

# 2023-24 ANNUAL REPORT



**CPB**  
CANADA

CERTIFIED  
PROFESSIONAL  
BOOKKEEPERS  
OF CANADA





## From the CEO

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Our Annual Report will give readers insight into CPB Canada's activities and achievements over the past year. We have worked hard to support our members and partners while increasing the influence of the profession and the standards that drive our community. As we conclude the 2023-24 fiscal year, we are proud to say that we are stronger than when we started. I am immensely proud of our team every day. With strong leadership from the Board of Directors, a dedicated group of CPB Canada volunteers, and a team of top-tier professionals, we continue on a path of positive growth and development.

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

## Update from the Board

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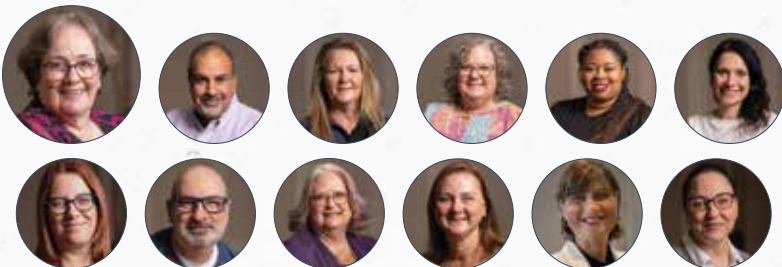
The CPB Canada Board of Directors provides strategic direction for the organization, focusing on the needs of our members and our position within the industry by prioritizing professional standards and value.

Throughout this year, the Board oversaw several key achievements:

- Delivered the first-ever industry report on the profession of bookkeeping by PricewaterhouseCoopers.
- Hosted National Bookkeeping Week events across Canada, including virtual and regional events for the entire industry.
- Increased association membership and revenues to ensure greater fiscal sustainability.

This Board of Directors is a strong, selfless team that embraces its governance role and understands the duties and responsibilities given to us. In turn, we aim to strengthen member confidence and their connection to our community.

*Lynne Moore, CPB Chair –Board of Directors*



# The Year in Review

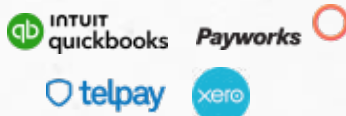
## BOOKKEEPING INDUSTRY ECONOMIC STUDY

Commissioned with PricewaterhouseCoopers (PwC) through a significant investment and supported by an exclusive Intuit QuickBooks sponsorship, CPB Canada released ground-breaking research examining bookkeepers' role in Canadian society and their economic footprint. *The Socio-Economic Impact of Bookkeeping Professionals in Canada*, released in conjunction with National Bookkeeping Week.



## NATIONAL BOOKKEEPING WEEK

The second National Bookkeeping Week was a tremendous platform for us to continue elevating bookkeepers and our profession to new heights, including gaining provincial and federal ministerial recognition. In partnership with our sponsors Intuit QuickBooks, Payworks, TelPay, and Xero, CPB Canada held regional celebration events across Canada. With hundreds of people making it out and engaging online -we celebrated our profession and community in style!



## GOVERNMENT RELATIONS/PUBLIC RELATIONS ACTIVITY

Advocacy efforts continued to create awareness for CPB Canada and its members, notably:

- The RPRA, mandated by the Ontario government to enforce circular economy laws, now requires the CPB designation, among others, for various aspects of Ontario's circular economy.
- Invited by Ontario's Associate Minister of Small Business to join their Retail and Personal Services Roundtable, CPB Canada submitted our advice for Ontario's future Small Business Strategy.
- Through a range of political staff and senior public service members, CPB Canada shared the findings of *The Socio-Economic Impact of Bookkeeping Professionals in Canada* report.

## MENTORSHIP PROGRAM

The Association launched our first-ever Mentorship Program, which aims to connect newer bookkeeping professionals with seasoned leaders. The goal is to foster meaningful mentorship relationships and accelerate career growth. We have been thrilled by the overwhelming interest in this initiative.



# The Year in Review

## STRATEGIC ALLIANCES

In expanding its reach, providing additional value to its members, and building upon the pathways for those just starting in their accounting/bookkeeping careers, the organization entered alliances with the following partners.



**Cubeler**

**Langara.**

In its leadership role, CPB Canada has been the catalyst to assemble delegates from peer associations by inviting them to the 2023 IGNITE Conference. Participants included: Registered Professional Accountants (RPA Canada), The Association of Tax and Accounting Professionals (ATAP) and Professional/Public Business Accountants (PBA Society of Canada). The goal was to create a continuing dialogue on how we might collectively work together or collaborate to service our broader industry.



