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Trends and Views



Top Personal Income Tax Rates Falling Around the World

Top personal income tax rates around the world have fallen by an average of 2.5% in the past six years, according to a new study from KPMG. Thirty-three of the 87 countries surveyed have cut personal taxes in the last six years while only seven have increased their rates. The survey underscores that your tax planning services can help your clients avoid paying more tax than they have to.

Read the news release and download a copy of the *Individual Income Tax Rate Survey 2008* at:

www.kpmg.ca/en/news/pr20081117.html

A Barometer of Economic Activity

The Q3 2008 issue of the CICA/RBC Business Monitor comes at one of the most volatile economic periods in history, not just here in Canada, but around the world. And while the survey was conducted before the explosion of the recent global financial crisis, the results reflected the impact of rising energy prices and a growing apprehension, with the former seemingly dominating the results.

For details, read the Q3 2008 report at:

www.cicarbcbusinessmonitor.com

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Transition to International Standards



Free online course

Introduction to IFRS - Implications for Canadian Business

With the countdown underway for adopting International Financial Reporting Standards (IFRS) in 2011, chartered accountants will play key roles in guiding companies through the changeover process. Take advantage of a free e-learning course that can help you and your clients' organizations embark on a seamless transition.

Read the press release at:

www.cica.ca/4/7/3/9/2/index1.shtml

Register for the free online course *Introduction to IFRS - Implications for Canadian Business* at:

www.cica.ca/4/7/0/7/2/index1.shtml

For more resources, visit the CICA's dedicated IFRS website

www.cica.ca/IFRS

Second Omnibus Exposure Draft of IFRSs

Chartered accountants with clients affected by the Accounting Standards Board's (AcSB) IFRS strategy should take note of the AcSB's forthcoming second omnibus Exposure Draft of IFRSs. Among other things, the omnibus Exposure Draft will clarify the definition of a publicly accountable enterprise. For more information, see the October issue of the *FYI Accounting Standards* newsletter at:

www.acsbcanada.org/index.cfm/ci_id/4340/la_id/1

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Technology Matters



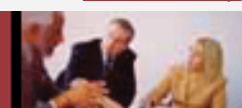
Is a Smart Phone Worth the Cost?

A recent Ipsos-Reid research study highlights some compelling findings as well as includes useful reference tables to help you estimate at-a-glance the ROI of an organization's BlackBerry deployment. To read the executive summary of *Analyzing the Return on Investment of a BlackBerry Deployment, 2007* or to download the complete report, go to:

www.blackberry.com/newsletters/connection/business_solutions/i5-2007/report-summary.shtml

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For Your Clients



Surviving a Tough Market

In today's tough business environment, how can your company grow or even retain its market share? According to business consultant John Haskell, you first need to evaluate what you are doing now, and then determine what you have NOT been doing in the past. *Five Fatal Business Mistakes You Don't Know You're Making* can help you solidify your business' position in the market.

www.cica.ca/index.cfm/ci_id/48167/la_id/1.htm

Greening for Cost Savings

No matter what size your business is, you can achieve a greener office environment. Susan Meredith's article *How to Green Your Business* sets out some small steps that can kick-start a program for becoming more environmentally friendly – and saving money.

www.cica.ca/index.cfm/ci_id/48168/la_id/1.htm

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Marketing Your Services



Strengthening Your Marketing Message

How can you massage your marketing message to ensure that it convinces prospects that you have the experience, expertise and knowledge to provide the solutions they need? For practical tips, read Bob Stewart's article *Marketing Messages that Get Results*.

www.cica.ca/index.cfm/ci_id/48169/la_id/1.htm

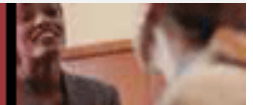
Leveraging the Power of Public Relations

You do not need to be a public relations expert to maximize the results of a publicity campaign. In her article *Seven Public Relations Strategies to Get Your Business Noticed*, Pam Lontos pinpoints the most effective publicity tools to increase your firm's visibility and sell more services – with little or no cash outlay.

www.cica.ca/index.cfm/ci_id/48170/la_id/1.htm

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Human Resources



Getting the Best from Your Employees

Feedback is one of the most powerful tools that managers have to help guide, coach and instruct employees to continually grow, make extra effort and improve performance. Read Jay Forte's article *Give Feedback, Get Performance* for proven feedback strategies that will inspire loyalty and peak performance.

www.cica.ca/index.cfm/ci_id/48171/la_id/1.htm

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Legal Matters



Changes to Pensions and Other Post-Employment Benefits

In *Wronko*, the Ontario Court of Appeal determined that an employee was not bound by two years' notice of a fundamental change to his terms of employment. When the employer attempted to impose the modified terms after the notice period, the employee alleged termination without notice. The Court of Appeal agreed. Some judicial comments in *Wronko* may be particularly relevant to employers making significant changes to pensions or other post-employment benefits.

To view Fasken-Martineau's bulletin, go to:

www.fasken.com/wronko_october_2008_bulletin/

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Professional Resources

Keeping Current with PSAB News and Updates

The Public Sector Accounting Board's (PSAB's) website is your gateway to staying current with the projects being considered, decision summaries of PSAB's meetings and various other documents provided for your information.

www.psab-ccsp.ca/index.cfm/ci_id/225/la_id/1.htm

Building Your Practice

Successful practices know their clients' businesses, understand financial management and keep up-to-date on changing standards, legislation and regulations. This webpage offers an overview and quick links to the CICA's "at-your-fingertips" professional resources that can help you maximize your opportunities to provide value-added services:

cica.ems01.com/tools/0812CAPA/

Boosting the Bottom Line

Organizations that learn to adapt to women will be better able to respond to the challenge of an aging workforce and the demands of the next generation of knowledge workers, according to authors Aviah Wittenberg-Cox and Alison Maitland. For information about their book, *Why Women Mean Business: Understanding the Emergence of our next Economic Revolution*:

[Click here](#)

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Continuing Education

World Congress of Accountants 2010



Sustaining Value Creation
November 8-11, 2010
Kuala Lumpur, Malaysia
[For more information, please click here](#)

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CA Practice Advantage Online Archives

Need to refer to a source cited in a previous issue of CA Practice Advantage (CAPA) that could help you today? Bookmark this link to the CAPA archive site to access PDFs of our past issues.

www.cica.ca/index.cfm/ci_id/25538/la_id/1.htm

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The Canadian Institute of Chartered Accountants

277 Wellington Street West
Toronto, Ontario M5V 3H2, Canada
Tel. 416-977-3222
Fax: 416-204-3414

Publishers

Bryan Walker, CA
Director of Practitioner Support and Assurance
Services

Editor

Kathleen Aldridge

Designer & Production

Mark Hinkley

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