



**fei**<sup>SM</sup>

financial executives  
international  
dirigeants financiers internationaux

canada

Connecting Financial Executives Through  
Knowledge Exchange  
Peer Networking  
Advocacy



## What is FEI Canada?

FEI Canada is the all-industry professional membership association for senior financial executives, with 11 chapters across Canada and more than 2,100 members. The association membership, which consists of many Chief Financial Officers, Audit Committee Directors and Finance, Controller, Treasury and Tax Executives, represents a significant number of Canada's leading and most influential corporations. FEI Canada provides valuable services to its members including:

- peer networking opportunities;
- emerging issues alerts;
- personal and professional development;
- and advocacy services. FEI Canada does this principally through our chapters in major centres across the country, our national technical committee structure and our internet community.

### FEI CANADA HELP'S YOU MANAGE CHANGE

Today's financial executive faces new challenges, more responsibilities, and must work smarter with fewer resources. Changes in managerial, technological and organizational processes, shifting markets, and continual corporate restructuring require new approaches. FEI Canada is committed to informing, educating and preparing members to today's ever evolving challenges.

### FEI CANADA BUILD'S RELATIONSHIPS

We believe that peer relationships are critical to your success. Local chapters provide a forum for senior financial executives to meet like-minded professionals, and share ideas about the crucial issues that confront them daily. Our specialized conferences, chapter programs and Internet communities provide new ideas and perspectives to help you make sound career decisions and engineer solid business decisions.

### FEI CANADA IMPACTS POLICY

On the national level, FEI Canada's technical committees research and consult on issues of importance to our members. By making our positions known to policy-makers, regulators and standard setters, FEI Canada impacts how policies are developed.

## WHY BECOME A MEMBER?

FEI Canada membership brings with it a wide variety of membership benefits. As Canada's largest network of senior financial executives, we can provide exceptional access to timely, topical and relevant information to our members.

Through your membership, you will have the opportunity to interact with your peers through professional development at the national and the local level.

## FEI CANADA PROVIDE'S UNCOMMON VALUE

FEI Canada's professional support system, and the information we provide members, helps financial executives and their companies navigate through a sea of uncertainty. We are an effective voice, building bridges of understanding with legislators and regulators on behalf of our members. We offer a spectrum of services, providing access to...

- **Expertise** - On-line tools consisting of presentations, models and e-newsletters, conferences, seminars, and executive education programs.
- **Opportunity** - Peer networking, career development and transition services.
- **Information** - Publications, e-newsletters, analyst-style teleconferences with live Q&A, leading research, innovative products and services.
- **Effectiveness** - Management and technical tools to help you manage change.
- **Advocacy Services** - Representing the best interests of members and Canadians, before regulators and policy makers.

## WHY JOIN NOW?

FEI Canada is growing and our network is getting stronger as members from across Canada and across industry lines come together to share information, best practices and influence regulatory change.



FEI CANADA  
VOLUNTEER  
LEADERSHIP

## Membership Benefits:

### THE NETWORK

- Membership Directory online (Canada and US – search over 15,000 members)
- Communities of Interest - online industry forums to share information
- Local Chapter Networks
- Volunteer Opportunities
  - Chapter Boards
  - National Board
  - National Committees
    - Committee on Corporate Reporting (CCR)
    - Issues and Policy Advisory Committee (IPAC)

### ACCESS TO INFORMATION

- FEI Financial Executive Magazine
- feicanada.org website
- E-Newsletters
  - FEI Canada Finance and Accounting Review (F.A.R.)
  - FEI Canada Xpress
- Research
  - Discussion papers
  - Comment papers
  - Executive Research Studies produced by our research arm, The Canadian Financial Executives Research Foundation (CFERF)



ANNUAL  
NATIONAL  
CONFERENCE

## PROFESSIONAL DEVELOPMENT (WITH YOUR PEERS)

- National Breakfast Seminars (free to members)
- CFO TV – Seminar Archive
- Annual Conference (free to NEW members)
  - Keynote Speakers
  - Concurrent Sessions
  - Networking Opportunities
    - Golf Tournament
    - Trade Show Exhibits
    - Social Events
- Chapter Events (free to members)
  - Networking
  - Professional Development
  - Social events

## MEMBERSHIP SERVICES

- Career Services
  - Online Job Postings
  - Career Tools
- Affinity Partnership Discounts
  - Home/Auto Group Insurance Rates
  - Car Rental
  - Hotel
  - Sporting Events
- Dual Membership – Canada/U.S. for one price
- Access to U.S. programs and services



ANNUAL  
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## FEI Canada Award Programs

### THE FRANK S. CAPON DISTINGUISHED SERVICE AWARD

Member volunteers are the backbone of FEI Canada. Volunteers are a vital component to our operations and they are the greatest FEI Canada brand ambassadors. They provide enormous value at both the National and Chapter levels, and they are crucial to our various administrative and advocacy committees. Each year, the Frank S. Capon Distinguished Service Award seeks to identify and reward an FEI Canada member who has significantly impacted FEI Canada over the years through:

- Promotion of the FEI Canada brand in the marketplace
- Delivery of programs to the membership
- Participation in Chapter or National Committees

### CANADA'S CFO OF THE YEAR AWARD

Canada's CFO of the Year™ Award was established by FEI Canada in 2003 to recognize and honour the best in Canada's financial leadership.