# CPB Canada Volunteer Recognition

CPB Canada relies heavily on the volunteer contributions of members. We are pleased to acknowledge the volunteers who have demonstrated their commitment to CPB Canada over the 2023-24 fiscal year.

## Education And Professional Development Advisory Group

- Karolina Francis, CPB -Chair Alternate
- Susan Hopcroft, CPB
- Gurek Deol, CPB
- Kristin Thompson, CPB
- Heather Young, CPB
- Natalie Marshik, CPB
- Derin Kanjirathamkunnel John, CPB
- Jo Ruelle, CPB

## Youth & Diversity Advisory Group

- Diandra Whymns, CPB -Chair Alternate
- Melissa Lenos, CPB
- Jessie Manuel, CPB
- Melissa Michalski, CPB
- Tanya Roy, CPB
- Samuel Adeniya, CPB
- Gabrielle Smith, CPB
- Jason Smith

## CPB Canada Investigation Panel

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

## IGNITE 2024 Conference Committee

- Cheryl Baldwin, CPB -Chair
- Danielle Gadoury, CPB
- Kellie Parks, CPB
- Dawn Ross, CPB
- Kim Westervelt, CPB
- Melissa Michalski, CPB
- Stephanie Kelcey, CPB
- Joyel Hidber, CPB
- Jan Breuls-Dorand, CPB

## Ethics & Discipline Committee

- Tracy Lampron, CPB, FCPB -Chair Alternate
- Stephanie Serba, CPB
- Tina Huckabay, CPB
- Jeanette Abbott, CPB
- Jenine Syme
- Heather Young, CPB
- Laura Humphrey, CPB
- Tanya Hilts, CPB, FCPB

## CPB Certification Advisory Group

- Melissa Lenos, CPB
- Lynne Moore, CPB
- Karolina Francis, CPB
- Samar Grubescic, CPB
- Leslie Phillips, CPB

## Public Affairs Task Force

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

## **CPB Canada Awards Review Panel**

- Jonathan Carter, CPB
- Arielle Smith, CPB
- Diandra Whyms, CPB
- Christie Craven, CPB

## **2024 National Bookkeeping Week Volunteers/Contributors**

- Karolina Francis, CPB
- Rachel Devine, CPB
- Bonnie Jensen-Walker, CPB
- Kim Westervelt, CPB
- Melissa Michalski, CPB
- Tim Hayward
- Diandra Whymns, CPB
- Tracy Lampron, CPB, FCPB
- Jan Breuls-Dorang, CPB
- Lynne Moore, CPB
- Dawn Ross, CPB
- Amy Lewis, CPB
- Danielle Gadoury, CPB
- Kasey Field, CPB
- Mel Pigozzo, CPB
- Cher Schaefer, CPB
- Melissa Lenos, CPB
- Jonathan Carter, CPB
- Lindsay Bysterveld
- Mehak Salwan
- Gareth Gilson, CPB
- Sharon Terpstra, CPB
- Christiane Constantineau, CPB
- Grace Wu, CPB
- Anthony Chen
- Joel Morales
- Amy Lafleur, CPB

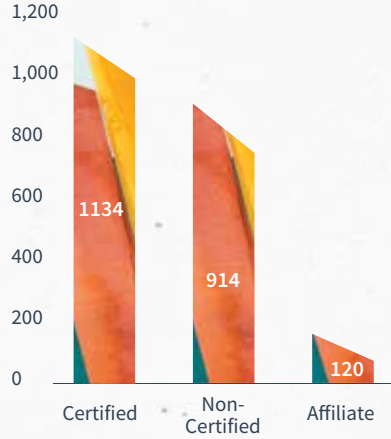
## **2024 Regional Network Chairs**

- Colleen Hoggarth, CPB, FCPB
- Richard Games
- Kristin Thompson, CPB
- Rachel Devine, CPB
- Rinette Legace, CPB
- Janet Shimizu, CPB
- Alyssa Churchill, CPB
- Hannah Heaton, CPB
- Marloes van Lent, CPB
- Dawn Ross, CPB
- Angelique McKenzie
- Bonnie Jensen-Walker, CPB
- Jessica Goodall
- Tammy Piercy, CPB
- Kim Westervelt, CPB
- Tara Cairns, CPB
- Jan Breuls-Dorang, CPB
- Diandra Whymns, CPB
- Ryan Panchuk, CPB
- Marie Widdis, CPB
- Kimme Lafayette, CPB
- Angela Boone, CPB
- Kathy Zigby, CPB
- Penny Brando, CPB
- Danielle Gadoury, CPB
- Tanya Roy, CPB
- Pamela Willis, CPB
- Carmen Peckham, CPB

