



Annual Report

2015-2016

For the Year Ended March 31, 2016

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ABOUT US

The Psychologists' Association of Alberta is the voice of, and for, psychology in Alberta. We are the voluntary body that advocates for psychology in Alberta, informs the public and the media, and advocates for consumers of psychotherapy, psychological, and mental health services

Mission

The mission of the Psychologists' Association of Alberta is to advance the science-based profession of psychology and to promote the well-being and potential of all Albertans

We Provide

We provide professional development and networking opportunities for our members, have an active communications strategy, and operate a province-wide referral service. We support many initiatives that seek to enhance psychological health and wellness in our province.

History

Since 1996, PAA has been the primary professional association for Albertan psychologists. We are a separate organization from the College of Alberta Psychologists (CAP). CAP is the regulatory body for the profession in the province.

Future

The 2015 – 2020 PAA Strategic Plan Goals are to maintain strong PAA membership, strengthen psychology's voice to improve access to psychologists, influence the training of Alberta psychologists to shape the future of the profession, build a collaborative relationship with the College of Alberta Psychologists to strengthen our role and provide unity for the profession, & to ensure good governance.

PRESIDENT'S REPORT

Another busy year has passed at PAA, and we as a board want to take this opportunity to thank our staff and volunteers who carry on the association's important work. From our Executive Director and his staff to our committees and representatives at various community events, nothing would be accomplished without their dedication to and passion about psychology in Alberta.

As is the case with any family, we celebrate successes and new life together (such as welcoming new psychologists to the profession) and we mourn losses together (the passing of Jean Pettifor and others). We pause to remember with gratitude their contributions to our profession, while joyfully anticipating how a new generation of psychologists can carry the ball even further.

We are pleased and grateful that our membership continues to grow, even in what is a difficult financial climate in our province. It will be crucial in these times to continue advocating for the psychological health of all Albertans, as it is and always has been a key ingredient in creating and maintaining productive individuals and communities.

If you have been active in the life of the association, thank you for your time and effort. If you have yet to become involved, we invite you to approach us to talk about current volunteer opportunities.

Everett J. Vroon, M.A., R. Psych.
President
May 2016

TREASURER'S REPORT

I am pleased to report to the PAA membership on the fiscal status of the association for 2015. Once again BDO Canada LLP served as auditors to our association, in accordance with our by-laws. On May 18th, 2016, I met with Amandeep Malhi along with Executive Director, Pierre Berube, and Joanna Leung, Office & Financial Manager for PAA to discuss the financial status of the association. Overall, PAA is once again able to report a surplus for the association for the year 2015. In addition, PAA continues to comply with all the policies and procedures developed by the not for profit organization to safeguard the association's assets.

With the board's direction, going forward to the 2016-2017 year, we have drafted a policy to address the matter of a financial surplus. Once the surplus meets a predetermined threshold, this policy requires the Treasurer of the PAA to conduct a review of the surplus and make recommendations to the board on appropriate use of this surplus.

Finally, I would like to thank the PAA office staff for their continued good work in effectively managing our budget and financial resources, and for the board in their commitment to a fiscally sound association.

Stephanie Laue, M.Ed., R. Psych
Treasurer
May 2016

EXECUTIVE DIRECTOR'S REPORT

Membership

Year End Membership Counts

Membership Type	31-Mar-15	31-Mar-16
Full	1229	1274
Full with Referral	247	241
Life	285	319
Life with referral	30	36
Out of Province	37	34
Professional Aff.	41	43
Provisional	283	343
Psychological Asst.	15	15
Student	96	91
Total	2263	2396

Table 1. PAA membership breakdowns as of the end of March for 2015 and 2016.

Our total numbers have increased by 5.88% from last year. Our growth over the years is reflected in the chart below.

