



Seeds of
Change

2012 Annual Report

The Canadian Association of
Speech-Language Pathologists & Audiologists



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Message From the President & Executive Director



A Year of Transition

If 2011 was a year of great change for CASLPA, 2012 was our year of transition.

At the beginning of 2012, CASLPA's new strategic plan came into effect. This plan, which defines our goals over a three-year period, is informed by member feedback and developed corroboratively by CASLPA's Board Directors and senior staff.

Judy Meintzer, S-LP(C), CASLPA President

Joanne Charlebois, Executive Director

2012-2014 Strategic Plan Goals:

1. Advocacy

Influence decision-makers to implement policy that will serve the best interests of members and the public.

2. Promotion

Raise awareness of the role and impact of speech-language pathology and audiology.

3. Professional Excellence

Support evidence-informed practice through continuing education, research and resources.

4. Association Performance

Excel at meeting needs of members through excellence in governance and association management.

Operational Plan

To support our strategic plan, we also have a new three-year operational plan, which directs our work and lays the path for how we will achieve our goals.

While the operational plan lays out a general direction for our work, in 2012, we made the conscious decision to be more nimble. We allowed ourselves the flexibility to pursue opportunities that would help us achieve our strategic goals but that were not necessarily anticipated in our operational plan. Using this approach, we were able to rearrange priorities and respond to important issues as they came up.

Looking back over the year, we're very happy with the results of this approach. Many of our 'unexpected projects' have had the greatest impact for our members and the most impressive results. (Have a look at the next page to see some examples of opportunities we took advantage of in 2012.)

A Foundation for Growth

With new staff hitting their stride, new goals to achieve and a new plan in place, CASLPA began building a foundation for change and growth in 2012.

As we approach the association's 50th anniversary in 2014, we are giving a great deal of thought to who CASLPA is, what it needs to be and the value it provides to its members.

"If our work throughout 2012 could be summarized in one word, that word would be value."

In every single thing that we did in 2012, we asked ourselves:

- What is the value to members?
- Is there a way we can provide more value?
- Would members get more value out of something entirely different instead?

Questioning your every action is not a comfortable way to work; but it's sometimes necessary to take some time to step back, to question yourself and to improve where there's room to do so. We did a

great deal of this throughout 2012 and we firmly believe that the association is better for it and our members will continue to see more value in their CASLPA membership than ever before.

The Path Ahead

In 2013, we will use the strong foundation we've built to continue working toward our strategic goals. We will remain nimble enough to take advantage of opportunities as they arise, and we will begin implementing some big changes; changes that will help us move into our second half-century as an even more valuable and sustainable organization.

We hope you're as eager as we are to see the results. This is a very exciting time to be a part of CASLPA!

Sincerely,

Judy Meintzer

Joanne Charlebois

A Look at Some of Our
Unforeseen Opportunities

Advocacy & Research
to Clarify & Guide
Completion of the
**Disability Tax Credit
Certificate**

Responded to
Federal Government
**Wind Turbine
Research
Methodology**

Joined International
Group to Plan
**International
Communication
Project in 2014**

Redesign of
**Membership
Renewal Postcards**

Developed
**Videos to Recognize
Award Winners**
at Annual Banquet

Submitted
Recommended
Revisions
to **DSM-V**

Re-Think of
**Conference
Promotion:**
Sponsorship Package,
Logos, Website, Emails
& an App!

CASLPA
**By-Law Revisions
Approved by Members**
to Facilitate
Governance Review

Press Conference & Media
Relations for Launch of
**Canadian Guidelines
on Auditory
Processing Disorder**

Launched Program:
**CASLPA Pays
1st 6 Months of
Professional Liability
Insurance**
for Newly-Graduated
Members

Created
Digital, Interactive
**Guides to CASLPA
for Students**

Re-think of
Broadcast Emails:
NEW Technology,
NEW Design,
NEW Publications,
RELEVANT Content,
LESS Frequent

Created
Governance Committee
to Amend By-Laws in
Accordance With New
Legislation

WON AN AWARD!

Redesign of
Communiqué
& Re-Think of
Distribution

Developed
**Speech & Hearing
Month Website**

CASLPA in Action

CASLPA works hard to bring the issues that matter to our members to the attention of those in a position to affect change.