# Member Snapshot

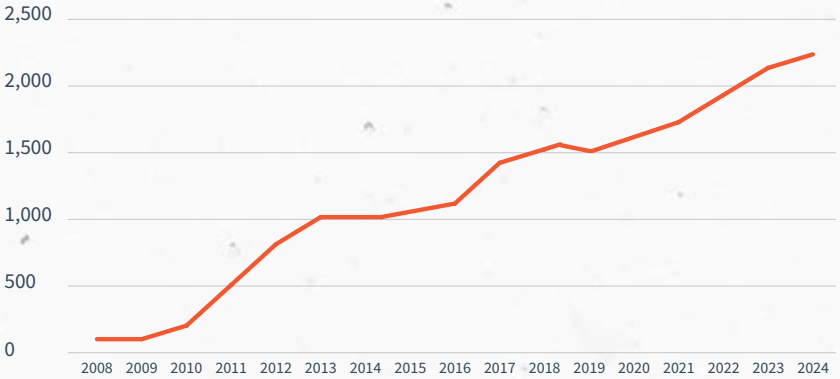
In the 2023-2024 fiscal year, CPB Canada's membership continued to grow, reaching a total of 2168 members. This represents a 3.3% increase from the previous year and a significant 25.8% surge since the 2020-2021 fiscal year. The sustained growth since our inception in 2007 only further underscores the value of the CPB Canada community and the recognition of the standards associated with the CPB designation across Canada.

## 2023-24 MEMBER COUNT



## MEMBER GROWTH SINCE 2007

*\*Rounded to the nearest 100*



### Stacey Harper, CPB – April 2024

I am very excited to be joining CPB Canada and proud that the MNP ease team on Vancouver Island is supporting our technicians to obtain a CPB certification. We all know that bookkeeping is the foundation that all great businesses and financial advisory stand on. Certification provides a core credential to our team, the ability to demonstrate vetted technical skills, schedule relevant professional development, and further a career in a highly valuable role at MNP. ”



# Member Snapshot

Members by Province

Province	All Members	CPBs
Alberta	366	176
British Columbia	502	250
Manitoba	106	57
New Brunswick	25	16
Newfoundland and Labrador	20	10
Nova Scotia	63	22
Northwest Territories	3	3
Nunavut	1	0
Ontario	974	549
Prince Edward Island	2	2
Quebec	29	15
Saskatchewan	65	12
Yukon	12	5



# Welcoming New Certified Professional Bookkeepers (CPB)

**CPB Canada congratulates our 112 newest Certified Professional Bookkeepers from this past year. Of these, 25 achieved \*Honour Roll standing with 90% or higher exam scores.**

Fe Abano, *CPB* \*  
Justina Legas, *CPB*  
Laura Acs, *CPB*  
Carmen Leung, *CPB* \*  
Victoria Adams, *CPB*  
Anastasiia Litvintceva, *CPB*  
Bridget Ajayi, *CPB*  
Jessica Jade Luce, *CPB*  
Rosie Alam, *CPB*  
Gary Mechar, *CPB* \*  
Omoyemen Atalor, *CPB*  
Ivan Mendez, *CPB*  
Hashmatullah Attar, *CPB*  
Jennifer Merkle, *CPB*  
Chantel Aylward, *CPB*  
Arshad Mirza, *CPB* \*  
Kimberly Balouchi, *CPB* \*  
Cassandra Morin, *CPB*  
Joanna Bartlett, *CPB*  
Berie Morley, *CPB*  
Deborah Belden, *CPB*  
Lindsay Morris, *CPB*  
Gabriela Bernal, *CPB* \*  
Rae Morris, *CPB*  
Nancy Bettinelli, *CPB*  
Thai Hong Anh Nguyen, *CPB*  
Joshua Bissessar, *CPB*  
Michelle Osborne, *CPB*  
Marg (Misty) Bjerky, *CPB* \*  
Amanda Parkes, *CPB*  
Helen Bomhoff, *CPB*  
Carmen Peckham, *CPB*  
Mark Bouwmeester, *CPB*  
Justyn Perry, *CPB*  
Kelly Boyd, *CPB*  
Nicole Pickett, *CPB*  
Anita Bukarica, *CPB*  
Mel Pigozzo, *CPB*

