

# 2021-22 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 meeting the  
standard...we're setting the standard.**

# INTRODUCTION



The 2021-22 Annual Report highlights the activities and successes of CPB Canada for the benefit of our members, partners, and customers.

The past year was full of exciting challenges and opportunities. Our focus has remained on providing valuable support to the membership while securing our fiscal health. In doing so, we are positioned for growth and influence in moving the bookkeeping profession forward.

Exciting initiatives from this past year include, but are not limited to:

- The asset purchase of the Canadian Institute of Bookkeeping (CIB),
- Launching the NUMBERS & SENSE quarterly magazine as a national publication,
- Engaging external experts on a fulsome governance review and development of a new marketing and communications strategy,
- New strategic partnerships with community and government agencies and,
- Accelerating growth with our Education Partner Program.

Finally, our team has focused on safely bringing the 2022 IGNITE Conference back in-person while also providing a virtual option. It has been a busy year!

We would be remiss if we did not thank our committed volunteers. As a small and agile organization, CPB Canada benefits from the effort and enthusiasm of our member volunteers.

As we look ahead, there is tremendous pride in leading a dedicated team to support our growing community of over 1900 members (over 1000 Certified Professional Bookkeepers). Onwards and upwards!

Signed,  
**Rick Johal, CAE, MPA**  
*Chief Executive Officer*

# UPDATE FROM THE BOARD



The CPB Canada Board of Directors has provided the strategic direction and advice for the Association and its members to elevate our profession’s standing.

Over numerous Board meetings and sub-committee meetings, I am pleased to celebrate the following:

- We have maintained fiscal sustainability by allocating another year of operating surplus into corporate reserve funds.
- Approved the approach for purchasing assets of the Canadian Institute of Bookkeeping (CIB), resulting in over 260 new members joining CPB Canada.
- Initiated a formal governance review to improve our by-laws, policies, and approaches, focusing on board development, to strengthen CPB Canada.
- Supported the 2021 Virtual IGNITE Conference, which attracted over 500 total participants.
- Drove a range of strategic initiatives aligned to our approved 2021-24 Strategic Plan.

The Board of Directors met the challenges of the past year with an eye toward a more robust future. We hope members maintain a sense of value and confidence in their professional connection to CPB Canada.

Signed,  
**Lynne Moore, CPB**  
*Interim Chair – Board of Directors*



## NEW & EXCITING FROM 2021-22

### ▶ CPB Canada Consolidates Canadian Institute of Bookkeeping (CIB)

Working together CIB members have joined CPB Canada and unified their professional certifications around a common national standard for bookkeepers.

*This is a good move for both organizations. CIB members will benefit quite a bit. We will, too. We will become a stronger community of Certified Professional Bookkeepers across Canada.*

– Rod Cox, CPB, FCPB



### ▶ Alan Salmon Bursary Program

CPB Canada awards the first ever Alan Salmon Bursary to Matthew Wren from Conestoga College.



*There are many goals I have while I continue my academic studies and afterwards that I want to achieve. Within the Bookkeeping field, I hope to continue my involvement with the Certified Professional Bookkeepers of Canada organization and achieve my CPB certification.*

– Matthew Wren



### ▶ Launch of NUMBERS & SENSE

In July 2021, The Davis Media Company became CPB Canada's publishing partner, managing our digital advertising opportunities and producing our new print and digital quarterly magazine NUMBERS & SENSE for our national membership and beyond.



*I would like to congratulate CPB Canada for the launch of the NUMBERS & SENSE Magazine. It is great to have a leading publication for bookkeeping and accounting professionals. The first few issues are fantastic!*

– Shaun Zachariah, CPB



## NEW & EXCITING FROM 2021-22

### ► Education Partner Program

CPB Canada is growing its relationships with post-secondary educational institutions to create a strong pathway for students to pursue the Certified Professional Bookkeeper certification.

