

How can CPAs adapt for the future?

Breakfast and Learn Session

Tuesday, September 24th, 2019
Rodd Charlottetown

7:30am Continental Breakfast
8:00-9:00am Panel Discussion
9:15am Annual General Meeting

Moderator: Amy MacFarlane

Panelists: Chad Heron, COWS Inc.
Kathy O'Rourke, Grant Thornton
Kyle Smith, FIGR

Topic: Disruption in the Profession

CPA members have been experiencing a rapidly changing environment. Members must embrace change or risk falling behind, losing relevance or being replaced.

The drivers of change - technology; geopolitical instability; changing societal perceptions; environmental and economic issues - will all impact the accounting profession and business practice.

We invite members to come and share the changes they are experiencing and hear the insight our panelists offer on the change they have been experiencing and see how it is impacting members in their respective roles.

RSVP required by September 18th.

RSVP

Amy is an assistant professor at the University of Prince Edward Island and a Board member of several Island companies. She understands the training that is required to become a CPA and the requirements Island companies face in meeting business challenges. As such, she is uniquely positioned to assist in ensuring future graduates are equipped to deal with the drivers of change.



Chad has been with COWS Inc. for 5 years and has seen lots of change during that short period, not just in how the company has grown, but in how they conduct business. Customers are always changing and looking for different trends, so it is important to meet those customers where they are and provide what they are looking for.



Kathy is managing partner of Grant Thornton, Prince Edward Island, and sees the change that is happening within the services provided by Public Accounting firms and the growing expectations of clients and society. Some of the tax and audit issues in the news combined with the exponential growth of data are forcing firms to adopt new models of service.



Kyle is the controller with FIGR East, the Island's only cannabis producer. FIGR is breaking into the new recreational cannabis market in Canada, which has arisen as a result of changing societal perspectives on the use of cannabis. FIGR also contends with several economic and environmental pressures as they lead the way in this new frontier.



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