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CA Practice Advantage



June 2010

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Trends and Views

Improving the SMP/SME Relationship

A paper published by The International Federation of Accountants (IFAC) examines how small and medium practices (SMPs) provide business support to small and medium-sized enterprises (SMEs). In light of the changing marketplace, the paper recommends how this relationship can be further developed and suggests SMPs consider proactive marketing strategies and cultivate referrals to provide a range of advice and services.

[Click here](#)

Ethics Education in Canada: A CA Student's Perspective

How important is ethics education for CA students? In her article in Management Ethics, Jody Grewal, a fourth year CA student at University of Waterloo, concludes that "Recent corporate collapses and accounting scandals threaten the accounting profession in its entirety, and students should understand the importance of acquiring sound ethical reflection."

[Click here](#)

Internal Auditors Forecast Brighter Economic Skies

A recent survey by The Institute of Internal Auditors (IIA) indicates that internal audit budgets and staffing levels are beginning to stabilize. As well, with risk management being the number one strategic priority, internal auditors are being asked to expand their more traditional assurance and consulting roles to apply business knowledge and audit expertise in key business initiatives.

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For Your Clients



Build Awareness About Your Services

CICA's Client Development Brochures can provide your clients with an overview of issues that may affect their business and open the door for discussion on how you can help direct and manage their transition process. The series of brochures covers New Canadian Auditing Standards (CASs); New Accounting Standards for Private Enterprises; International Financial Reporting Standards (IFRSs); and Tax Planning. Download the brochures, available in English and French, for free or purchase personalized copies with your firm information printed directly on the back cover.

www.cica.ca/clientdevelopment

Raise the Bar on Your Clients' Financial Reporting

Do your clients take pride in their corporate reporting? Are they looking to raise the bar even further? The CICA's Corporate Reporting Awards offer an opportunity for public and private sector clients to see how their organization stacks up with others that share their commitment to excellence. An entry requires just two simple steps:

[Click here](#)

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Human Resources



How to Deal with Performance Problems

Why do most leaders either take too long to deal with performance problems or avoid the issue altogether? In his article, *Leadership's #1 Sin — Hanging onto the wrong person, in the wrong job, too long*, Lee Froschheiser, president and CEO of Management Actions Programs (MAP), provides tips to overcome the most common excuses which are loyalty; no one likes to be wrong; no back-up plan; fear of conflict; and lack of good leadership skills.

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Legal Matters



Using Video Surveillance in the Workplace

For more than two decades, Canadian arbitrators have been dealing with the issue of video surveillance of employees. Early decisions dealt with off-site surveillance of employees suspected of faking or exaggerating illnesses. But countless battles have since been waged over the use of video surveillance cameras in and around the workplace. When can such equipment be used in the workplace? When can the resulting evidence be relied upon? Read Fasken Martineau's bulletin "*Smile, You're on Candid Camera*" – *How Arbitrators View Video Surveillance* at:

www.fasken.com/HR_space_february_23_2010/

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Practice Development



Power Up Your Prospect and Client Meetings

No matter how good a sales and client development person you are, you can always improve your success rate. Find out how a team approach can add a powerful and winning dimension to your strategies for responding to the prospect's needs and concerns. Read Bob Stewart's article, *A Team Approach Can Turn Prospects into Clients*.

[Click here](#)

Use Client Resources to Boost Business Advisory Services

The *CA Tools for Success* series is an ideal way to build awareness about your value-added advisory services as well as help your clients develop and implement a plan that is right for their business. Publications and accompanying CDs with checklists include Privacy, Succession Planning, Business Financing and Estate Planning. For information on how these resources can help your clients build on their success:

[Click here](#)

Technology

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Leverage Your Blog – Grow Your Business

By creating and effectively leveraging a blog, you can rank higher in search engines, attract more targeted traffic, create and establish repeat traffic, and get more sales of products and services, says Ford Saeks, Internet marketing consultant. In his latest article, *Fresh Content is the New King*, Ford advises on how blogs can increase credibility, educate and market, communicate internally and obtain referrals.

[Click here](#)

Professionalize Your E-mail Delivery

Spam, e-mail chain letters, and obnoxious or off-colour jokes are just a few things that annoy business professionals when it comes to daily e-mail. In her latest article, *Don't Hit Send! Avoid These Common E-mail Pet Peeves*, author and career coach Jean Kelley discusses the top five e-mail pet peeves and the solutions to avoiding them.

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Continuing Education

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The CICA National Conference for SME Advisors

August 4-6, 2010

Ottawa, ON (Optional workshop August 3)

If you are a CA who advises SMEs (small and medium-sized enterprises), this conference delivers all the latest technical updates on standards and taxation, along with practical tools to help build a better SME practice.

www.cpd.cica.ca/SMEAdvisors/about.cfm

Commodity Tax Symposium

September 27-28, 2010 (Workshops September 26 and 29)

Ottawa, ON

For progressive professionals working or advising in commodity taxation, these sessions address critical issues relating to GST, PST, HST, QST and Customs and Trade. Harmonization will be a key topic in 2010.

www.cpd.cica.ca/CTS/about.cfm

IFRS Immersion Courses – 1 and 2

These four-day courses cover all the IFRS topics and include lectures and facilitated workshops using case studies. Note: The IFRS Immersion 1 Course is not a pre-requisite for the IFRS Immersion 2 Course.

www.cpd.cica.ca/ifrs.cfm

Canadian Standards in Transition



New Resources for Transition Support

CICA is committed to supporting members and the business community through the transition to new accounting and auditing standards. The [Canadian Standards in Transition](http://www.cica.ca/canadian-standards-in-transition) website includes a wide range of free resources, including practical background information, implementation tools and client education supports. For quick access to the latest resources:

[Click here](#)

Comment on AASB's Strategic Plan

Have your say about the future direction of The Auditing and Assurance Standards Board (AASB) during this critical period of implementing new Canadian Auditing Standards (2010-2013). Review the proposed plan and send in your comments by July 31, 2010.

www.aasbcanada.ca/documents-for-comment/item37716.pdf

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