One of the core pieces of our advocacy work has been our meetings on parliament hill. And, this year, we made a point of ensuring that members knew about these meetings and our discussions with MPs, through a new quarterly e-publication called *CASLPA in Action*. The following are some of the highlights from our first issues of *CASLPA in Action*.

Advocacy on the Hill



Chair of the Health Committee
Carla Di Gironimo, S-LP(C), Director of Speech-Language Pathology & Standards, Joanne Charlebois, Executive Director, Ms. Joy Smith, Conservative MP, Chantal Kealey, Aud(C), Director of Audiology & Supportive Personnel



Post-Budget Breakfast With the Minister of Foreign Affairs
Joanne Charlebois and the Hon. John Baird, Minister of Foreign Affairs and Conservative MP



Official Opposition Associate Critic for Aboriginal Affairs & Northern Development
Chantal Kealey, Carla Di Gironimo, Joanne Charlebois, Mr. Dennis Bevington, NDP MP, NWT.



Member of Standing Committee on Aboriginal Affairs & Northern Development
Carla DiGironimo, Rob Clark, MP, SK Joanne Charlebois, Chantal Kealey



Deputy Leader of the Official Opposition & Critic for Health
Carla Di Gironimo, Chantal Kealey, Ms. Libby Davies, MP, Joanne Charlebois



Liberal Critic for Health
Joanne Charlebois, Chantal Kealey, the Hon. Hedy Fry, PC, MP, Carla Di Gironimo



Official Opposition Critic for Aboriginal Affairs & Official Opposition Critic for Aboriginal Health
Carla Di Gironimo, Mrs. Jean Crowder, MP, Joanne Charlebois



Liberal Critic for Aboriginal Affairs & Northern Development & Canadian Northern Economic Development Agency
Carla Di Gironimo, Joanne Charlebois, the Hon. Carolyn Bennett, PC, MP, Chantal Kealey

Advocacy off the Hill

Behind-the-scenes, we meet and strategize with other national associations, participate in working groups, present to related-organizations; and we also prepare letters, recommendations and position papers for use where and when they'll make the most impact. Below are just a few examples of this kind of work.

National Capital Parliamentary Awareness Breakfast



Senator Joseph Day, CASLPA E.D., Joanne Charlebois, Skills Canada CEO, Shaun Thorson

The breakfast provided an opportunity to speak with MPs and Senators and promote the key role associations can play in the development of public policy.

Letter to the Editor of The Hill Times

Following the release of the 2012 federal budget, in which Aboriginal Affairs and Northern Development's budget was to be cut by \$27 million, CASLPA E.D., Joanne Charlebois, submitted a letter to the editor of the Hill Times, highlighting the striking contrast between the budget cuts and the finance minister's promises to "unlock the potential of Canada's First Nations children".

CASLPA & ASHA: Advocacy on an International Scale

Upon discussion of the DSM IV-R with ASHA, CASLPA was concerned with two key areas that we felt were in need of fundamental revision and we collaborated with ASHA and several national associations from other countries on a targeted response.

Other Issues We've Weighed-in On

- CASLPA responded to BC college amendments to hearing instrument practitioner regulations
- CASLPA weighed-in on the health effects of wind turbine noise
- CASLPA opposed cancellation of supplemental health benefits for refugees
- CASLPA requested clarification from CRA on GST/HST on behalf of audiologists

CASLPA Held Auditory Processing Disorder Press Conference



Dr. Benoît Jutras, PhD, Aud(C) Université de Montréal and Dr. Chantal Kealey, AuD Aud(C) Audiologist and Director of Audiology and Supportive Personnel at CASLPA



Promoting Your Profession

We work regularly to promote our member professions through media relations, press releases and social media; and, this year, we raised the bar for promotion even higher.

We know that one of the greatest challenges facing our members is a lack of understanding, knowledge and recognition of the work they do. With CASLPA's 50th anniversary on the horizon, there's never been a better time to look at new and exciting ways to raise the profile of speech-language pathology and audiology in Canada.

