



2022-23 ANNUAL REPORT



CPB
CANADA

CERTIFIED
PROFESSIONAL
BOOKKEEPERS
OF CANADA

A Community of
Bookkeeping & Accounting Professionals.

CPB Canada sets the standard for bookkeeping excellence.

A COMMUNITY OF LIKE-MINDED PROFESSIONALS

Our mission is to create a diverse professional community that inspires excellence, builds meaningful connections, and fosters innovation and learning.

From continuing professional development and business resources to meaningful networking, mentoring, and peer support - our members have access to the resources needed to advance their careers and achieve a sense of belonging in the bookkeeping community.

At CPB Canada we're not just setting the standard...we're exceeding it.

INTRODUCTION



The 2022-23 CPB Canada Annual Report provides organizational insight, including the range of activities and successes for its members, partners, and customers.

In the last year, CPB Canada invested in its member value proposition while increasing its fiscal sustainability. Through strategic investments, increased efforts were made to carve out more significant influence for the profession, its members, and our professional standards.

We are proud of the many new initiatives and successes brought forward in the last year, including:

- The 2022 IGNITE Annual Conference was a hybrid event for the first time in our history, and it welcomed over 500 participants.
- CPB Canada launched Canada's first-ever National Bookkeeping Week.
- The membership at CPB Canada grew to over 2000 nationally.
- CPB Canada invested in free member-based professional development opportunities. This included a four-part Ethics webinar series for members.
- The association has built a public affairs program and met with various government leaders across Canada.

This organization continues to operate on a solid professional association framework. To that end, it has pursued a balanced strategic approach to creating value for members while investing to ensure ongoing value and sustainability.

It has been another successful year for CPB Canada with much achieved. With humility and grace, my team remains proud to help elevate and support the bookkeeping leaders in our industry.

Rick Johal, CAE, MPA
Chief Executive Officer

UPDATE FROM THE BOARD

The CPB Canada Board of Directors is proud and humbled to guide our membership's strategic direction. We aim to centre the needs of our members by prioritizing the standards and growth of our profession.



Over several Board meetings this past year, I am pleased to report on the following accomplishments:

- Promoted fiscal sustainability with another annual operating surplus going to organizational reserve funds.
- Implemented Governance Review recommendations to modernize the By-Laws and governing functions of our Board of Directors.
- Improved the diversity of the Board of Directors while investing in core governance training, development and team-building.
- Developed succession planning processes for the Board and the role of the CEO.
- Undertaking the development of a new Mission & Vision and a set of core Values for CPB Canada moving forward.
- Approved the strategic initiatives to deliver on CPB Canada's Strategic Plan.

On behalf of the Board, we are committed to managing and protecting the growth of CPB Canada by serving our members selflessly.

In closing, the Board of Directors embraces its governance role and understands its duties and responsibilities. As Chair, I hope to reaffirm member confidence and value in their connection to CPB Canada.

Lynne Moore, CPB
Board of Directors



NEW & EXCITING FROM 2022-23

Launched National Bookkeeping Week

For the first annual National Bookkeeping Week, held from January 16th – 20th, 2023, we raised the profile of our community by sharing the voices of bookkeepers across Canada to better educate core audiences about bookkeeping, its value, and its place within the Canadian economy.



Launched Ethics Training Series

With the ethics-related CPD requirement, CPB Canada launched a four-part series on ethics. To date, the association has seen a record-breaking 1,248 total registrations between the seminars, showing just how vital ethical practices are to the CPB Canada membership.



Public Affairs Activity

- Ontario Ministry of Health announced the CPB Designation as a Requirement for Ontario's Self-Directed Care (Family Managed Home Care) Program Specifications.
- CPB Canada staff met with a range of political staff and senior members of the public service across 8-10 government meetings in Alberta, British Columbia, Ontario and with the Federal Government.
- CPB Canada made a formal Policy Submission to the Anti-Money Laundering / Anti-Terrorist Financing Regime Consultations in late July.