“

*The Longo Faculty of Business at Humber College is very excited to align our program with CPB Canada. We feel that providing students with the opportunity to write their Technician level test upon graduation sets them up to achieve sustained success in the field of bookkeeping and shows potential employers that they are ready to contribute from the first day they are on the job.*

- Michael MacDougall MBA, BEd, OCT, Associate Dean, Continuous Professional Learning, Longo Faculty of Business, Humber College



CONESTOGA  
Connect Life and Learning



### ► Nokee Kwe Partnership

CPB Canada pursued a partnership with Nokee Kwe, Algonquin College, and the Canada Revenue Agency with the funding support of the Government of Ontario to provide introductory bookkeeping and tax education to underrepresented communities.



NOKEE KWE



“

*Our government is on a mission to spread opportunity more fairly and widely to every corner of our province. That's why we're investing in innovative training programs like this, for well-paying jobs in the financial industry.*

”

- Monte McNaughton, Ontario Minister of Labour, Immigration Training and Skills Development

# 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 2021-22 fiscal year.

## Governance Committee (Board Sub-Committee):

- Lynne Moore, CPB
- Tanya Hilts, CPB
- Lin James, CPB
- Melissa Lenos, CPB
- Jennifer Bauldic, CPB

## Finance Committee (Board Sub-Committee):

- Christie Craven, CPB
- Kimme Lafayette, CPB
- Melissa Lenos, CPB

## Nominations Committee (Board Sub-Committee):

- Teresa Slack, CPB
- Bonnie Jensen-Walker, CPB
- Rachel Fisch, CPB

## Ethics and Discipline Committee

- Bernie Pirot, CPB
- Connie Sparks, CPB
- Tina Huckabay, CPB
- Jeanette Abbott, CPB
- Jenine Syme
- Heather Young, CPB

## CPB Canada Investigation Panel

- John O'Rourke
- Tracy Lampron, CPB, FCPB
- Marian Rice, CPB, FCPB
- Sharon Terpstra, CPB
- Marilyn Jones, CPB
- Colleen Hoggarth, CPB, FCPB
- Jennifer Bernier, CPB

## Education and Professional Development Advisory Group

- Gurek Deol, CPB
- Kristin Thompson, CPB
- Emily Liu, CPB
- Steve Camilleri, CB, CPB
- Rinette Lagace, CPB
- Heather Young, CPB
- Natalie Marshik, CPB
- Karolina Francis, CPB

## Public Affairs Task Force

- Corrie Verheijen
- Heather Weiler, CPB
- Tanya Hilts, CPB
- Sherri-Lee Mathers, CPB

## Conference Planning Committee

- Cheryl Baldwin, CPB
- Danielle Gadoury, CPB
- Julie Matchett, CPB
- Steve Camilleri, CB, CPB
- Jennifer Bernier, CPB
- Kellie Parks, CPB
- Dawn Ross, CPB
- Christie Craven, CPB

## Youth and Diversity Advisory Group

- Mathew Wren
- Rohit Pawar
- Natalie Marshik, CPB
- Jessie Manuel, CPB
- Diandra Whymns, CPB
- Melissa Michalski, CPB

## Awards Review Panel

- Dovid Lando, CPB
- Diane Helmers

## NUMBERS & SENSE Editorial Advisory Group

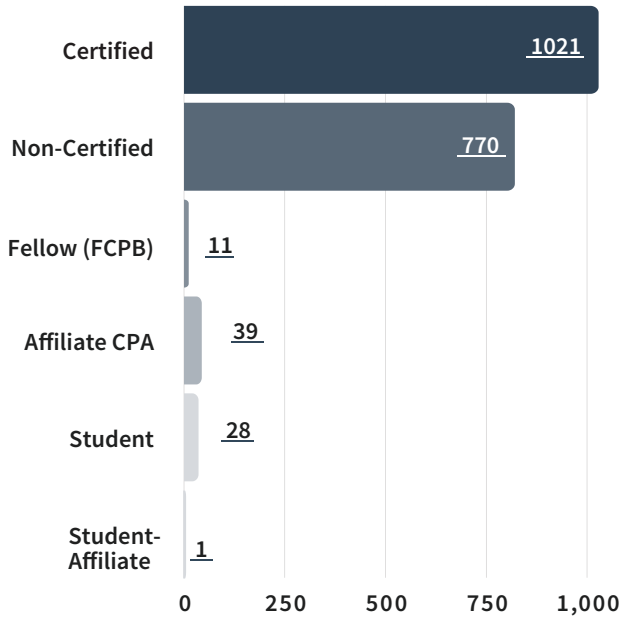
- Tracy Lampron, CPB, FCPB
- Kellie Parks, CPB
- Helen Papazian, CPB
- Carrie Mulrooney, CB, CPB
- Steve Camilleri, CB, CPB
- Anu Rana, CPA, CA