Grace Burke, *CPB* \*  
Nicole Pitre, *CPB* \*  
Kirstin Campeau, *CPB*  
Gertrude Ramirez, *CPB*  
Suheyl Canli, *CPB* \*  
Digvijay Singh Rana, *CPB*  
Lori Carmichael, *CPB*  
Christina Ratte, *CPB*  
Daniela Challenger, *CPB* \*  
Steven Richmond, *CPB*  
Geevar Thambi  
Chemmannoor, *CPB* \*  
Tracey Rigaux, *CPB* \*  
Sarah Chen, *CPB*  
Kim Robinson, *CPB*  
Sohel Chhipa, *CPB* \*  
Morgan Roslyn, *CPB*  
Maria Chlapak, *CPB*  
Faithe Rouse, *CPB*  
Alyssa Churchill, *CPB*  
Inderjit Singh Rupal, *CPB*  
Bethany Clark, *CPB*  
Kelly Russell, *CPB*  
Brenda-Lee Coneybeare, *CPB*  
Komal Saini, *CPB*  
Charles Cormier, *CPB*  
Abhijeet Sangani, *CPB*  
Natalie Day, *CPB*  
Veronika Schneкова, *CPB*  
Sara Dolbeck, *CPB*  
Shannon Shier, *CPB*  
Tanvi Dubal, *CPB*  
Bader Shtawy, *CPB*  
Maria Dube, *CPB* \*  
Anna Simonian, *CPB*  
Uyi Edivri, *CPB* \*  
Thedda Mae Sollorano, *CPB* \*

Michelle Edwards, *CPB*  
Stephany St.Louis, *CPB*  
Toni Emes, *CPB*  
Jiahui Strutynski, *CPB*  
Avra Engel, *CPB*  
Jennifer Sutherland, *CPB*  
Nicole Fox, *CPB*  
Meghan Taylor, *CPB*  
Diana Gao, *CPB*  
Kyla Taylor-Mitchell, *CPB* \*  
Marie Harden, *CPB* \*  
Elaine Thompson, *CPB* \*  
Stacey Harper, *CPB*  
Natasha Tipple, *CPB*  
Hannah Heaton, *CPB*  
Paola Tognarelli, *CPB*  
Meghan Hidber, *CPB* \*  
Shu-Han Tsai, *CPB* \*  
Michele Hoerner, *CPB*  
Joelle Uhlman, *CPB*  
Brant Hoff, *CPB*  
Lori Valentinsen, *CPB* \*  
Laticia Hyatt, *CPB*  
Taylor Vanderburgh, *CPB*  
Jennifer Jesseau, *CPB*  
Lynn Wallace, *CPB*  
Narinder Singh Kalkat, *CPB*  
Melissa Wight, *CPB*  
Derin Kanjirathamkunnel  
John, *CPB*  
Javade Williams, *CPB*  
Juanita Kerik, *CPB*  
Pamela Willis, *CPB*  
Christiane Kokko, *CPB*  
Kim Wright, *CPB* \*  
Melissa Kuehling, *CPB*  
Paige Yip-Felicio, *CPB* \*  
Ajay Kumar, *CPB*  
Nevena Ziroje, *CPB*

# Welcoming New Certified Professional Bookkeepers (CPB)



**Faith Rouse** – December 2023

I am so grateful for CPB. It has boosted my career and billing confidence. Being part of this community feels like finding a family of like-minded professionals. The peer connections, industry advocacy, and focus on professional standards have all elevated my work and sense of belonging. CPB isn't just an association: it is a supportive network that has transformed my professional outlook.

”



**Inderjit Rupal, CPB** – February 2024

I am thrilled to share my achievement of the esteemed designation of Certified Professional Bookkeeper. Embarking on the path to becoming a CPB was a decision driven by my passion for precision and my desire to elevate my skills to the highest standard. Earning this designation signifies more than just acquiring a title; it represents a significant milestone in my career. It is a great honour for me to be a part of this esteemed organization “CPB Canada”.

”



**Pamela Willis, CPB** – March 2024

Obtaining my CPB designation isn't just getting three letters next to my name, but also the knowledge that I'm up to date with what is currently the standard for my profession, both for myself, and for my clients. And that feels great.