Branding Your Profession

At their fall 2012 meeting, the CASLPA Board of Directors showed great vision and leadership when they approved a plan to fund a brand refresh project for the professions. *For more information on what this means, see the grey bar, below.*

The first step to any branding project is to get a sense of where you are now - so that you can build a plan around where you want to end up and how to get there. For us, that means research and in the Fall of 2012, CASLPA sent out a request for proposals to hire an agency to conduct market research on our behalf. Through 2013, we will conduct the research,

analyse the results and begin developing our brand and a strategy to roll it out in 2014. Stay tuned!

International Communication Project, 2014

In 2012, CASLPA signed a memorandum of understanding with several speech-language pathology and audiology associations around the world (*see page 10 for list*) to participate in an international awareness campaign throughout 2014 and beyond. The group intends to participate in national activities and to promote them through a joint website. At the end of 2012, the strategic advisory group had agreed upon the overall goals

for the project and was turning the details over to a working group of the partners' communications staff to move forward on planning. We are very excited to have this international campaign coincide with our 50th anniversary in 2014 and we look forward to taking the opportunity to work with our international partners in highlighting the professions and the important work they do.

Speech & Hearing Month

In 2012, we made several changes to our Speech and Hearing Month campaign for May. We updated the look and feel of our materials and created a public site, with easy-to-find downloadable materials

for members of the professions and the public. Due to the high-cost of printing and shipping, we decided to discontinue our full mail-out campaign and concentrate instead on improving our downloadable materials and thinking strategically about the best way to spend our time and your money during our annual awareness month.

We received a lot of positive feedback about the new approach and are building on its success for 2013.

Media Relations

While we continued to put out several media releases in 2012, we took some time in the fall to reflect on our rate of success at getting stories picked up by the media

with this method. When we analysed our results from the past few years, we determined that our efforts were better spent building relationships with individual journalists and sending them stories on a case-by-case basis.

With this approach, we had a number of successes including a several-page feature on our conference in AudiInfo magazine, a letter-to-the editor published in The Hill Times and a large article in the Toronto Star's special Hearing Supplement in May.

Each year, we also distribute public service announcements to editors across the country. Our stories are picked up by an impressive number of local newspapers and websites, particularly in May. (*Check out By the Numbers on page 18 for details.*)



Branding 101

A brand is not just a logo, a colour scheme or the way a brand looks.

A brand is everything you associate with it—from the way it looks to the way it sounds, to the way it makes you feel and the memories it stirs.

Example: Think of Microsoft. Think of Apple. Did you only think of products or logos? Chances are, you associate a lot more than products and logos with those brands. The ideas, characteristics and personality that you associate with those brands isn't accidental. They are the result of very deliberate strategy.

The Goals of Branding

We often talk about brands in terms of products, but what does it mean to brand a profession?

- #1 Easily-Articulated Value:** The public understands and can easily explain the value of what you do.
- #2 Recognizable:** When someone hears the name of your profession, an idea of what you do, the value of your work and the issues you can help with immediately spring to mind.

- #3 Top-of-Mind:** Just as the public knows to call a dentist for a toothache, they know who to call for a speech, language, hearing, balance or swallowing issue.

Goal #3:
**Professional
Excellence**

Supporting Our Members

CASLPA is committed to supporting our members in achieving professional excellence. We provide this support through programs like CASLPA Clinical Certification, clinical research grants, student scholarships and our many professional development opportunities.

Access to Current Trends in Practice

As a national association, we diligently keep on top of current trends and provide our members with learning opportunities.

Not surprisingly, the best source of current trends-in-practice that we've found is our members. So we concentrate our efforts on creating opportunities for members to connect with one another and share their experiences.

Continuing Education

Our annual conference is one venue where members are able to network and share their experiences. Our 2012 annual conference in St. John's, Newfoundland was a great success and our post-conference survey reflected that.

For those unable to attend conference, we also offer workshops and webcasts.

In 2012, we offered three full-day workshops: in Vancouver, Ottawa and Toronto. We also added 11 webcasts to our library for a total of 34 online sessions available to our members.

Clinical Research Grants

Through our clinical research grants, CASLPA proudly supports our members in conducting research and engaging in activities that increase the clinical evidence base in speech-language pathology and audiology in Canada.

Publications

Our quarterly journal, CJSPLA and our quarterly online magazine, Communiqué are other ways that members can share information through CASLPA. Both of these publications are written by members, for members. We do the work of putting the information together, making it look good and sending it out to you; but, in the end, the content is determined by your interests.