Trends and Cumulative Growth of PAA Members

(After the split from the College of Alberta Psychologists)

Year (as of March 31 st)	Full	Life	Out of Province	Professional Affiliate	Psychological Assistant	Provisional	Student	Total
2000	941	68	66	9	44	82	98	1308
2001	959	80	64	7	40	100	117	1367
2002	983	80	68	15	37	102	115	1400
2003	1007	96	49	18	38	141	108	1457
2004	1049	96	47	21	34	151	82	1480
2005	1087	104	52	29	27	140	77	1516
2006	1175	110	56	30	27	180	105	1683
2007	1259	123	53	43	24	210	146	1858
2008	1290	137	53	49	23	197	159	1908
2009	1318	149	63	45	23	228	181	2007
2010	1367	174	58	41	20	246	146	2052
2011	1364	195	44	48	23	253	112	2039
2012	1377	224	45	51	25	262	102	2086
2013	1433	247	40	46	24	297	79	2166
2014	1421	270	38	41	21	356	122	2269
2015	1476	315	37	41	15	283	96	2263
2016	1515	355	34	43	15	343	91	2396

Table 2. Cumulative growth for PAA membership from 2000-2016

Trends in Number of Life Members

Year	Total Membership	Life	% of Membership
2000	1308	68	5.20%
2001	1367	80	5.85%
2002	1400	80	5.71%
2003	1457	96	6.59%
2004	1480	96	6.49%
2005	1516	104	6.86%
2006	1683	110	6.54%
2007	1858	123	6.62%
2008	1908	137	7.18%
2009	2007	149	7.42%
2010	2052	174	8.48%
2011	2039	195	9.56%
2012	2086	224	10.74%
2013	2166	247	11.40%
2014	2269	270	11.90%
2015	2263	315	13.92%
2016	2396	355	14.82%

Table 3. Percentage of Life Members from 2000-2016, as of March 31st of the membership year.

A strong majority of Albertan psychologists are members of PAA, and once again we can congratulate all of our members for continuing to make ours the strongest voluntary provincial psychological association in all of Canada. Your membership greatly enhances our advocacy efforts and makes us a strong, viable and credible organization that can truly speak on behalf of the psychologists of Alberta

Employment Setting by Membership Type: 2015-2016

	Full	Full with Referral	Life	Life with Referral	Out of Province	Professional Affiliate	Psychological Assistant	Provisional	Student	Total
Private Practice	657	205	125	24	16	14	9	134	15	1199
AB Gov't Social Service Agency	31	5	3	0	0	1	0	15	4	59
Private Agency Non Gov't Agency-Non-Profit & Profit	139	18	10	0	2	7	1	73	13	263
AHS/Covenant Health – Hospital or Clinic	115	13	7	0	0	0	0	10	3	148
EAP/EFAP Agency	31	12	5	0	0	0	0	11	1	60
Primary Care Network/Family Care Clinic, or Shared Care	30	6	3	0	2	0	0	6	2	49
Corrections	22	3	5	0	0	0	0	6	1	37
Universities/Colleges	127	23	15	1	6	0	0	24	16	212
Schools	174	22	16	1	9	4	0	61	12	299
Business/Corporate	30	12	10	2	3	2	1	7	1	68
Other	45	6	5	0	5	3	0	14	6	84
Federal Gov't (Other than Corrections, e.g. FNIH, RCMP)	12	9	1	0	0	0	0	1	0	23
WCB	14	5	2	0	0	0	0	2	0	23
Unemployed or Retired	12	0	14	0	0	1	1	4	2	34
Leave (e.g. Maternity or Sick Leave)	14	0	0	0	0	0	0	2	1	17
AHS Community Mental Health	123	10	10	0	1	1	1	28	3	177

Ratio of Psychologists to Population

The following table shows the numbers of psychologists per capita in the Canadian Provinces:

Province*	Per 100,000 Population (2011)
British Columbia	54
Alberta	70
Saskatchewan	46
Manitoba	22
Ontario	25
Quebec	96
New Brunswick	44
Nova Scotia	54
Prince Edward Island	25
Newfoundland & Labrador	38
Canada	48

Table 5. Number of psychologists per capita in the Canadian Provinces.

*No data available for Yukon, NWT, or Nunavut

Data taken from Canada’s Health Care Providers – 2011 Provincial Profiles: A Look at 27 Health Professions

In the United States, the average is 33.9 psychologists per 100,000 population (APA Monitor, June 2014)

Volunteers

A very special thank you is extended to all of PAA’s many volunteers. The work of the Association could not be done without the considerable assistance of our volunteers. (See [Appendix 1](#) for a list of volunteers)

Advocacy

Fee Negotiations

Our Recommended Fee Schedule went up from \$180.00/hr to \$190.00/hr this year. The RCMP, Veterans Affairs and the Edmonton Garrison of the Armed Forces have been approached and they now all pay in accordance with our Recommended Fee Schedule of \$190.00/hr. I have been working on other groups, such as Children’s Services, but no results can be confirmed yet.