## Regional Network Chairs

- Dawn Ross, CPB (Calgary, AB)
- Connie Sparks, CPB (Edmonton, AB)
- Tammy Swicheniuk, CPB (Grand Prairie, AB)
- Tina Martens, CPB (Lethbridge, AB)
- Wendy Dodman, CPB (Red Deer, AB)
- Dave Greene, CPB (Atlantic Canada)
- Maggie Geiser, CPB (Vancouver, BC)
- Melissa Michalski, CPB (Winnipeg, MB)
- Tara Cairns, CPB (Barrie, ON)
- Linda Baldwin, CPB (Burlington, ON)
- Shelley Debusschere, CPB (Chatham, ON)
- Beverly Haggins, CPB, FCPB (Leamington, ON)
- Penny Brando, CPB (Leamington, ON)
- Tania Hynes, CPB (Mississauga, ON)
- Marie Widdis, CPB (Mississauga, ON)
- Leanne Borden, CPB (Newmarket, ON)
- Tracy Lampron, CPB, FCPB (Ottawa, ON)
- Jan Breuls-Dorang, CPB (Scarborough, ON)
- Kimme Lafayette, CPB (St. Catharines, ON)
- Danielle Gadoury, CPB (Windsor, ON)
- Sheila Downey, CPB (Whitehorse, YK)

# MEMBERSHIP SNAPSHOT

The 2021-2022 fiscal year was a banner year for CPB Canada and our members. We closed the year with 1870 members, an increase of 147 compared to last year's total of 1723 members and 370 more members than the year before that. Our community of bookkeeping professionals is growing across Canada and we expect that momentum to continue.



# 1870

Members

Between June 1st, 2021 and May 31st, 2022,  
CPB Canada welcomed

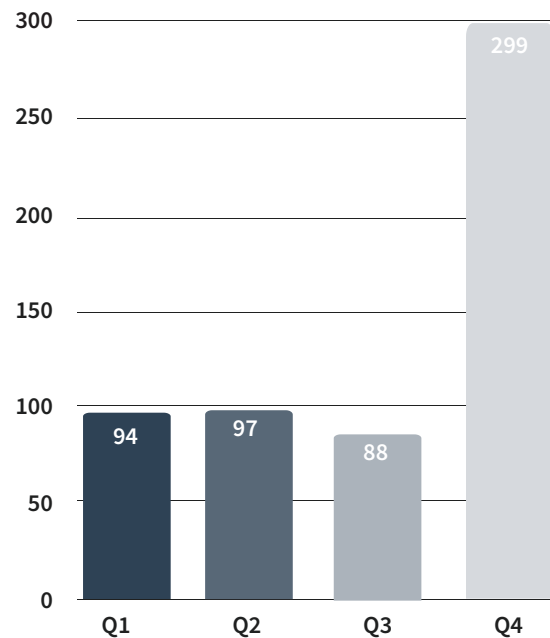
# 578

new members to our community of bookkeeping professionals across Canada

## Membership Growth

Between June 1st, 2021, and May 31st, 2022, CPB Canada welcomed 578 new members to our thriving community of bookkeeping professionals across Canada. Our growth has surpassed last year's total of 462 new members, and we now have an all-time record of annual new members!

Of the new members that joined CPB Canada in the 2021-2022 fiscal year, we are thrilled to share that the purchase of assets from the Canadian Institute of Bookkeeping led to 204 members joining before the end of our fiscal year.