Education Partner Program

CPB Canada continues solid partnerships with post-secondary institutions across Canada. Our relationship creates a vital pathway for students to pursue the Certified Professional Bookkeeper designation. In 2021 – 2022, our program welcomed four colleges. In 2022 – 2023, we are proud to share that we welcomed another eight colleges bringing the total to twelve.



CPB Canada Volunteer Recognition

CPB Canada relies heavily on the volunteer contributions of members. We are pleased to acknowledge the more than **65 volunteers** who have demonstrated their commitment to CPB Canada over the 2022-23 fiscal year.

Public Affairs Task Force

- Rachel Fisch, CPB, Chair Alternate
- Corrie Verheijen
- Jessie Manuel, CPB
- Dovid Lando, CPB
- Sherri-Lee Mathers, CPB
- Tanya Hilts, CPB

Education And Professional Development Advisory Group

- Karolina Francis, CPB - Chair Alternate
- Susan Hopcroft, CPB
- Gurek Deol, CPB
- Kristin Thompson, CPB
- Emily Liu, CPB
- Rinette Lagace, CPB
- Heather Young, CPB
- Natalie Marshik, CPB

Youth & Diversity Advisory Group

- Diandra Whymns, CPB - Chair Alternate
- Bansri Shah, CPB
- Jessie Manuel, CPB
- Melissa Michalski, CPB
- Tanya Roy, CPB
- Melissa Lenos, CPB

Investigation Panel

- Colleen Hoggarth, CPB, FCPB
- Jennifer Bernier, CPB
- John O'Rourke (non-member)
- Marian Rice, CPB, FCPB
- Bev Haggins, CPB, FCPB
- Marilyn Jones, CPB
- Sharon Terpstra, CPB

Ethics & Discipline Committee

- Tracy Lampron, CPB, FCPB - Chair Alternate
- Stephanie Wells, CPB
- Tina Huckabay, CPB
- Jeanette Abbott, CPB
- Heather Young, CPB
- Tanya Hilts, CPB

IGNITE 2023 Conference Committee

- Cheryl Baldwin, CPB - Chair
- Danielle Gadoury, CPB
- Julie Matchett, CPB
- Jennifer Bernier, CPB
- Kellie Parks, CPB
- Dawn Ross, CPB
- Jan Breuls-Dorang, CPB
- Ana Ledo, CPB
- Tanya Roy, CPB

Awards Review Panel

- Dovid Lando, CPB
- Diane Helmers

2023 National Bookkeeping Week Volunteers/Contributors

- Karolina Francis, CPB
- Danielle Gadoury, CPB
- Jonathan Carter, CPB
- Natalie Marshik, CPB
- Peter Piluk
- Corrie Verheijen
- Heather Young, CPB
- Rachel Fisch, CPB
- Asif Rahemtulla, CPB
- Dawn Ross, CPB
- Colleen Hoggarth, CPB, FCPB
- Sherri-Lee Mathers, CPB
- Steve Camilleri, CB, CPB
- Kristin Thompson, CPB

Executive Committee (Board Sub-Committee)

- Lynne Moore, CPB
- Melissa Lenos, CPB
- Steve Camilleri CB, CPB
- Christie Craven CPB
- Teresa Slack, CPB

Nominations and Board Development Committee (Board Sub-Committee)

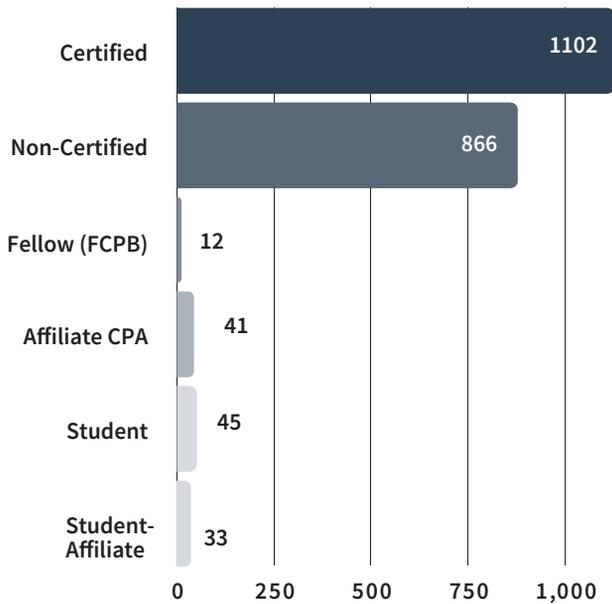
- Kimme Lafayette, CPB – Chair
- Lynne Moore, CPB
- Bonnie Jensen-Walker, CPB