PsyD

PAA has a task-force dedicated to advocating for the development of a PsyD in Alberta. Drs. Don Sawatzky, Jim Eliuk and I have been on this task force for a few years now. We have approached several universities about developing a PsyD. There have been many hurdles in getting this going, however Concordia University College of Alberta has moved ahead and developed a proposal (penned and championed by Dr. Wendy Pullin). This proposal was approved by the President of the university Dr. Gerald Krispin, who in turn sought and obtained the approval of the University’s Coordinating Council.

PAA continues to make this one of its advocacy priorities. We maintain close communications with Concordia and it is our understanding that they are aggressively moving ahead with their proposal and are aiming for a start-up date of September 2017.

Primary Care

This year we have continued with our concerted advocacy campaign in primary care psychology, focusing primarily on Alberta Health, Alberta Health Services, and the Primary Care Networks. Our main theme being to 1) make psychological services more accessible to members of the public involved in the health system; 2) specifically increase the number of psychologists involved in the Primary Care Networks and Family Care Clinics; and 3) challenge the concept of generic “mental health therapists” utilized in the Community Mental Health Clinics, and now being replicated in some of the Primary Care Networks.

The Calgary Zone has had good involvement for several years with the Primary Care Networks through its Shared Care and

Behavioural Health Consultant programs headed by psychologists Drs. Dennis Push and Bob Acton. However in the South, Central, and Northern zones, there were very few psychologists engaged in this area until the last seven or so years. The situation has been improving, and as can be seen in the chart above, 49 psychologists are now reporting that they work directly in primary care and shared care positions in the province. We have reason to believe that there are actually many more psychologists involved in primary care than the 49 who reported in our database. On our recent survey of Alberta psychologists, 60 psychologists, and provisional psychologists indicated that they worked at least part time in primary care settings. Since not everyone responded to the survey questionnaire, we might expect that number to be closer to 70-100. So clearly progress is being made in this area.

Generic “Mental Health Therapist” Positions and Classification

It has now been over three and a half years since Alberta Health Services and the union (HSAA) decided that all those holding positions of Mental Health Therapists would henceforth be under the same classification and pay grid. This might be interpreted to mean that in the eyes of AHS, a two-year college diploma in psychiatric nursing is deemed equivalent and of equal value to mental health delivery as is a doctoral degree in psychology.

This has been a major focus of concern and advocacy for PAA. We sent a letter of concern about the generic mental health therapist classification to the Minister of Health and to the Chair of the AHS Board. We have also addressed these concerns in discussions, meetings, and presentations with a long list of key AHS, AH personnel.

The Board of PAA has formally adopted the following two position statements in relation to this issue:

Mental health counsellors and psychotherapists should be recognized by their professional title. The use of the generic title, “Mental Health Therapist” is a disservice to Albertans.

Mental health counselling and psychotherapy should only be provided by regulated health professionals with at least a master’s degree in psychology, counselling, psychotherapy, social work (in clinical practice), or a psychiatrist.

We were able to get the Alberta College of Social Workers to endorse the first of the above position statements, but unfortunately, they will not support the second statement.

I have worked extensively with AHS staff (Barry Andres with the support of his supervisor David O’Brian) on this matter, but their senior management has refused to budge.

What we have discovered to date is that:

AHS has 268 FTEs hired as Mental Health Therapists in the Community Mental Health Clinics

40.75 (15%) are psychologists or provisional psychologists

29.6 (11%) are RNs

28,05 (11%) are RPNs

7.05 (2.6%) are OTs

160 (60%) are social workers

It is not known what the qualifications of the social workers are, and AHS has told us they cannot get any specific information on it. Fortunately, I have been able to confirm from my own personal research that almost all of the Social Workers working as mental health therapists in the Edmonton and Calgary clinics are MSWs. The numbers that are MSWs in clinical social work remains unclear. It would appear that as we get away from the cities of Edmonton and Calgary, the more we find lesser qualified staff working as mental health therapists.

Even if the vast majority of the social workers working as mental health therapists have Master’s degrees in clinical practice, the situation remains fairly bleak for mental health patients because there are actually more nurses and OTs working as mental health therapists in the AHS system than there are psychologists. (24.6% compared to 15% psychologists).