Changes to Communiqué

In 2012, Communiqué went through some big changes. When we moved to a new email system and began tracking our email open and click rates, we found that 99% of our readers were choosing to download the plain PDF version of Communiqué rather than the multimedia version with embedded video and audio.



CASLPA Director of Communications & Public Affairs, Krystle van Hoof, & CASLPA Executive Director, Joanne Charlebois, accepting CSAE Award for Best Electronic Publication

So, we analysed our results and determined a new course; moving to a PDF-only format with links to our YouTube channel. We believe that it is because we made these changes in an evidence-informed way, to meet the specific needs of our members, that the Canadian Society of Association Executives chose to present CASLPA with their 2012 award for Best Electronic Publication.

Social Media

CASLPA is viewed as a leader in social media and our member professions continue to build a thriving community on Twitter. New this year, we added a LinkedIn group to help members converse.

Partnerships & Collaborations

Another important way that CASLPA stays informed of current issues is by partnering with like-minded organizations both in Canada and around the world. The following are some of CASLPA's partners in 2012.

* **American Speech-Language Hearing Association**

Canadian Academy of Audiology

Canadian Coalition for Public Health in the 21st Century (CCPH21)

Canadian Institutes of Health Research (CIHR)

CIHR Institute for Aging

CIHR Institute of Neurosciences, Mental Health and Addiction

Canadian Interorganizational Steering Group for Audiology & Speech Language Pathology

Council for Accreditation of Canadian University Programs in Audiology and Speech-Language Pathology

Health Action Lobby (HEAL)

* **Irish Association of Speech & Language Therapists**

* **New Zealand Speech-language Therapists' Association**

Pan-Canadian Alliance of Speech-Language Pathology and Audiology Associations

* **Royal College of Speech and Language Therapists**

* **Speech Pathology Australia**

*Partners in the International Communication Project, 2014

Goal #4:
**Association
Performance**

A High-Performing Association

At the CASLPA office, we often meet or speak with members who eventually ask “So, are you an S-LP or an audiologist?” At which point, we explain that, actually, we have one S-LP and one audiologist working at the CASLPA office and the rest of us are association professionals.

What Are Association Professionals?

We’re the same kinds of professionals you would find in most offices; finance, event planning, communications, customer service, management, etc. Association professionals do all of these jobs but specialize in the specific needs of membership-based associations.

Of the 13 staff in the CASLPA office, five are members of the Canadian Society of Association Executives — an organization like CASLPA but for people who work in associations — and one of us, Dawn Kelly, our Director of Finance and Administration, has her CAE, making her a certified association executive.

All of this is to explain why association performance is included as one of CASLPA’s strategic goals. We take it very seriously and do everything we can to ensure that CASLPA is high-performing and a leader among Canadian associations. The following are a few of the ways we do this.

Promote Value of CASLPA Membership

Throughout 2012, we made a point of telling members and potential members more about what we do for them. Through publications like *CASLPA in Action*, our *Flash* emails and *Communiqué*, we’re learning to ‘toot our own horn’ and make sure members know what we’re doing for them (and we hope they pass the message on to colleagues and friends who aren’t yet CASLPA members and may not know how much CASLPA is doing for their profession!)

We also attend provincial conferences and make presentations at university programs to promote CASLPA membership to non-members.

Promote Value of CASLPA Certification

CASLPA’s Clinical Certification Program is one of the most valuable benefits of being a CASLPA member and we do everything we can to promote this fact. We give presentations at universities and, in 2012, we created a postcard of important certification information for distribution to students.

Revamp the Website

In 2012, we updated the CASLPA conference website. We also began working with a web development company to redesign our main CASLPA website, amalgamating it with our public-facing site, speechandhearing.ca.

The new site will be easier for staff to update, easier for members to navigate and will be constantly updated with new and relevant information for members and the public.

Review Governance

Good governance is one of the most important parts of being a high-performing association. Governance encompasses all the rules that define how

an association governs itself; from what rights a member has to the responsibilities of the board and staff and how those rules are changed. Recently, new legislation governing non-profit associations in Canada was passed, and CASLPA has until 2014 to modify its by-laws to be in compliance with the new act.

Because our governance model and by-laws were created nearly 50 years ago, and the association has gone through many changes since then, it seemed logical to look at everything at the same time. So, never ones to take the easy route, CASLPA decided to engage in a full review of our governance, rather than simply making the required changes.

