

jobs and divisions — Hershey Foods Corp., Hershey Chocolate U.S.A. — and with The Hershey Co., since 1988, he's been serving as director, External Reporting and Compliance, since 2006.

As chair this year, Urich says it's an exciting time to be an FEI leader and particularly to work with President and CEO Marie Hollein, adding, "she's the right leader [for FEI] at the right time."

Referring to Hollein's, statement in the March issue of *Financial Executive*: "It's FEI's time to shine," Urich says he concurs. He believes the organization is moving in the right direction and that "as we all work together as leaders, we will make FEI's light shine even brighter."

Indeed, taking the analogy a step further, he adds: "Maybe it will shine so brightly that those who are not members will begin to see the light!"

And, Urich is set to engage to help make that happen, acknowledging that we're in a "very challenging year." Yet, following a memorable business lesson — to begin with the end in mind — he's thinking ahead. In articulating his goals as chairman, several center on implementing the strategies and tactics that will be developed in FEI's strategic planning initiative, which is expected to be completed and operational during fiscal 2010.

Among these: Identify key member segments and develop strategies for increasing the value proposition for each; increase FEI's international presence; help make FEI a more inclusive, multi-cultural and diverse organization; and develop a strategy for attracting members who are young and upcoming financial executives to revitalize the membership base.

He says he's eagerly looking forward to working with the volunteer leadership and FEI staff in the coming year to begin implementing the plan.

Referring to the current "unprecedented economic times," and FEI's storied nearly 78-year history, Urich says FEI has been around for a long time, "supporting our members and their companies through periods of incredible change. FEI continues to be there, providing real-time information on the rapidly changing landscape for finan-

cial executives and their companies."

Recently, he adds, "FEI has been there — from an advocacy standpoint — working with the Obama transition team, making sure our voice was heard with regard to the stimulus package, the proposed budget, proposed changes to tax legislation, regulation reform and more."

In addition, he says, through its technical committees, "FEI is making sure our interests and those of our peers and

their companies are being represented with the standard setters, on key issues such as fair-value measurement, accounting for contingencies and preliminary views on financial statement presentation; and with the regulators, regarding the SEC's IFRS roadmap, XBR and the 3 percent withholding tax for government contractors, among others.

Separately, Urich has been chairing FEI's Diversity Committee, and
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Joining FEI Canada more than a decade ago was an easy decision for Karyn Brooks.

The FEI Canada chair's boss at the time was a very active member and believed it was important for financial executives to make the "connections" and gain the intelligence that FEI offers its members.

"I had supported him in his role as a member of the Committee on Corporate reporting (CCR) and had seen firsthand what FEI offered in terms of learning and just being able to pick up the phone and calling a peer to find out how their organization was dealing with a particular issue," Brooks recalls.

In the past dozen years, FEI Canada has given her a wealth of learning as well. Brooks, senior vice president and controller of BCE & Bell Canada — that nation's largest telecommunications company — has been a member of CCR since 1997, chairing it between 2002–05. She has also served on the board of directors since 2004 and has been vice-chair since June 2008.

Brooks says FEI has provided her with a "network of very capable, intelligent people that I can rely on for honest, thoughtful advice on business issues, many of whom I now count as friends. One of the biggest advantages is being in front of changes or issues, including



FEI Canada Chair Karyn Brooks Makes the Right 'Connections'

BY MARIAN RAAB

knowing what the challenges will be, so you can be proactive in your role, rather than reactive."

Currently a member the Quebec Chapter, Brooks started her tenure with FEI as a member of the Calgary Chapter in 1997. She is FEI Canada's representative on the International Financial Reporting Standards Advisory Committee of the Canadian Accounting Standards Board and its representative on the Standards Advisory Council of the International Accounting Standards Board.

Her goals for the next year are to ensure that FEI Canada comes
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