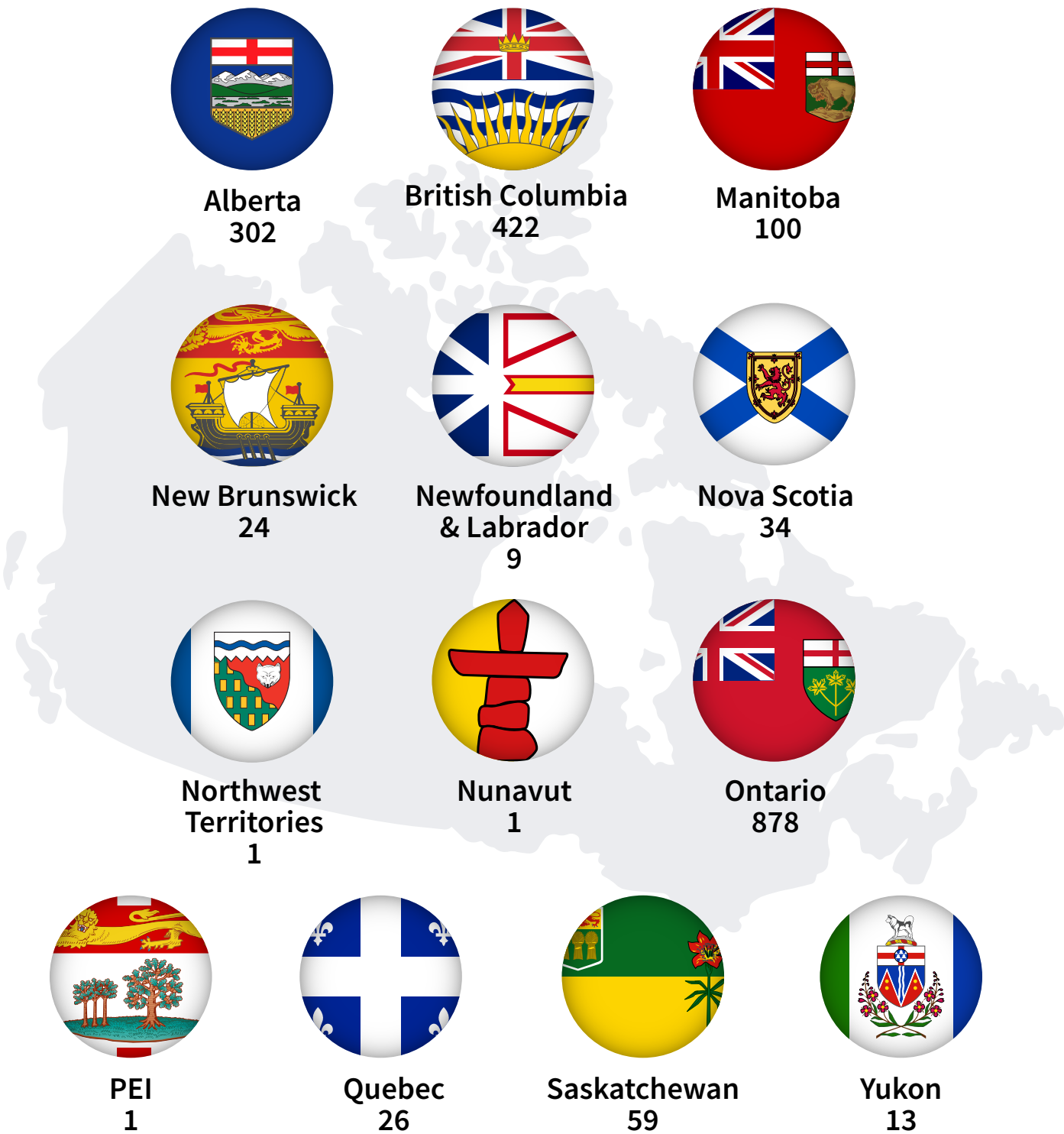


We extend a warm welcome to all our new members!



