the consequences both financially and empathetically with our members and their companies hit with these adverse realities. CAPPA's three primary revenue sources correspondingly took a hit: 1) lower student registration in our certificate program, 2) lower membership renewals coming in, and 3) lower continuing professional development (CPD) dollars coming in.

Despite the association's financial dent, we are confident that we will come through this on our feet, weary but focused, and ready to move back into better times with you. Like many other industry organizations big and small, we undertook austerity measures to preserve ourselves financially. We made difficult, but practical business choices, and concluded on maintaining our core membership objectives and delivering on the must-haves for the foreseeable future.

The good news is that we are efficiently moving forward with maintaining our legacy certificate program, continuing work on our certificate program re-design and committed to providing continuing professional development in support of member's careers.

In the background, association and membership operations and communications continue with our website and weekly e-communications. CAPPA's work towards our application for Self-Regulation and accompanying Right of Title continues as does advocacy efforts with government and industry on behalf our members and the profession of production accounting.

2015 Association Highlights

- Annual Membership & Survey Salary
- Exposure at three Career Expos
- Participation at the annual Energy Asset Management Info Event
- New Education Institution Contract
- Three new Affinity programs for Members
- Career Support services offered
- Legacy Program Updates
- New Competency Map (for the re-design curriculum)
- Mapping to Legacy Program (for the re-design curriculum)
- International Training Program
- Education Days (in lieu of Conference)
- New Seminars
- Collaboration with the Professional Governance Unit of the Ministry of Jobs, Skills, Training and Labor

- Self-Regulation Member vote
- Town Hall meeting regarding Self-Regulation
- CAPPAs letter to the BC government supporting the adoption of Petrinex
- CAPPAs submission to the Alberta Royalty Review Panel
- Job Shadow Program
- Honors & Awards
- AGM
- Golf Tournament
- Curling Bonspiel
- Speaking Engagements promoting a career in Production Accounting

As we move into 2016, Membership numbers are down and many companies are still working with tight budgets including CPD spend. *What can you do?*

- Be ambassadors
 - Share your story
 - Express value and pride in membership
 - Encourage colleagues and employers
- Renew your membership
- Register for CPD and share seminar registration details
 - Need a “Benefits of Attending” support document for employer approval? Email us.

Want to be more engaged with your professional association?

- Volunteer for a Committee
- Volunteer to Mentor for a Day
- Host a “Brown Bag” Lunch at your place of business
- Follow us on LinkedIn and Twitter
- Attend CAPPAs Seminars & CPD Luncheons that interest you
- Raise your hand as a Subject Matter Expert (SME) when you see posts for content writers
 - Or refer to a colleague
- Raise your hand as an Instructor when you see job posts
 - Or refer to a colleague
- Write Articles
- Let us know what you and your fellow PAs need in order to do your jobs better

We are looking forward to 2016, functioning as leanly as possible while fulfilling our mission. We will continue with our focus on education to students in the form of our certificate program and education for our established members in the form of Continuing Professional Development opportunities such as Seminars, luncheons, and online resources.

The CAPPAs organization values your membership and would like to support you, so please be in touch with any questions or comments you may have.

Sincerely,

Sheila McFadyen
CEO