So it appears that at the very best, 75% of the mental health therapists in AHS community mental health clinics are qualified at the master’s level training proposed by PAA in its position statement.

Given these figures, and given that many of those listed as psychologists in the AHS community mental health clinics may actually be provisional psychologists who are more likely to leave once established due to being de-valued by the system, this paints a very bleak scenario in regards to public welfare.

I recently had a meeting with Shannon Berg and Michelle Craig, the senior AH mental health staff about this matter and they unfortunately stated that AH would not intervene with such AHS operational matters.

PAA may have exhausted most of its options in addressing this matter. It may be necessary for the AHS psychologists to take action with their union (HSAA) and we are now considering whether PAA has any role to play with this option.

Alberta Mental Health Review

We have been quite involved with the Alberta Mental Health Review, although not as much as we would have liked to have been. I.e. the review committee turned down our offer to meet and make a presentation to them. We were told that we could attend the regular public consultation meetings and to complete the on-line consultation survey as a forum for our input. I did both of these as did several of our psychologists. I also took the opportunity at the consultation meeting I attended to again go to them and ask for a personal meeting with the Committee, but upon following up later, we were denied once again. We did get an opportunity to address the Committee at a meeting of the Alberta Alliance on Mental Illness and Mental Health. Dr. Judi Malone and Everett Vroon presented on our behalf. I also had meetings about this (and the matter of the AHS generic mental health therapist positions) with our two psychology MLAs, Debbie Jabbour (Peace River) who is provisionally registered, and Denise Woolard, registered school psychologist. In addition, we asked for and were granted a meeting with the Minister of Health to discuss this matter amongst other things. I was away at the time when she could see us and our President EJ Vroon was also unable to attend, so Drs. Judi Malone and Jo Eustace attended and presented for us. Fortunately, I have now been asked by the Deputy Minister of Health to be part of an advisory committee for the implementation of the Mental Health Review report. I have of course accepted but was not able to attend the first meeting but Dr. Malone was able to attend on my behalf.

Doctoral Standard of Entry into the Profession of Psychology

PAA has done all it can to discuss this matter with CAP. Unfortunately, in spite of the vote taken by PAA members and the wishes of Albertan psychologists, CAP has remained closed to moving forward with this agenda. However, as reported last year, some progress has been made with the establishment of a joint PAA/CAP task force to address advocacy roles and a problem resolution process. A first meeting was held on April 31, 2015, but there have been continued difficulties due to CAP's non-acceptance of the PAA proposed terms of references for the task force, and to the fact that CAP's only council representative on the task force left due to completing her term with CAP, and she was not replaced by the CAP council until this spring. However, it is good to see that the CAP and PAA Presidents along with Richard Spelliscy and myself have had a few meetings in the last year in an effort towards rapprochement, and a commitment has been made to move ahead with the joint task force.

Doctor Assisted Dying

OPAA contacted the CPA to get involved in advocating on behalf of psychologists to a) have psychologists involved in the determining of competence to provide consent, and b) provide psychological supports to those finding themselves in this position. I consulted with some key psychologists on this matter. Judi and I met with the Public Guardian's Office to discuss potential implications for Alberta psychologists, particularly in the area of training.

Alberta Alliance on Mental Illness and Mental Health

PAA continues to be involved in the Alliance, which is an important advocacy group representing professional associations, provincial mental health (including addictions) service organizations, and mental health consumer groups. This group was founded by a former cabinet minister (Dennis Anderson) and it is currently funded by Alberta Health. Participation in the Alliance has been key to our continued contact with the Ministry of Health; Alberta Health Services; as well as with their



respective senior bureaucrats.

Provincial Psychology Professional Practice Council

I have been active on this committee of AHS psychologists. It has been a very good forum for input in AHS practice of psychology. It is chaired by one of our members, Dr. Lana Hawkins, and amongst other things, we have discussed AHS's guidelines and interpretation of the HPA restricted activity of "psychosocial interventions".

Practice ID Numbers

Some may recall that a few years back psychologists were informed by Alberta Health that with a Practice ID number, they could refer patients to psychiatrists for a consultation and the psychiatrist in question would then be able to bill AHC an extra amount in order to provide the consultation and report. This practice continues and is limited to psychiatrists.