Regional Network Chairs

- Colleen Hoggarth, CPB, FCPB
- Richard Games, CPA
- Maggie Geiser, CPB
- Kristin Thompson, CPB
- Rachel Devine, CPB
- Wendy Dodman, CPB
- Hannah Heaton, CPB
- Tina Martens, CPB
- Marloes van Lent, CPB
- Dawn Ross, CPB
- Bonnie Jensen-Walker, CPB
- Tammy Piercy, CPB
- Kim Westervelt, CPB
- Tara Cairns, CPB
- Jan Breuls-Dorang, CPB
- Linda Baldwin, CPB
- Marie Widdis, CPB
- Kimme Lafayette, CPB
- Beverly Haggins, CPB, FCPB
- Penny Brando, CPB
- Shelley Debusschere, CPB
- Danielle Gadoury, CPB
- Tanya Roy, CPB
- Dave Greene, CPB
- Haley Mitchell, CPB

MEMBERSHIP SNAPSHOT

The 2022-2023 fiscal year was another banner year for CPB Canada and our members. We closed the year with 2099 members, an increase of 229 compared to last year's total of 1870 members and 376 more members than the year before that. Our community of bookkeeping professionals is growing across Canada, and we expect that momentum to continue.



2099

Members

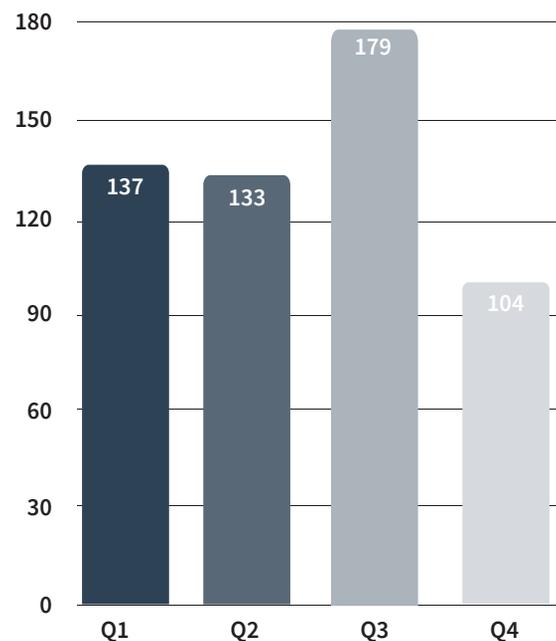
Between June 1st, 2022 and May 31st, 2023,
CPB Canada welcomed

553

new members to our community of bookkeeping
professionals across Canada

Membership Growth

Between June 1st, 2022, and May 31st, 2023, CPB Canada welcomed 553 new members to our community of bookkeeping professionals across Canada. Our growth this fiscal year is near last year's record number of 578 new members when we welcomed over 204 members from CIB. This fiscal, an additional 61 former CIB members joined our community.



We extend a warm welcome to all our new members!

