



**The Balanced Scorecard
with Cam Scholey**

Join us to see how organizations, both private and public, are using generation Balanced Scorecards to improve their operating and financial performance.

Cam Scholey will introduce participants to the Balanced Scorecard as an improved performance measurement system tool. He will also show how Balanced Scorecards link to organization strategy, and how to apply it in your organization.

Cam Scholey, MBA, FCMA, Ph.D. has been a speaker, author and consultant for the past decade, focusing on the strategic concepts of balanced scorecard and strategy mapping. Specific areas of interest are communication, governance and compensation for performance.

He is a faculty member at The University of Waterloo, and a facilitator of the CMA Strategic Leadership Program, Cam is also an experienced writer and is the author of the book entitled *A Practical Guide to the Balanced Scorecard* (CCH Canadian). He is also the author of several articles, including "Strategy maps: a step-by-step guide to measuring, managing and communicating the plan" *Journal of Business Strategy*, May/June 2005). He co-authored the management accounting guideline called *Using Strategy Maps to Drive Performance* (2007) and has recently authored a new management accounting guideline called *Using Strategy Maps to Drive Performance in the Not-for-Profit Sector* (2008).

Date:

Thursday, June 9, 2011

Location:

Thornhill Golf & Country Club
7994 Yonge Street
Thornhill, ON L4J 1W3
905-831-3000
www.thornhillgcc.com

Time:

5:45 p.m. – Registration
6:30 p.m. – Dinner
7:30 p.m. – Presentation

Dinner:

Baby Green Salad, Roasted Chicken Breast, Coffee/Tea, Dessert
Vegetarian meal is available upon request.

Cost:

\$45.00 plus HST – Members
\$50.00 plus HST – Non-members

CPLD:

3 credits

**No Walk In's Permitted
Dress Code in Effect**

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REGISTRATION:

To register online please visit the CMA Ontario Member Portal at <http://members.cma-ontario.org>.

To register by email or fax please complete the form below and send to fax number 416-977-1365 or membernet@cmaintario.org.

Guests (non-members) may register by email or fax by completing the form below and send it to fax number 416-977-1365 or membernet@cmaintario.org.

REGISTRATION FORM

Please fax your registration form to 416-977-1365 or scan/e-mail it to membernet@cmaintario.org.
General inquiries: 416-204-3140 or (800) 387-2991 ext. 140.

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Name: _____ I am a Member: I am a guest (non-member):

Member #: _____ Tel: _____

Credit Card (Visa/MC/Amex): _____ Expiry Date: _____

Signature: _____ Dietary Restrictions: _____

No refunds for cancellations after June 1st, 2011. You may send a substitute to this event at no charge.

For a complete listing of District and Member Network events please visit www.cmaontario.org/events.

Visit www.myCMAcommunity.com to discuss the latest business trends and share insights and best practices in management accounting with fellow CMA Ontario members.

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