# MEMBERSHIP SNAPSHOT

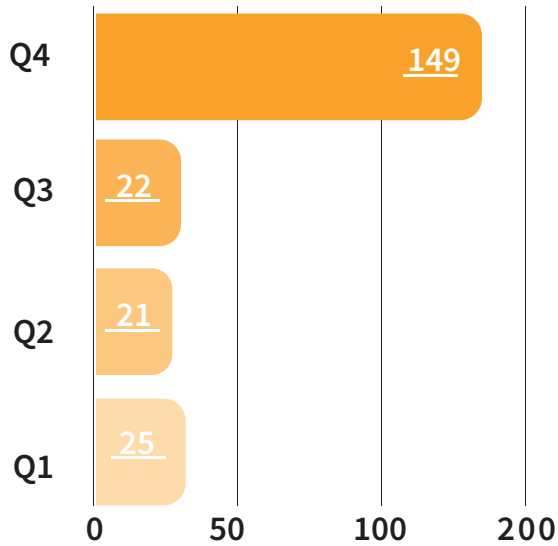
## Membership by Province



### New CPBs 2021-2022 Fiscal

CPB Canada congratulates our 217 new Certified Professional Bookkeepers. Of our 217 new CPBs, 142 hold the CB, CPB designation.

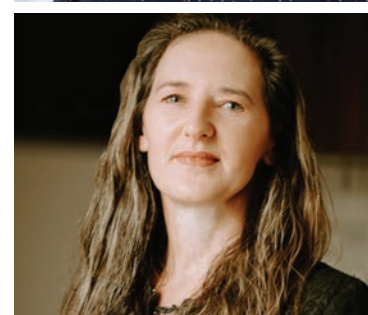
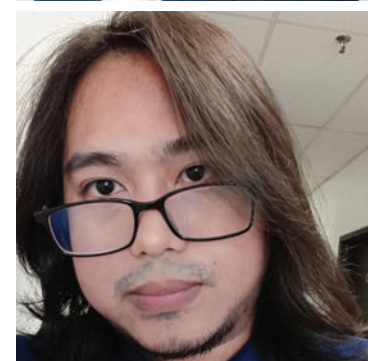
Virtual proctored exams have allowed exams writing to remain accessible for members across Canada. In six short months, we have welcomed 67 new CPBs. The average final mark on successful CPB exams has increased from 84.7% in the 2020-2021 fiscal year to 85.78% in the 2021-2022 fiscal year. Congratulations to our new CPBs!



## New Certified Professional Bookkeepers

Emelita Vistro, CPB  
 Debi Turner, CPB  
 Lovemore Savanhu, CPB  
 Jirachun Praserdsuwan, CPB  
 Yvonne Norton, CPB  
 Diane Maddox, CPB  
 Jocelyne Levesque, CPB  
 Stephanie Kelcey, CPB  
 Anne Erickson, CPB  
 Sara De Oliveira Da Silva Rodrigues, CPB  
 Jocelyn Sutherland, CPB  
 Andrew Seguin, CPB  
 Eun Soon Kim, CPB  
 Benazir Hussain, CPB  
 Jennifer Bernier, CPB  
 Cathryn Vidal, CPB  
 Tammy-Lee Moore, CPB  
 Ana Ledo, CPB  
 April Bartlett, CPB  
 Amanda Johnson, CPB  
 Jessica Heinz, CPB  
 Samar Grubestic, CPB  
 Michael Dionne, CPB  
 Anna Carey, CPB  
 Christopher (Neil) Brown, CPB  
 Doug Paulson, CPB  
 Sarah Mcknight-Kube, CPB  
 Sandra Casson, CPB  
 Jessica Stevens, CPB  
 Bansri Shah, CPB  
 Ashley Pedersen, CPB  
 Leonora Balongaya, CPB  
 Gloria Knapp, CPB  
 Ying Huang, CPB  
 Rhonda Dewey, CPB  
 Zoe Dalton, CPB  
 Mardie D'Andrea, CPB  
 Malik (Shaun) Zachariah, CPB  
 Mei Wu, CPB  
 Tara Rogers, CPB  
 M Azeezuddin Siddiqui, CPB  
 Viktoria Schneider, CPB  
 Karen Regan, CPB  
 Nazanin Motamedi, CPB  
 Alex Linnen, CPB  
 Panagiota Dranias, CPB  
 Olena Vorovska, CPB  
 Diem Ton Nu, CPB  
 Katrina Stuppiello-Streiss, CPB  
 Janet Shimizu, CPB  
 Elisha Rogers, CPB  
 Emily (Yi) Liu, CPB  
 Nadia La Russa, CPB  
 Tammy Bauer, CPB

