



September 21, 2018

CEO Message:

Thank you for being a CAPP A member!

You are the leaders of your profession and the believers of the value of your professional association.

As you all know through living it, it has been a very difficult last 4 years. As a small not for profit organization, we have been extremely tested in our ability to ride this out and see the daylight at what we hope is close to the end of challenging times.

Despite some rays on daylight in industry, my question to production accountants is; “do you want a professional association?”.

We can attribute lower student numbers, lower membership numbers, lower seminar attendance, lower CPD luncheon attendance, lower golf sign up, and lower conference participation to the economic downturn - but not entirely.

Surveys tell us that the top 6 areas of member value are: Salary Survey, Job Board, Advocacy, Conference, Resources and Seminars, yet we do not see a correlation to membership and event revenue.

Virtually every job ad for production accounting and related job title requires a CAPP A certificate. Employers clearly see the value in the certificate in production accounting. Hold that thought.

We recently undertook a long 3 year project to overhaul and rewrite our curriculum for the certificate program resulting in a significant expansion of the content delivery! The knowledge that the student will receive has significantly improved and the quality of our new grads will be to a higher level, setting the new PA up for success and providing greater value to their new place of business. We are very proud of the work done on our program. However, this work did incur large costs.

Members tell us overwhelmingly that they are interested in self-regulation and accompanying right of title. This application will also incur time and money.

CAPP A participates in a number of government and regulatory committees and meetings as well as advocacy on behalf of all production accountants. We are the voice of production accounting. We are here to protect and elevate the brand and careers in production accounting. There is a cost to doing these things.

Members and non-members tell us that conference and continuing professional development seminars are very important. There is a cost to organizing and running these events.

Regardless of the downturn (and arguably perhaps in spite of it) full trained and qualified PAs are critical to company operations.

How will we fund these things for membership without participation? Without all PAs being members? Without all employers fully supporting beyond agreeing our Certificate Program is a necessary requirement for employment?

So my question is, "do you want a professional association?". Because if PAs (& employers) don't, then we can wind up. But if they do, and surveys tell us PAs do, then all PAs need to engage. We need current members to be ambassadors and encourage others to be members including those employers (all!) who require PAs to be CAPPa certificate holders but who do not necessarily translate that support to dollars.

Tough question. What shall the answer be? As always, we welcome hearing from members and non-members alike.

Sincerely,

Sheila McFadyen  
Chief Executive Officer