We put together a Governance Review Taskforce of members, who are reviewing CASLPA’s governance model and will propose by-law changes to the membership at the annual general meeting in 2014.

Added-Value for Members in 2012

- Launched program to pay first six months of professional liability insurance for new grads
- Renewed the professional liability insurance program at no cost increase for members
- Began offering new hotel discount program for members
- Negotiated new lower rate for members at GoodLife

Notes of Appreciation

(make it all worthwhile!)

The CASLPA Staff and Board are committed to representing our members and raising the profile of their professions.

Of course we do this because it's our job; but every one of us also truly understands and believes in the value and tremendous importance of the work our members do to improve the lives of people in Canada.

So, when we get a note back from you to say you appreciate our work, we feel truly honoured.

We can't tell you how much these short notes to let us know we're on the right track mean to us - they make all the hard work worthwhile.

The following are a few examples of feedback we received in 2012 (from members and even a few non-members).

Thank you so much for sharing this [submission to DSM-V]. I am very pleased our national association is at the forefront of making these changes. Please let the appropriate people know that I was so excited to receive [the Caseload Management Planning Tool] that I had to read the document last night! This is a wonderful step forward in our profession! Congratulations to all those that pulled this together! **This is one of the best things CASLPA has done for us!**

CASLPA has been very busy recently. Loved the latest Communiqué and Judy's video taking about her passion for the current re-branding process to help the public, medical and educational colleagues to what S-LPs and Auds really do.

The Association is moving forward with many creative initiatives. **Keep it up!**

I am very pleased with the work you and the Canadian Association of Speech-language Pathologists and Audiologists are doing to address this disorder [auditory processing disorder] and I sincerely appreciate receiving your letter. All the best!

Sincerely,
Niki Ashton, MP (Churchill)
NDP Critic for the Status of Women

I heard on the radio today about you being quoted about Auditory Processing Disorder. It is difficult to get teachers to identify it. My son was diagnosed (with a private audiologist) before he started Grade 9. Thank you for bringing more attention to this condition.

I really like that Flash format: it's eye-catching and concise, which will be good for member uptake. Also, I think having specific themes defined for communications makes great sense.

I just finished reading Communiqué and it was excellent! I have seen such growth in the professionalism and relevant content within the publication! [...] Excellent work! I'm already looking forward to the next one!

I think it's a great idea to have one newsletter dedicated to the students, I totally remember the feeling of being so buried in things to read, so this will be nice for them I'm sure! Anyway, just thought I'd send my two cents.

I was very impressed with the email listing a quick summary of all of the **CASLPA-in-Action** issues and meetings with the MPs. Thanks for keeping us informed!

I was very moved by [the videos at the awards banquet] - the whole Awards ceremony was a great honour, but the video made it very personal in a different way. I am very grateful.

Wow, what an amazing article you've put together there. **It actually brought tears to my eyes.** I'm so happy you guys reached out to me to tell my story. It's therapeutic in a way that you would never know. I really appreciate this opportunity and want to thank you for such an amazing job. - Communiqué contributor

I just wanted to say **I absolutely LOVE the new streamlined E-News!** I was getting completely overwhelmed with the volume and crossover of information I was receiving and was missing out on a lot because I couldn't adequately filter it. Thanks so much. I think this is refreshing and much more easily managed.

2012 by the Numbers

Communications

255,554
visits to caslpa.ca

259
stories published
from CASLPA's PSAs

4,480
visits to
maymonth.ca

60,690
visits to
speechandhearing.ca

Conference

334
delegates
attended
conference

1,097
visits to the
NEW CASLPA
Conference App

Membership

At the end of 2012,
CASLPA had
5,995
members

Participation in
TD Meloche Monnex
Insurance Program
increased by
21%

Participation in CASLPA's
GoodLife Fitness Program
increased by
37%

Certification

78%
of CASLPA members
are certified

A record
317
candidates
wrote the CASLPA
Clinical Certification
Exam

282
members became
clinically certified

Facebook Fans

2012
1,843

2011
304

Twitter Followers

2012
2,852

2011
967

Student Facebook Fans

2012
655

2011
48

YouTube Views

2012
12,275

2011
2,396



Independent
Auditors'
Report

To the Members of Canadian Association of
Speech-Language Pathologists and Audiologists

We have audited the accompanying financial statements of Canadian Association of Speech-Language Pathologists and Audiologists, which comprise the statements of financial position as at December 31, 2012, December 31, 2011 and January 1, 2011, the statements of operations, changes in net assets and cash flows for the years ended December 31, 2012 and December 31, 2011, and notes, comprising a summary of significant accounting policies and other explanatory information.