Jenny-Lynn Guest, CPB  
 Alison Chalupiak, CPB  
 Nada Chadi, CPB  
 Dorothy Sela, CPB  
 Brandon Privatt, CPB  
 David Boese, CPB  
 Lindsay Obermeyer, CPB  
 Keerthana Naniah, CPB  
 Sarah Lewin, CPB  
 Brad Weese, CPB  
 Victoria Tudor, CPB  
 Darveen Gill, CPB  
 Brett Frankson, CPB  
 Roger Dela Pena, CPB  
 Kim Russell, CPB  
 Sheri Needham, CPB  
 Pamela Tatton, CPB  
 Irina Baider, CPB  
 Jessica Toews, CPB  
 Jane Kuo, CPB  
 Renata Kolec, CPB  
 Roxanne Mcknight, CB, CPB  
 Monica Wong, CB, CPB  
 Lila Wong, CB, CPB  
 Jessica Willis, CB, CPB  
 Richard Danielle Dela Cruz, CB, CPB  
 Rachel Wilkins, CB, CPB  
 Robin Adey, CB, CPB  
 Amy Ward, CB, CPB  
 Jennifer Voegtler, CB, CPB  
 Brenda Vittie, CB, CPB  
 Rena Verbrugge, CB, CPB  
 Diane Vandenberg, CB, CPB  
 Elizabeth Van Brenk, CB, CPB  
 Sherilyn Tobin, CB, CPB  
 Diane Thibodeau, CB, CPB  
 Thomas Tenjis, CB, CPB  
 Pawan Talwani, CB, CPB  
 Kimberly Steenson Pankratz, CB, CPB  
 Celestina Stanziano, CB, CPB  
 Catherine Smeltzer, B, CPB  
 Adina Sipos, CB, CPB  
 Jennifer Sims, CB, CPB  
 Jane Shaw, CB, CPB  
 Ashley Ryan, CB, CPB  
 Iryna Romanenko, CB, CPB  
 Dimitrio Rodriguez, CB, CPB  
 Tina Reibling, CB, CPB  
 Nancy Poppe, CB, CPB  
 Colleen Pikula, CB, CPB  
 Carmela Piacente, CB, CPB  
 Ishaq Patel, CB, CPB  
 Thrinatha Reddy Pappur, CB, CPB  
 Oksana Osoblyvets, CB, CPB



## New Certified Professional Bookkeepers

Sau Ping Ng, CB, CPB  
Faith Mitchell, CB, CPB  
Karen Budzinski, CB, CPB  
Ariane Buller, CB, CPB  
Michelle Mcneilly, CB, CPB  
Katie Mcewin, CB, CPB  
Angela Mcculloch, CB, CPB  
Colleen Mathieson, CB, CPB  
Sandra Massel, CB, CPB  
Kellie Mason, CB, CPB  
Maria Concetta Marticorena, CB, CPB  
Heidi Leuthold, CB, CPB  
Melanie Leitch, CB, CPB  
Donna Marie Lefneski, CB, CPB  
Ivy Y H Chen, CB, CPB  
Wen Yan (Mary) Lam, CB, CPB  
Junah Laguda, CB, CPB  
Phillip Chisholm-Deveau, CB, CPB  
Teresa Kotas, CB, CPB  
Jennifer King, CB, CPB  
Catherine Keskinen, CB, CPB  
Gaylynn Janzen, CB, CPB  
Creighton Jacob, CB, CPB  
Una Hore, CB, CPB  
Andrea Holter, CB, CPB  
Astrida Hoepfner, CB, CPB  
Sherri Hodge, CB, CPB  
Connie Hirsch, CB, CPB  
Yilin Guo, CB, CPB  
Tammie Crayne, CB, CPB  
Tim Griffin, CB, CPB  
Michelle Gillis, CB, CPB  
Svetlana Damjanovic, CB, CPB  
Jaime Frenette, CB, CPB  
Debra French, CB, CPB  
Chelsea Freeman, CB, CPB  
Roberta Fraser, CB, CPB  
Brenda Foo, CB, CPB  
Alex Fernandez, CB, CPB  
Teresa Ellis, CB, CPB  
Jarrod Dunham, CB, CPB  
Elisabeth Devries, CB, CPB  
Victoria Doerksen, CB, CPB  
Shao Min Yang, CB, CPB  
Celia Wong, CB, CPB  
Michelle Whitehead, CB, CPB  
Angelia Weinhold, CB, CPB  
Alnoor Walji, CB, CPB  
Natalya Vol, CB, CPB  
Abigael Almendarez, CB, CPB  
Tracy Topping-Dowler, CB, CPB  
Heather Thompson, CB, CPB  
Rebecca Tennier, CB, CPB  
Baljinder Bains, CB, CPB

