



## **Growing and Grooming Your SME Load Up Some GPS Capabilities for Your Business**

Small and Medium sized Enterprises (SMEs) are commercial for profit businesses with fewer than 500 employees and less than \$50 million in annual revenues. However, in a way SME's exist in almost every large organization in the form of strategic business units or regional business units.

Attend this event where our speakers will share their diverse knowledge, experience and perspectives with regard to evaluation, measurement and continuous monitoring of both your Human Capital and Financial performance.

- Debunk some myths about HR and Finance and learn some unique perspectives
- Understand how to groom your business and equip it with the appropriate GPS capabilities to reach the next level, be it growth, expansion, exit or divesture
- Learn to go beyond traditional transaction processing, compliance and recruitment of human resources

### **About the Speakers**

#### **Jan van der Hoop – President, Hiring Smart**

Jan's passion is to help people and organizations find better ways to work together. Jan has developed a clear understanding of the issues and challenges people face in the corporate trenches, along with some insights into how he could help organizations work smarter.

Jan has held senior HR Executive positions in large organizations and works with businesses to improve their bottom line by changing the way they hire and measure their hiring decisions. Jan helps companies build their organizational capacity, grow their people and improve their bottom line performance.

#### **Azam N. Foda, Principal, DeciZens**

Azam supports fact based business decision making and shares his financial acumen to help build or grow organizations on sound and ethical financial principles. He has had repeated success in building strategic finance functionality commensurate with the needs of rapidly growing organizations. He has held senior finance level positions in SME's and SME type business units in larger organizations with a constant focus on execution.

Azam is a Certified Management Accountant and has previously served as the Chair of the Midwestern Ontario District of CMA Ontario. He has a MBA from the Rotman School of management and currently serves as the President of the Southern Golden Horseshoe Chapter of FEI Canada.

#### **Date:**

Tuesday, September 28<sup>th</sup>, 2010

#### **Location:**

Holiday Inn Centre  
590 Argus Road  
(QEW to Trafalgar Road – at the first road south of the QEW, turn right, which is west, onto Argus Road)  
Oakville, ON L6J 3J3  
905-842-5000  
[www.hioakville.com](http://www.hioakville.com)

The hotel is located within walking distance of the GO station and bus stops at Trafalgar Road and Cross Avenue. Please see [www.gotransit.com](http://www.gotransit.com) for scheduling.

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**Time:**

5:30 p.m. – Registration/Networking/Cash Bar  
6:30 p.m. – Dinner  
7:30 p.m. – Speakers followed by Q&A

**Cost:**

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

**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 Leena Rosenberg at 416-977-1365 (fax) or [rosenberg@cmaontario.org](mailto:rosenberg@cmaontario.org).

Guests (non-members) may register by email or fax by completing the form below and sending to Leena Rosenberg at 416-977-1365 (fax) or [rosenberg@cmaontario.org](mailto:rosenberg@cmaontario.org).

**CPLD:** 3 credits

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**REGISTRATION NOTICE**

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

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

Member #: \_\_\_\_\_ Tel: \_\_\_\_\_

Email: \_\_\_\_\_ Dietary Restrictions: \_\_\_\_\_

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

Signature: \_\_\_\_\_

**No Cancellations after September 22, 2010**

For a complete listing of District and Member Network events please visit [www.cmaontario.org/events](http://www.cmaontario.org/events).

Visit [www.myCMAcommunity.com](http://www.myCMAcommunity.com) to discuss the latest business trends and share insights and best practices in management accounting with fellow Certified Members and Candidates.

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