Sponsored by FEI Canada with its presenting co-sponsors PricewaterhouseCoopers LLP and The Caldwell Partners International, Canada's CFO of the Year™ Award is given annually to an individual who has made an outstanding contribution to business in Canada through vision and leadership, corporate reporting and performance, social responsibility, innovation, and business complexity.



CANADA'S CFO OF THE YEAR™ GALA

## FEI Canada Chapters

### A SUPPORTIVE COMMUNITY

Chapters strive to create a stimulating and supportive atmosphere, continually developing new programs and welcoming new members. We do more than compare notes on pressing business issues. We establish lasting friendships with professional peers. Many chapters collaborate with local colleges and universities to create awards programs for students and broaden awareness of financial management careers. Our chapters organize locally focused events to increase the sharing of valuable knowledge and expanding contacts to produce excellent results.



## PROFESSIONAL DEVELOPMENT PROGRAMS

Our development programs include carefully planned meetings, informative speakers who provide insightful presentations, and technical programs that provide CPE credits. These gatherings are an important way to meet interesting leaders in business, government, and other industry groups.

## CAREER SERVICES

Many chapters provide customized services to help members manage their career, actively seek a position or search for staff for their companies. Liaisons with local and national recruiters, confidential referrals, and resource materials help to reduce search time and costs, while providing access to new talent, and new opportunities.

## FEI CANADA CHAPTERS

Atlantic Provinces	Quebec	National Capital Region
Toronto	Southern Golden Horseshoe	Southwestern Ontario
Winnipeg	Regina	Calgary
Edmonton	Vancouver	

## Communities of Interest

The Communities of Interest (COIs) have been created as an information sharing tool for our members. This system allows members to share industry specific information, issues and ideas in a web-based forum.

This tool is also be used by local Chapters to notify their members of face-to-face COIs, as well as meeting times and topics.

Ask and answer questions posed by your peers and track the progression of the topic. Currently, we have the following four Industry Communities:

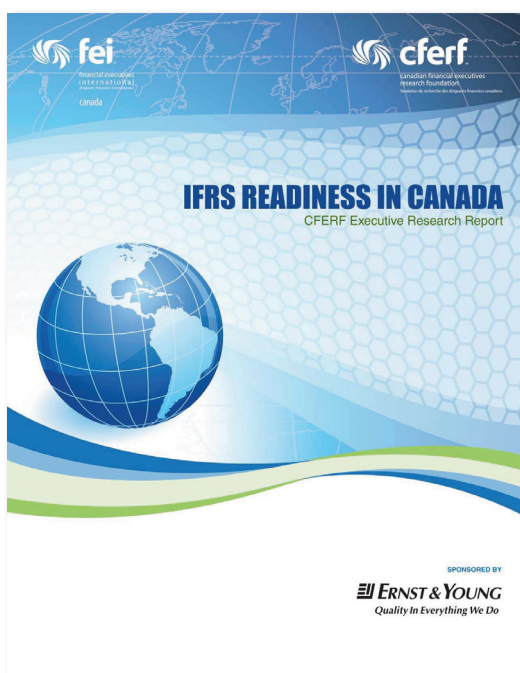
1. Manufacturing
2. Health Care
3. Insurance
4. Banking/Financial

## The Canadian Financial Executives Research Foundation (CFERF)

CFERF is the Research Foundation of Financial Executives International Canada. The mission of CFERF is to advance the profession and practices of financial management through research. CFERF underwrites and conducts objective research projects on business management topics such as:

- The evolving role of financial executives
- Current topics in financial management
- CFO specific issues
- Specific topics related to the advancement of corporate efficiency in Canada through effective financial management

Topical CFERF products are distributed in a format that is both timely and convenient for financial executives and the public. In addition to conducting and sponsoring research projects, CFERF publishes studies and reports. CFERF also presents forums and conferences of topical interest, and offers grants and awards to promote or recognize independent works.



The *IFRS Readiness in Canada* Executive Research Study is an example of the cutting edge research produced by the Canadian Financial Executive Research Foundation (CFERF), published April 2008.

## National Technical Committees

### COMMITTEE ON CORPORATE REPORTING (CCR)

CCR focuses on issues relating to financial accounting, auditing and corporate reporting. Committee members find themselves on the inside track on activities of the Accounting Standards Board (AcSB) and the Emerging Issues Committee of the Canadian Institute of Chartered Accountants (CICA). The Committee then comments and intervenes on behalf of FEI Canada on current and proposed CICA initiatives. Through the CICA, the Committee also makes its views known to the International Accounting Standards Board (IASB) concerning the upcoming implementation of the International Financial Reporting Standards (IFRS) and ongoing policy agenda. The CCR also maintains a close relationship with the Ontario Securities Commission (OSC) on issues relating to corporate reporting. Senior CICA and OSC staff members frequently participate at CCR meetings. FEI Canada's CCR also keeps abreast of notices from the Securities and Exchange Commission (SEC) and the Financial Accounting Standards Board (FASB) that would affect Canadian inter-listed companies.