MEMBERSHIP SNAPSHOT

Membership by Province

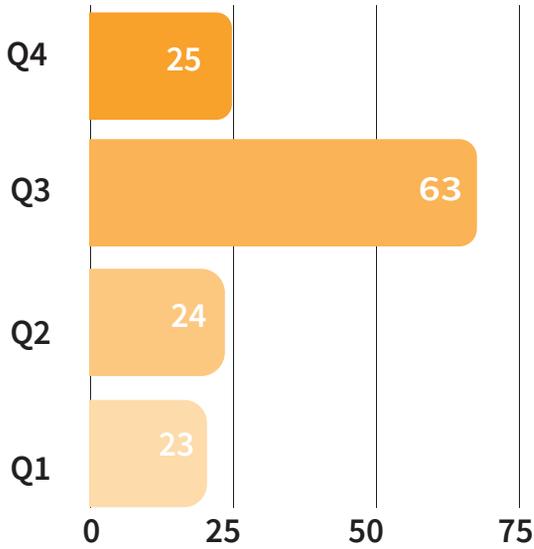


New CPBs 2022-2023 Fiscal

CPB Canada congratulates our 135 new Certified Professional Bookkeepers. Of our 135 new CPBs, 54 hold the CB, CPB designation.

Virtual proctored exams continue to keep exam writing accessible for all members across Canada. With 109 members in the queue to write their CPB exams, we look forward to congratulating even more designates in the coming year.

The average final mark on successful CPB exams held steady at 85.6% in fiscal 2022-2023, compared to 85.7% in fiscal 2021-2022.



New Certified Professional Bookkeepers

Stephen Adler, CB, CPB
Claudia Aguilar, CPB
Karri Albert, CPB
Emely Alfaro, CPB*
Sharla Anger, CB, CPB
Kay Angus, CPB
John Arango, CB, CPB
Janeth Arias Rivillas, CB, CPB
Amy Arseneau, CPB
Lynn Aylwin-Breton, CB, CPB
Wendy Bailey, CB, CPB
Lisa Baker, CB, CPB
Jen Barrer, CPB
Devan Beckingham, CPB*
Philip Benson, CPB
Kimberly Blakemore, CPB
Amandeep Kaur Boyal, CB, CPB
Colleen Boyd, CB, CPB
Rachel Brinac, CPB
Robin Burke, CPB
Denise Callcott, CPB*
Marcia Cannaday, CB, CPB
Lynn Carroll, CB, CPB
Jonathan Carter, CPB
Lee-Na Chang, CB, CPB
Connie Chaves, CB, CPB
Dorina Cho, CPB
Carmen Ciurea, CB, CPB
Tracy Collins, CB, CPB
Terri Cooper, CPB
Rochelle Cruickshank, CB, CPB
Mercy Dabagh, CB, CPB
Gina Dancer, CB, CPB
Jennifer Daniels, CPB*
Tooka Dehnavi, CPB
Heather deJong, CB, CPB
Pamela Devins, CPB
Amanpreet Dhanoa, CPB
Mariana Dimitrova, CB, CPB
Lilet Domingo, CPB

Lina Dubrindyte, CPB
Michelle Duford, CPB
Jennifer Dugas, CB, CPB
Willa Duke, CPB
Darlene Dunai-Skowronski, CPB
Bobbi Eadie, CB, CPB
Niki Ellis, CPB*
Teresa Engel, CPB
Lyne Essiembre, CPB*
Paula Evaskavich, CB, CPB
Lily Giesbrecht, CB, CPB
Christine Gosse, CPB

Lynn Gray, CPB
Allison Green, CPB*
Jacqueline Green, CPB
Amarie Guire, CB, CPB
Jennifer Hall, CPB
Brandy Harris, CB, CPB
Shannon Harrison, CPB
Marsha S. Henry, CB, CPB
Leslee Hickerson, CPB
Daphne Hudson, CB, CPB
Cam Hyde, CPB
Maria Jayag, CB, CPB



*Niki Ellis, CPB**



Gabrielle Smith, CPB



Jonathon Carter, CPB



Dorina Cho, CPB



Jacqueline Green, CPB



Phillip Benson, CPB

*Members who made it on the CPB Canada Honour Roll with a 90% or higher grade on their CPB Exam. Members may hold additional designations; only CPB Canada designations are noted.