Following a request from a member, I met with government officials to see if this practice could be expanded to other specialties in medicine. The initial request was to include endocrinology and urology, but following consultation with other psychologists, I expanded the list to include neurologists, pediatricians, gerontologists, and psychiatrists (rehab). The government officials thought that this should be doable, but that it will be a long process as it becomes part of the master agreement negotiations with the AMA.

They thought that they could bring this matter to the table for the April 2015 negotiations.

Meanwhile, I was asked to put in a formal written request in the New Year. Following consultations with several psychologists, I sent a letter to the government to request psychologists be allowed to obtain Practice ID numbers for referrals to additional specialists other than psychiatrists. Unfortunately, AMA has denied our request. I have since spoken with AMA's CEO and he is looking further into this matter.

Regulating Psychotherapists

Alberta is moving towards the regulating of psychotherapists. An article appeared in the HSAA newsletter which is of some concern as the addictions workers are mobilizing to push for a minimal standard of qualifications..

We have discussed with CAP the possibility of the college becoming the regulatory body for psychotherapists in Alberta. I have booked a meeting with Alberta Health to explore this possibility. This matter will be further discussed at the CAP/PAA joint task force.

Alberta Association of Paramedics

We were asked by the paramedics to endorse a proposal they had developed in consultation with a group of psychologists, whereby they would develop a list of "approved providers" to assist paramedics who were suffering from trauma. Initially, their proposal was not acceptable to us because it included psychiatric nurses as qualified to provide therapy for those traumatized. We informed AAP of our position statement on minimal qualifications for counselors and psychotherapists which prompted AAP to change their proposal to align with the PAA position statement. We have endorsed their proposal and are now partnering with their association to provide a list of trained psychologists.

Disaster Response Network

The PAA Disaster Response Network has been in place for eleven years now, and in spite of the Slave Lake fires and the southern Alberta floods, the Red Cross had not called upon us for services. For this reason, meetings were held with the Canadian Red Cross to review our agreement and after consultation with the Board of PAA and with government officials, we decided not to renew our agreement with the Red Cross. Our plan was to maintain our list of volunteers for the DRN and to coordinate with affected communities in calling upon our volunteers in the future.

With the recent Fort McMurray fires, we have activated our DRN and have been extremely busy with coordination of services as it occurred at a time when we had just lost our volunteer DRN Coordinator. The office has been receiving many calls both from psychologists wanting to help and from those seeking help. Several psychologists have volunteered to offer office space for the displaced Fort McMurray psychologists who had clients needing to see them, and others offered to join our DRN and provide their services. In fact, our DRN list of volunteer psychologists has almost doubled in the last few weeks due to the Fort. McMurray disaster. We now have 64 Alberta psychologists signed up to volunteer their services for the program. (See [Appendix 1](#) for a list of all volunteers, including those 34 DRN volunteer psychologists who were signed up at the end of our fiscal year).

Psychological Services Fund (Edmonton and Calgary Foundations)

In accordance with our agreement with the Canadian Mental Health Association, Alberta Division, they CMHA have been disbursing the Psychological Services Fund money to assist select individuals who could not otherwise afford psychological services. The disbursement of funds started in October 2009 at a rate of 3.5% of the existing value of the fund, which translated into \$5,100 of disbursements. The current value of the fund is \$247,594 (Edmonton Community Foundation) and \$9654 (Calgary Foundation) for a total of \$257,248. (Which is an increase of \$13,344 over last year). Disbursements to the CMHA for this year were \$8,041.00. Applications have been accepted since October and a total of approximately \$14,900 was disbursed to Alberta psychologists for services. (The higher amount is due to some funds not having been spent from previous years). Disbursements to CMHA starting in October 2016 are expected to be \$9,000.00.

Professional Support Services

Practice Advisor Program

This program continues to work very well and provides a very useful and important service to members. All full and life members of the PAA have access to the Association's Practice Advisors. During this fiscal year, our office received 161 requests for practice advisors. (An increase from last year's 127 requests). We also held a Practice Advisors meeting this year in October. This meeting was attended by Richard Spelliscy and issues of ethics and complaints to the College were discussed. I am thankful for our busy Practice Advisors. We have recently collected data on the issues raised with the Practice Advisors and will have a more detailed report in the August issue of Psymposium.

Supervisors List

The Association has continued to assist provisional psychologists by maintaining a list of supervisors to whom we can refer provisional psychologists.

