



# CMA Ontario/Georgian Bay District

## REGISTRATION FORM

**The Ins and the Outs of the Balanced Scorecard  
with Cam Scholey, MBA, FCMA, Ph.D.  
at Georgian Downs Featuring Tuesday Night Standardbred  
Harness Horse Races**

Join us for an evening learning the ins and the outs of the balanced scorecard with Cam Scholey. Cam is one of Canada's foremost balanced scorecard experts. Cam Scholey, MBA, FCMA, Ph.D. has been a speaker, author and consultant for the past decade, focusing on the strategic concepts of balanced scorecards. Cam has also been a faculty member at The University of Waterloo (2001-2007). He was heavily involved in designing and teaching in the new Master of Business, Entrepreneurship and Technology (MBET) program. He also works at McMaster University, teaching their CMA/MBA courses. A facilitator of the CMA Strategic Leadership Program, Cam is an accomplished writer and is the author of the book entitled *A Practical Guide to the Balanced Scorecard*.

The balanced scorecard (BSC) is a tool that can be utilized to create a simple yet powerful performance management system. This dinner talk will cover:

- A brief overview of the BSC
- How and why all types of organizations – small and large - have used the BSC systems to improve their operational and financial performance
- A six-step approach to implementing the balanced scorecard
- The fundamentals of cascading (rolling down) the BSC
- How to apply these learnings to an organization (a short case study will be provided to attendees for discussion)

This workshop has been designed for management and staff responsible for ensuring employees are making the best decisions to strategically deal with customers, manage costs and achieve critical missions.

**Date:**

Tuesday, November 17, 2009

**Location:**

Georgian Downs  
Rafters Room  
7485 - 5<sup>th</sup> Side Road  
Innisfil, ON L9S 3S1  
705-726-6770  
[www.georgiandowns.com](http://www.georgiandowns.com)

**Time:**

5:30 p.m. – Registration  
6:00 p.m. – Gourmet Festive Buffet Dinner  
6:30 p.m. – Presentation  
8:00 p.m. – Races

**Cost:**

\$55.00 plus GST – Members  
\$60.00 plus GST – Non-members

**CPLD:**

3 credits

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**REGISTRATION FORM**

Please fax or email your registration form to Leena Rosenberg, Tel :( 416) 204-3140 or (800) 387-2991 ext 140,  
Fax (416) 977-1365, lrosenberg@cma-ontario.org

Name: \_\_\_\_\_ Member #: \_\_\_\_\_

Tel: \_\_\_\_\_ Guest Name(s): \_\_\_\_\_

Credit Card (Visa/MasterCard): \_\_\_\_\_ Expiry Date: \_\_\_\_\_

Signature: \_\_\_\_\_ Dietary Restrictions: \_\_\_\_\_

**No refunds for cancellations after November 12, 2009. Substitutions accepted at no charge.**