New Certified Professional Bookkeepers

Linda Johnston, CB, CPB
Lauren Klompmaker, CPB
Ria Kroesbergen, CPB
Leena Kumar, CB, CPB
Aman Kumar, CPB*
Thyagarajan Kuppuswamy
Chettiar, CPB
Dawn Lanouette, CPB
Jessie Laven, CPB
Chantal Leduc, CPB
Amy Lewis, CPB
Ingrid Little, CB, CPB
Robert Lockie, CPB
Jack Lu, CPB
Machi MacDonald, CPB
Gladys MacNeil, CB, CPB
Molka Mahjoubi Guimaraes
Stastny, CPB
Hasan Malik, CPB*
Tom Mance, CB, CPB
Lumturije Mansaku, CB, CPB
Vicky Martin, CB, CPB
Anna Mazur, CB, CPB
Aaron McCartney, CPB
Lori McKay, CPB*
Leanne Mejia, CB, CPB
Danielle Merriman, CPB
Verna Miedema, CB, CPB
Susan Minshall, CB, CPB
Ivy-Mikelle Mitchell, CPB
Steve Moore, CPB
Lynn Morgan, CPB
Amanda Morrison, CB, CPB
Golbarg Najafikhahpashaki, CPB
April Ngo, CPB
Shelyn Olson, CPB
Yolanda Parra, CB, CPB
Mark Peng, CB, CPB
John Penny, CB, CPB

Mishal Qureshi, CB, CPB
Ana Maria Redido, CPB
Tara Reeves, CB, CPB
Lori Reimer, CPB
Tanya Roy, CPB, CPB
Deborah Roychel, CB, CPB
Rachel Samaroden, CPB
Jenny Sawaya, CPB
Jamie Saylor, CPB
Bonnie Saylor, CPB
Joanne Schuurman, CPB
Jennifer Shapcott, CPB
Christine Shoup, CPB
Susan Slack, CB, CPB
Melissa Smet, CPB
Gabrielle Smith, CPB
Lisa Smith, CPB

John Stayzer, CB, CPB
Adam Swanson, CPB
Suzanne Swartz, CB, CPB
Heloise Taurignan, CPB*
Yodit Tessema, CB, CPB
Vashishth Thakar, CPB
Jeannette Thiessen, CPB
Suki Ka Leng Tong, CPB
Maryse Trudel-Michaud, CPB
E. Lynne Turner, CB, CPB
Kyle van Yzerloo, CPB
Sneha Varma, CPB
Emilie Vieira, CPB
Andrew Wehrstedt, CPB
Barbara Weston, CB, CPB
Doreen Whynacht, CB, CPB
Jacqueline (Jane) Zwaagstra, CPB



Kyle van Yzerloo, CPB



*Heloise Taurignan, CPB**



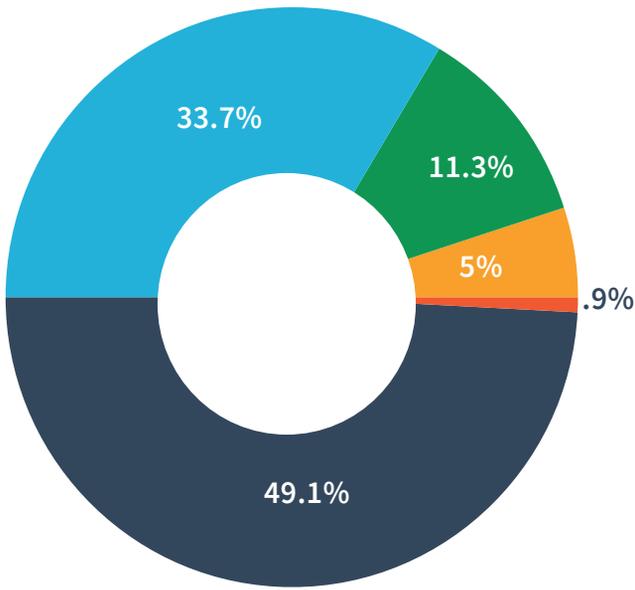
Joanne Schuurman, CPB



*Aman Kumar, CPB**

*Members who made it on the CPB Canada Honour Roll with a 90% or higher grade on their CPB Exam. Members may hold additional designations; only CPB Canada designations are noted.