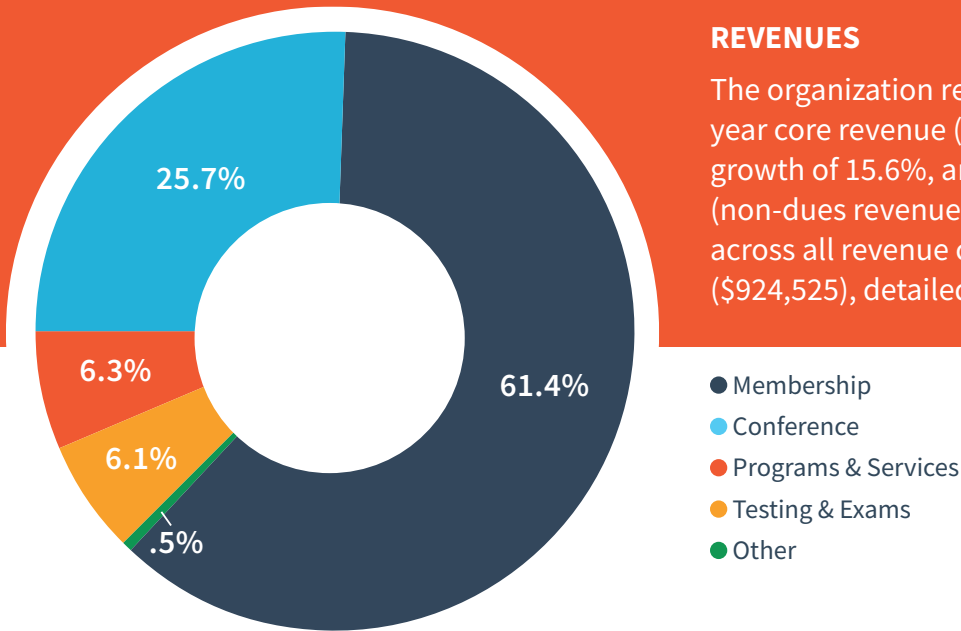
Vesna Svenda, CB, CPB  
Jennifer Stockall, CB, CPB  
David Smith, CB, CPB  
Myrtle Skeete, CB, CPB  
Kamlesh Shukla, CB, CPB  
Deanna Shoup, CB, CPB  
Trevor Seip, CB, CPB  
Elaine Scheibli, CB, CPB  
Lisa Bechtold, CB, CPB  
Marc Belanger, CB, CPB  
Carrie Robb, CB, CPB  
Leela Ramiengar, CB, CPB  
Jill Rach, CB, CPB  
Dawn Pierog, CB, CPB  
Sarah Patmore, CB, CPB  
Wendy Paterson, CB, CPB  
Lisa Oldham, CB, CPB  
Teri O'Connor, CB, CPB  
Serenity Morton, CB, CPB  
Donna Moodie, CB, CPB  
Kathleen Hope Brown-Smail, CB, CPB  
Cristina Brum, CB, CPB  
Suzanne Mccowan, CB, CPB  
Tomomi Matiowsky, CB, CPB  
Wendy Carrick, CB, CPB  
Marie Carrothers, CB, CPB  
Irene Marton, CB, CPB  
Lisa Margolese, CB, CPB  
Janet Manuel, CB, CPB  
Karla Magee, CB, CPB  
Hillary Le, CB, CPB  
Donna Clarke, CB, CPB  
Maria Isabel Cobena, CB, CPB  
Sophia Janes, CB, CPB  
Abdugapar Ikramov, CB, CPB  
Laura Humphrey, CB, CPB  
Jamie Costello, CB, CPB  
Lauren Hamilton, CB, CPB  
Anarie D'Agostino, CB, CPB  
Betty w, CB, CPB  
Maureen Gordon, CB, CPB  
Susan Gecelovsky, CB, CPB  
Liza Gaprielian, CB, CPB  
Sandra Gandola, CB, CPB  
Silvana Galati, CB, CPB  
Tonia Ferguson, CB, CPB  
Carrie Farr, CB, CPB  
Henry Esguerra, CB, CPB  
Pauline Deosaran, CB, CPB  
Michaela Eddy-Barnett, CB, CPB  
Marissa Dupuis, CB, CPB  
Mary Duke, CB, CPB  
Elizabeth Dorosh, CB, CPB  
Elena Doronina, CB, CPB