Management's Responsibility for the Financial Statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with Canadian accounting standards for not-for-profit organizations, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

Auditors' Responsibility

Our responsibility is to express an opinion on these financial statements based on our audits. We conducted our audits in accordance with Canadian generally accepted auditing standards. Those standards require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on our judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, we consider internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained in our audits is sufficient and appropriate to provide a basis for our audit opinion.

Opinion

In our opinion, the financial statements present fairly, in all material respects, the financial position of Canadian Association of Speech-Language Pathologists and Audiologists as at December 31, 2012, December 31, 2011 and January 1, 2011, and its results of operations for the years ended December 31, 2012 and December 31, 2011 in accordance with Canadian accounting standards for not-for-profit organizations.



KPMG LLP

Chartered Accountants, Licensed Public Accountants

March 12, 2013

Kanata, Canada

Statement of
**Financial
 Position**

December 31, 2012, December 31, 2011 and January 1, 2011

	December 31, 2012	December 31, 2011	January 1, 2011
Assets			
Current assets:			
Cash	\$ 1,070,138	\$ 876,377	\$ 793,779
Short-term investments	617,737	618,742	594,371
Accounts receivable	32,938	37,676	42,494
Inventory	1,240	1,703	1,906
Prepaid expenses	46,148	46,977	36,580
	1,768,201	1,581,475	1,469,130
Capital assets <i>(note 2)</i>	8,165	10,589	13,926
	\$ 1,776,366	\$ 1,592,064	\$ 1,483,056

Liabilities and Net Assets

Current liabilities:

Accounts payable and accrued liabilities	\$ 160,038	\$ 77,483	\$ 52,473
Deferred revenue <i>(note 3)</i>	1,007,245	1,000,461	982,547
	1,167,283	1,077,944	1,035,020
Net assets	609,083	514,120	448,036
Commitments <i>(note 7)</i>			
	\$ 1,776,366	\$ 1,592,064	\$ 1,483,056

See accompanying notes to financial statements.



Statement of
Operations

Years ended December 31, 2012 and 2011

	2012	2011
Revenues:		
Membership dues/standards	\$ 1,338,965	\$ 1,294,603
Exam fees	164,892	152,260
Publications	102,698	126,913
Conference	254,762	297,805
Administration	74,247	97,574
Pan Canadian alliance	2,100	2,150
	1,937,664	1,971,305
Expenditures:		
National Office:		
Salaries and benefits	993,624	968,010
Professional fees and honorariums	95,065	81,537
Promotions	55,999	83,984
Strategic planning / Board education	-	9,495
Student activities	4,142	4,378
Meetings	136,104	165,828
Printing	5,574	8,467
Translation	30,586	27,339
Certification exams	61,543	60,563
	1,382,637	1,409,601
Overhead:		
Insurance	4,536	3,674
Equipment leases	15,235	21,317
Postage and courier	9,261	11,773
Communications	12,512	15,227
Office supplies	7,424	9,184
Bank and credit card charges	44,735	41,582
Legal and accounting	30,102	16,751
Rent	105,565	94,940
Amortization	2,423	3,337
	231,793	217,785
Special Projects:		
Support personnel	-	63
Conference	164,119	214,861
Pan Canadian alliance	1,756	2,488
Awards and scholarships	408	776
Member surveys	-	16,959
Aboriginal study	-	35,986
Branding and other	61,988	6,702
	228,271	277,835
	1,842,701	1,905,221
Excess of revenues over expenditures	\$ 94,963	\$ 66,084

See accompanying notes to financial statements.