If you would like to join CCR, or would like further information on recent CCR activities, please visit [www.feicanada.org/committees.html](http://www.feicanada.org/committees.html)

### ISSUES AND POLICY ADVISORY COMMITTEE (IPAC)

IPAC focuses on developing FEI Canada policy positions, which provide guidance and expert opinion on emerging issues relevant to FEI Canada members. The Committee acts as advisor on issues of current importance to industry groups, government, associations, and other constituents who will benefit from the impartial counsel of FEI Canada.

The Committee has a broad agenda and has assembled several subject matter forces task to address issues of current importance to CFOs across the country. Topics include issues related to: corporate governance; the structure of capital markets; pensions; taxation; private company issues; and financial uses of information technology.

If you would like to join IPAC, or would like further information on recent IPAC activities, please visit [www.feicanada.org/committees.html](http://www.feicanada.org/committees.html)



FEI CANADA TESTIFIES BEFORE THE HOUSE OF COMMONS STANDING COMMITTEE ON FINANCE

# FEI Canada's Annual National Conference

**JOIN FEI CANADA'S EXCLUSIVE NETWORK OF LEADING FINANCIAL PROFESSIONALS AND ATTEND THE FEI CANADA ANNUAL CONFERENCE FOR FREE!**

FEI Canada's Annual Conference attracts more than 300 senior financial executives who come together to explore best practices, innovative solutions and tools for success. This must-attend event features keynote speeches and in-depth panel presentations by prominent executives and Canadian thought leaders. Attendance at this conference provides finance executives with comprehensive updates on the latest issues and developments facing CFOs.

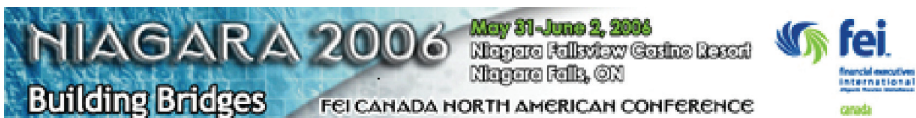
## PROMINENT SPEAKERS FEATURED AT RECENT CONFERENCES INCLUDE ...

- Michael Cherkassky, CEO, US Investigation Services (USIS)
- Jim Firestone, President, Xerox North America
- Maureen Kempston Darkes, Vice President, GM Latin America, Africa & Middle East General Motors Group
- Frank McKenna, Deputy Chair, TD Bank Financial Group
- Carolyn Richardson Hursh, Chair, James Richardson & Sons, Limited
- Annette Verschuren, President, The Home Depot Canada & Asia
- Canada's CFO of the Year™ recipients



## FUTURE CONFERENCE SITES AND DATES:

- 2010 Victoria, BC
- 2011 Ottawa, ON
- 2112 St. John's, NL



## FEI CANADA CODE OF ETHICS

This Code provides principles to which members are expected to adhere and advocate. They embody rules regarding individual and peer responsibilities, as well as responsibilities to employers, the public, and other stakeholders. Violations of FEI Canada's Code of Ethics may subject the member to censure, suspension or expulsion under procedural rules adopted by FEI Canada's Board of Directors.

### ALL MEMBERS OF FEI CANADA WILL:

- Act with honesty and integrity, avoiding actual or apparent conflicts of interest in personal and professional relationships.
- Provide constituents with information that is accurate, complete, objective, relevant, timely and understandable.
- Comply with applicable rules and regulations of federal, state, provincial, and local governments, and other appropriate private and public regulatory agencies.
- Act in good faith, responsibly, with due care, competence and diligence, without misrepresenting material facts or all owing one's independent judgment to be subordinated.
- Respect the confidentiality of information acquired in the course of one's work except when authorized or otherwise legally obligated to disclose. Confidential information acquired in the course of one's work will not be used for personal advantage.
- Share knowledge and maintain skills important and relevant to constituents' needs.
- Proactively promote ethical behavior as a responsible partner among peers, in the work environment and the community.
- Achieve responsible use of and control over all assets and resources employed or entrusted.
- Report known or suspected violations of this Code in accordance with the FEI Canada Rules and Procedure.
- Be accountable for adhering to this Code.

### PRIVACY POLICY

Financial Executives International Canada respects the privacy of all information provided by members. We would like to assure you that information supplied by applicants will not be released or shared. The only information that will ever be released will be in the form of aggregate statistics. All information collected is for internal FEI Canada use only.

To join or learn more about FEI Canada, visit the website at [www.feicanada.org](http://www.feicanada.org)

To become a FEI Canada member, contact our office at 416-366-3007



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