# FINANCIAL SNAPSHOT

## REVENUES

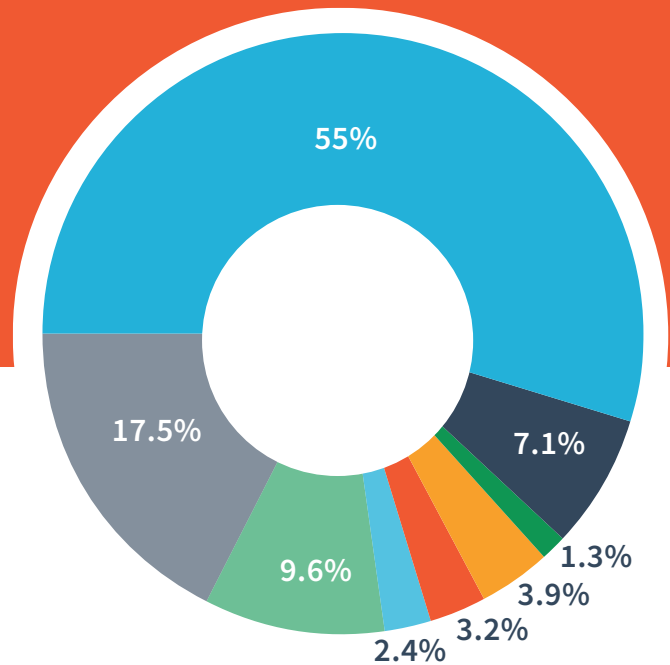
The organization recognized robust year-over-year core revenue (excluding other revenues) growth of 15.6%, and revenue diversification (non-dues revenue) was also furthered across all revenue categories; total revenues (\$924,525), detailed by category:



## DIRECT COSTS & EXPENSES

The year saw the organization 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 (\$834,603), detailed by category:

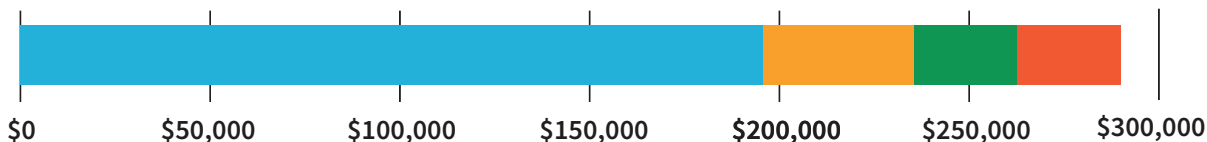
- Human Resources
- Marketing
- Conference
- Amortization
- Professional Fees
- Technology
- Administration
- Programs & Services



## INTERNALLY RESTRICTED RESERVES

In a demonstration of prudent fiscal stewardship and future organizational financial risk mitigation, the year saw the organization establish internally restricted reserve funds (\$278,894), detailed by category:

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



# OUR YEAR IN NUMBERS

**1870**

Members

**65**

Volunteers

**5**

Full-Time Staff

**IGNITE 2021  
Virtual**

**545**

Attendees



**13 Webinars**  
June 2021 - May 2022

**641**

Registrants



**3**

**Talk Tuesdays**  
June 2021 - May 2022

**165**

Registrants



**Tax  
Tune-Up**

**145**

Registrants



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

**400+**

Registrants



**On-Demand  
Library Views**

**169**

Webinars

**22.8k**

Views

## SOCIALS



**5265**

Followers



**2254**

Followers

1918  
Fans



**1515**

Followers



**155**

Followers

New in  
2022





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