Statement of
**Changes in
 Net Assets**

Years ended December 31, 2012 and 2011

	Invested in capital assets	Advocacy & Education Funds <i>(note 5)</i>	Charitable Fund	Unrestricted	Total 2012	Total 2011
Balance, beginning of years	\$ 10,589	\$ 16,227	\$ 60,465	\$ 426,839	\$ 514,120	\$ 448,03
Excess (deficiency) of revenues over expenditures	(2,423)	-	-	97,386	94,963	66,084
Interfund transfers <i>(note 4)</i>	-	(16,227)	10,428	5,799	-	-
Balance, end of years	\$ 8,166	\$ -	\$ 70,893	\$ 530,024	\$ 609,08	\$ 514,120

See accompanying notes to financial statements.



Statement of
Cash Flows

Years ended December 31, 2012 and 2011

	2012	2011
Cash provided by (used in):		
Operations:		
Excess of revenues over expenditures	\$ 94,963	\$ 66,084
Items not involving cash:		
Amortization	2,423	3,337
Loss on sale of short-term investments	3,861	3,337
Unrealized (gain) loss on investments	(5,829)	5,144
Decrease in accrued interest	18,876	1,126
	114,294	79,028
Change in non-cash operating working capital:		
Decrease in accounts receivable	4,738	4,818
Decrease in inventory	463	203
Decrease (increase) in prepaid expenses	829	(10,397)
Increase in accounts payable and accrued liabilities	82,556	25,010
Increase in deferred revenue	6,784	17,914
	209,664	116,576
Investing:		
Purchase of short-term investments	(120,096)	(617,005)
Proceeds from sale of short-term investments	104,193	583,027
	(15,903)	(33,978)
Increase in cash	193,761	82,598
Cash, beginning of year	876,377	793,779
Cash, end of year	\$ 1,070,138	\$ 876,377

See accompanying notes to financial statements.



Years ended December 31, 2012 and 2011

Canadian Association of Speech-Language Pathologists and Audiologists (the "Association") was incorporated on November 10, 1975 by Letters Patent pursuant to the laws of Canada. On October 10, 1985 Supplementary Letters Patent were issued to the Association approving its present name. The Association is a registered charity and accordingly is exempt from income taxes.

On January 1, 2012, the Organization adopted Canadian accounting standards for Not-For-Profit Standards in Part III of the CICA Handbook. These are the first financial statements prepared in accordance with Not-For-Profit Standards.

In accordance with the transitional provisions in Not-For-Profit Standards, the Organization has adopted the changes retrospectively, subject to certain exemptions allowed under these standards. The transition date is January 1, 2011 and all comparative information provided has been presented by applying Not-For-Profit Standards.

A summary of transitional adjustments recorded to net assets and excess of revenues over expenditures is provided in note 6.

1. Significant accounting policies:

These financial statements have been prepared in accordance with Canadian Accounting Standards for Not-For-Profit Standards in Part III of the CICA Handbook.

(a) Fund accounting:

The Association follows the deferral method of accounting

The Unrestricted Fund is designated for special operational projects of the Association. This Fund is also used as the Association's emergency fund in case of an unexpected occurrence (i.e disaster fund).

The Capital Asset Fund reports the assets, liabilities, revenues and expenditures related to the Association's capital assets.

The Charitable Fund is designated for qualifying expenditures to be ascertained by the Board.



1. Significant accounting policies (continued):

(b) Capital assets:

Capital assets are stated at cost. Amortization is provided on a declining-balance basis at the following annual rates:

Asset	Rate
Office furniture and equipment	15%
Telephone equipment	20%
Computer equipment	25%
Computer software	50%

(c) Revenue recognition:

Membership dues/standards and exam fees are recognized in the year in which they relate. All other revenues are recognized when the service is performed.

Monies received from memberships, conference fees and government grants in years prior to when they will be earned are recorded in the accounts as deferred revenue.

(d) Use of estimates:

The preparation of the financial statements requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and disclosure of contingent assets and liabilities at the date of the financial statements and the reported amounts of revenues and expenditures during the year. Significant items subject to such estimates and assumptions include the carrying amount of capital assets. Actual results could differ from those estimates.

(e) Financial instruments:

Financial instruments are recorded at fair value on initial recognition.

Equity instruments that are quoted in an active market are subsequently measured at fair value. All other financial instruments are subsequently recorded at cost or amortized cost, unless management has elected to carry the instruments at fair value. The Association has not elected to carry any such financial instruments at fair value.