”



**Uyi Edivri, CPB** – May 2024

I am excited about attaining the CPB designation! One of the many blessings of being a member of CPB Canada is the Community of Professionals that are always willing to support each other. I am a more confident professional because of the learning opportunities CPB has provided.

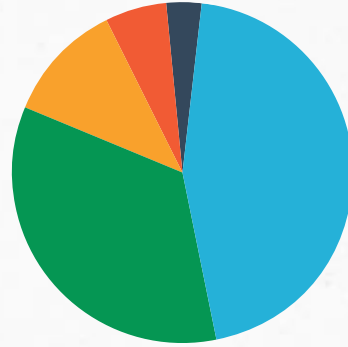
”

# Financial Snapshot

Over the past year, our organization has shown a strong commitment to financial stability and growth. We have achieved consistent revenue expansion and diversification while effectively managing operational costs. This demonstrates our strategic acumen coupled with operational efficiency.

## Revenues

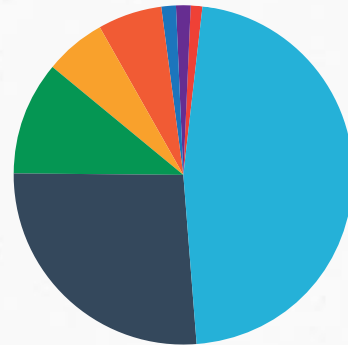
With continued robust year-over-year revenue growth of 23.8% and diversification of nondues revenues has led to total revenues of \$1,592,948 detailed by category:



Membership	Conference	Programs & Services	Certification	Investments & Other Income
<b>45.3%</b>	<b>34.4%</b>	<b>11.3%</b>	<b>5.8%</b>	<b>3.3%</b>

## Direct Costs & Expenses

The organization continued to strengthen its foundation as the leading association of bookkeeping and accounting professionals in Canada. Total direct costs and expenses amounted to \$1,409,671, detailed by category:



Human Resources	Conference	Marketing & Advocacy	Administration	Professional Fees
<b>48.4%</b>	<b>27.1%</b>	<b>11%</b>	<b>6.1%</b>	<b>3.6%</b>
	Technology	Programs & Services	Amortization	
	<b>1.6%</b>	<b>1.3%</b>	<b>1%</b>	

# Our Year in Numbers

## 14 Total Educational Partners



- Ashton College
- Bow Valley College
- Canadore College
- Centennial College
- Conestoga College
- Durham College
- Humber College
- Langara College
- Mohawk College
- Northwestern Polytechnic
- Okanagan College
- Sault College
- Seneca College
- St. Lawrence College

## Group Members:



Fiscal 2023-2024

**Bookkeeper Assessment Quizzes Taken**

**403**  
Members

**775**  
Times Taken

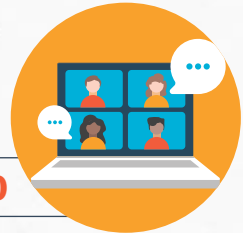
## Digital Credentials through Credly

Badges Issued

**196**



**2168** Total Members | **65** Total Volunteers | **6** Full-Time Staff



Social Followers: **7081** (LinkedIn) | **2946** (Facebook) | **610** (Instagram)

**79**  
Total Regional Network Meetings Across Canada

Between

**18**  
Regional Networks  
In-Person & Hybrid

**1185**  
Total Registrants Across Canada

25 Webinars  
11 Live Workshops

**3917**  
Total Registrants

**80+**  
Professional Development Hours



Tax Tune-Up Workshops  
**166**  
Registrants



GST/HST Seminar Series  
**568**  
Registrants



Ethics Series  
**1415**  
Registrants

## Major Events

# IGNITE<sup>2023</sup>

Toronto, Ontario

CPB Canada's IGNITE 2023 Conference was held in Toronto, Ontario, from September 19-22 attracting **618** participants—**465** in person and **153** virtually. The event featured **48** sponsors and exhibitors who showcased the latest industry products, services, and innovations.



## NATIONAL BOOKKEEPING WEEK

National Bookkeeping Week (January 15-19, 2024), attracted over **769** participants. This included various online sessions and regional celebration events across Vancouver, Edmonton, Winnipeg, Toronto, and Ottawa. The week-long celebration featured a diverse array of information, panels, and networking opportunities, all aimed at bringing awareness of bookkeeping professionals.



# Industry Partners

Thank you to all our industry partners, sponsors and advertisers throughout the year.





**CPB**  
CANADA

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