FINANCIAL SNAPSHOT



REVENUES

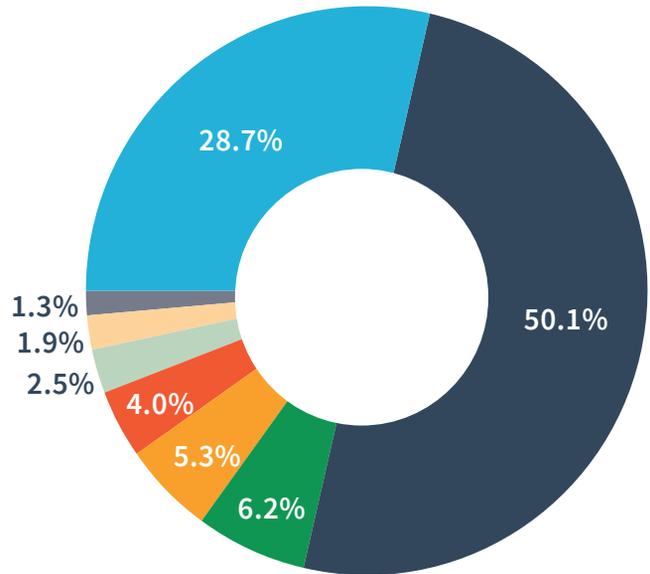
The organization recognized continued robust year-over-year revenue growth of 39%, and revenue diversification (non-dues revenue) was substantially furthered across all revenue categories; total revenues (\$1,285,415), detailed by category:

- Membership
- Conference
- Programs & Services
- Certification
- Investment Income

DIRECT COSTS & EXPENSES

The year saw the organization continue to strengthen its foundation of being the leading professionally resourced, structured, standard-setting, and growing association of bookkeeping and accounting professionals in Canada; total direct costs and expenses (\$1,115,909), detailed by category:

- Human Resources
- Conference
- Administration
- Marketing
- Professional Fees
- Amortization
- Technology
- Programs & Services



INTERNALLY RESTRICTED RESERVES

In a continued demonstration of prudent fiscal stewardship and future organizational financial risk mitigation, the year saw the organization further contribute its surplus to internally restricted reserve funds (\$475,766), detailed by category:

- General Operating
- Stategic Initiatives
- Education & Innovation
- Public Affairs



OUR YEAR IN NUMBERS

2099

Members

65

Volunteers

5

Full-Time Staff

17

Regional
Networks

In-Person & Hybrid



607

Total Registrants Across Canada



80+ Hours

Professional
Development Offered

2907

Registrants

Social
Followers

6155

1579

2521

355

16

Webinars

Throughout the Year

1950

Registrants



10

Currated
Webinars

with content pulled from

IGNITE2022



9

Tax Tune-Up
Workshops

196

Registrants

NEW!

Saskatchewan
& Manitoba
Legislation
and a Maritime
Legislation

Tax Tune-Up
Workshop



**5-Part
GST/HST
Seminar Series**

462

Registrants

**Payroll
Training**
2022 Legislation
Update

29

Registrants



IGNITE 2022

Calgary, Alberta

The CPB Canada IGNITE 2022 Conference took place in Calgary, Alberta from September 20th to 23rd. **417** individuals joined us on-site, cultivating a long overdue in-person connection of our professional community. Impressively, **136** attendees experienced the IGNITE conference for the first time.

To adapt to the changing circumstances, the conference also offered a virtual hybrid “Conference Lite” option, accommodating **177** delegates who participated remotely. This hybrid approach allowed a broader reach while maintaining the essence of the conference.

The event featured a diverse array of **25** exhibitors at the tradeshow, providing attendees with opportunities to explore and engage with various companies and their offerings.

Overall, the CPB Canada IGNITE 2022 Conference successfully blended in-person and virtual experiences, uniting participants from different settings and backgrounds in a dynamic learning and networking environment.

594

Attendees

177 417

Virtual

In-Person

25

Exhibitors







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