Transaction costs incurred on the acquisition of financial instruments measured subsequently at fair value are expensed as incurred. All other financial instruments are adjusted by transaction costs incurred on acquisition and financing costs.

Financial assets are assessed for impairment on an annual basis at the end of the fiscal year if there are indicators of impairment. If there is an indicator of impairment, the Association determines if there is a significant adverse change in the expected amount or timing of future cash flows from the financial asset. If there is a significant adverse change in the expected cash flows, the carrying value of the financial asset is reduced to the highest of the present value of the expected cash flows, the amount that could be realized from selling the financial asset or the amount the Association expects to realize by exercising its right to any collateral. If events and circumstances reverse in a future period, an impairment loss will be reversed to the extent of the improvement, not exceeding the initial carrying value.

Notes to
**Financial
 Statements**
 (continued)

2. Capital assets:

			December 31, 2012	December 31, 2011	January 1, 2011
	Cost	Accumulated amortization	Net book value	Net book value	Net book value
Office furniture and equipment	\$ 19,943	\$ 18,582	\$ 1,361	\$ 1,602	\$ 1,889
Telephone equipment	7,632	6,040	1,592	1,990	2,501
Computer equipment	43,733	38,592	5,141	6,854	9,224
Computer software	57,638	57,567	71	143	312
	128,946	\$ 120,781	\$ 8,165	\$ 10,589	\$ 13,926

3. Deferred revenue:

	December 31, 2012	December 31, 2011	January 1, 2011
Membership fees and certification fees	\$ 999,335	\$ 986,761	\$ 961,163
Conference revenues	8,910	13,700	21,384
	\$ 1,007,245	\$ 1,000,461	\$ 982,547

4. Interfund transfers:

A transfer of \$10,428 was made from the Unrestricted Fund to the Charitable Fund for charitable donations received in the amount of \$18,952 (2011 - \$11,365), interest allocated in the amount of \$2,476 (2011 - \$1,188) and grants issued from the Charitable Fund during the year in the amount of \$11,000 (2011 - \$3,500). Transfers of \$5,600 (2011 - \$Nil) from the Advocacy Fund and \$10,627 (2011 - \$Nil) from the Education Fund were made to the Unrestricted Fund.

5. Advocacy and Education Funds:

The balance in the Advocacy Fund is \$Nil (2011 - \$5,600) and the balance in the Education Fund is \$Nil (2011 - \$10,627). There was no activity in either fund in the prior year. During the year, the Board of Directors passed a motion to collapse the Advocacy Fund and Education Fund and transfer the balances into the Unrestricted Fund.

6. Transitional adjustments:

(a) Excess of revenues over expenditures:

As a result of the retrospective application of Not-for-Profit Standards, the Association has recorded the following adjustments to excess of revenues over expenditures as of December 31, 2011:

Excess of revenues over expenditures:

As previously reported under Canadian generally
accepted accounting principles for the year ended
December 31, 2011 \$ 69,089

Decrease to investments due to change in fair value (3,005)

Restated for the year ended December 31, 2011 \$ 66,084

There were no changes to opening net assets at January 1, 2011.

7. Commitments:

The Association is committed to the following future payments in respect to operating leases and other contractual obligations:

2013	\$ 100,629
2014	97,500
2015	96,490
2016	79,568

8. Financial risks:

It is management's opinion that the Association is not exposed to significant interest rate, currency or credit risks arising from these financial instruments and that the fair value of these financial instruments approximate their carrying values.

9. Comparative figures:

Certain comparative figures have been reclassified to conform with the financial statement presentation adopted for the current year.

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CASLPA Staff



Joanne Charlebois
Executive Director



Gina Meacoe
Executive Assistant



Dawn Kelly
Director of Finance & Operations



Francine Morris
Manager of Membership



Nancy Vardy
Membership Assistant



Carla Di Gironimo
Director of Speech-Language Pathology & Standards



Chantal Kealey
Director of Audiology & Supportive Personnel



Michelle Jackson
Manager of Professional Development



Bev Bonnell
Continuing Education & Certification Officer



Krystle van Hoof
Director of Communications & Public Affairs



Jessica Bedford
Communications Specialist



Olga Novoa
Multimedia & Production Designer



Riana Topan
Communications Assistant



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Supportive Personnel Representative

