

January 25, 2017

Dear CAPPa Members:

How 2016 shaped up for our Organization

We feel your pain. Indeed, we are immensely empathetic to the challenges of both our laid off members and those who continue to work and who may be experiencing increased workloads and pressures. We are all optimistic that the light we are now seeing will continue and we can go forward into better times, albeit a new normal.

2016 was financially challenging for CAPPa. Student enrollment numbers, and hence revenues, continued to be down, as were our membership numbers and learning event registrations. All revenue opportunities were negatively impacted with the continued difficult economy. We trimmed our budget down to what we considered the essentials for the year. While financially we ran in a deficit position, we managed to end up in a better position than forecast. If we didn't need to spend it, we didn't. The exception was Education. The decision was made to continue to maintain the quality of our Legacy program while we also continued to invest time and money into our new Curriculum. CAPPa's Certificate Program in Petroleum Production Accounting is our bread and butter and a big part of our brand; so we continued this work with modest expenditures.

We continue to work with both MRU and SAIT and supporting their functions such as Open Houses, Career Fairs, and Student project displays. Towards the end of 2016 we announced that CAPPa had moved from SAIT's Continuing Education Department and the MacPhail School of Energy to the School of Business. CAPPa is now aligned and promoted with SAIT's other Business and Accounting programs with some synergies maintained with the MacPhail School of Energy.

We were delighted to honor our Volunteers and celebrate another year of New Grads at our annual Honors & Awards / New Grad Celebration Event.

CAPPa stepped up our Industry and Government advocacy this past year and thankfully most of these efforts are at little to no cost. We continued to meet with the Professional Governance Unit (PGU) of the Ministry of Jobs Skills and Labor to address our application for Self-Regulation. As many of you will know from our AGM and other online updates, this application is on hold while the Alberta NDP government reviews this, and other, legislation. We do meet every couple of months to stay connected and to discuss any updates that are forthcoming. Earlier in the year we also met with Ministry of Energy Assistant Deputy Minister Mike Ekeland.

CAPPa is on a number of external committees, such as the Petrinex Industry Benefits Committee, the DOE Business Operations Working Committee and several AER committees. We also spoke to the CAPP Accounting Committee.

Despite Industry reduced, or cut, Continuing Professional Development budgets we decided to maintain some level of professional development for members who are able to attend, with a limited offering of existing and new seminars including some pooled seminars at "Education Days".

We have cut back on the regularity of CPD Luncheons but we do continue with sporadic offerings as we know many members still enjoy these events when they are able to attend. Our newly formed CPD Luncheon Committee will be working on bringing our 2017 luncheons together for membership.

And while we have cut back on some of our social events, it isn't all work and no play! We thoroughly enjoyed our CAPPa CAPLA Annual Golf Tournament at the Inglewood Golf Club and we will be hosting our event again this June at the same facility.

So where are we as we move into 2017?

Another tight year, with another tight budget. We continue to support the current and future careers of our members with a focus on the must haves, rather than the nice to haves.

We do have an income ray of light: We received a sizable Grant from the Ministry of Culture and Tourism (yes, you read the Ministry correctly) to help us with the expenses of our new Curriculum. We were approved based on the Ministry's recognition and support that our organization and our Certificate Program benefits the communities and citizens of Alberta.

How can you help?.....and we do need your help:

1. Renew your membership and encourage your colleagues to become or continue to be a CAPPa member.
2. Help us maintain our Certificate Program. We are in urgent need of Subject Matter Experts / Content Writers. Please see [SMEs needed](#)
3. Attend Seminars or CPD Luncheons when you see subjects of interest to you. Please refer these learning events to your colleagues as well.

How does Membership provide Personal Value?

- It tells others that you are invested in your Career and that you hold yourself to high Standards within your Profession
- It delivers exclusive access to relevant Job Postings
- It provides opportunities for fun and advantageous Social and Networking events
- Equips PAs with exclusive Member Resources and Weekly Information Emails
- Offers affinity perks such as exclusive Home & Auto Rates
- Pays for itself quickly – example: 2-Day Non-member Pass to Education Days *costs more than* a 2-Day Member Pass *plus* the price of Annual Membership!

We are *your* Profession Association and we welcome hearing your comments, concerns, and matters of interest to you.

Sincerely,

Sheila McFadyen
CAPPa CEO
smcfadyen@cappa.org