Liability Insurance

PAA members continued to have access to significantly reduced rates for professional and general liability insurance, as well as special rates on office insurance. This year, we have completed our second year in our professional liability insurance program with our new broker (BMS) which has provided improved coverage for lower fees. Access to reduced rates for liability insurance is a huge financial benefit for being a member of PAA.

Outcome Informed Practice

We have been exploring how PAA could be of greater assistance to our psychologists in becoming more involved in outcome informed practice. We are seeking one or more psychologists to champion this and lead the way with a PAA committee that would promote outcome informed practice. If anyone is interested, we would like to hear from you.

Referral Service

As of the end of March 2016, we had 277 psychologists registered on the PAA referral service. We received an average of 846 monthly visits to our online referral service search page, and 126.6 referral service telephone calls to our office per month.

The PAA Referral Service has seen substantive upgrades now allowing members to upload a profile picture, and biography,

add their own web link, advertise a second city office, and can be easily modified online by members.

The referral service is advertised online through Google Search Terms, Yellow Pages.ca, and in print via the white pages of Alberta telephone directories.

Regular advertisement of the PAA Referral Service occurs in *Moods* Magazine nationally through a reciprocal arrangement with our *Psymposium*. We established an additional reciprocal advertising arrangement this year with *Apple* magazine accessed by 500,000 Albertans in healthy settings. We are currently in negotiations with several other televised and online venues.

PAA provides PAA Referral Service Brochures to various agencies upon request and through the PAA display booth at various occasions throughout the year which includes annual teacher's conventions, career fairs, family physicians annual conference, and all PAA Continuing Professional Development Events. The PAA Referral Service full colour banner is displayed at similar events.

Our ongoing marketing of the PAA Referral service is reflected in the continued growth of its use. PAA members are encouraged to join the PAA Referral Service.

Demographic Survey

With the help of Dr. Keith Dobson and one of his students (Xiaomiao Li), we have now completed the 5th demographic survey of our members. A draft article of the results has been prepared for *Psymposium*, and Xiaomiao will be attending our May AGM to present the results. A very special thank you goes to Dr. Dobson and Ms. Xiaomiao for their excellent work and dedication to PAA.

Administration

This past year we have experienced relative stability in personnel with only one change in our office team. The office staff consists of the following:

- Cindy Kennedy, Receptionist/Administrative Assistant;
- Joanna Leung, Office/Financial Manager
- Rose Cooper, Continuing Education Coordinator/ Administrative Assistant;
- Hodan Youssuf, Executive Assistant and Member Services;
- Dr. Judi Malone, Director, Education and Communications
- Pierre Berube, Executive Director.

We have 4.3 FTE positions filled by six staff.

I want to thank you the members, our Board of Directors, Executive Committee and all Committee members and volunteers for your good work as well as for the support you have provided me and our office staff during the last year.

Pierre Berube, M.Ed.

Executive Director

DIRECTOR OF EDUCATION AND COMMUNICATION'S REPORT

This was my second full fiscal year as your Director of Education and Communications. My portfolio includes PAA's education, marketing, continuing education and communications priorities that add to the success of many PAA initiatives for our members, the profession, and the psychological health and wellness of all Albertans.

Increasing Public Awareness of Psychology and its Benefits

Public Education Committee

This year saw the merger of what was previously two Public Education Committees (Edmonton and Calgary) to one dedicated PAA PEC with representatives across the province who assist in raising the profile of psychology with the Alberta public and in educating the public about the role and importance of psychology in Alberta. This Committee is advising on our public education resources, provincial public education campaigns, volunteers, and is responsible for Psychology Month planning and implementation.

Public Education

Psychology Month 2016 success was based on both the foundation of activities promoted by the PAA office and the on-the-ground involvement of members. PAA public education materials were displayed at 13 different settings with seven public presentations, and support of a targeted member initiative specific to the Psychology Services Fund, in addition to a specific public library initiative. We had a targeted social media communication for Psychology Month. (For a full listing of Psychology Month Events, see [Appendix 2](#)).

Social Media

Following the 2015 launch of our PAA Twitter feed, we implemented targeted use of LinkedIn and Facebook sites to replicate key feeds and links. PAA committees and members may submit suggested content and these are internally prepared, screened and pushed out as part of our overall communications plans. Key metrics were as follows:

- Facebook Total reach (saw site) averaged 1685 monthly (15% increase), Engagement (clicked at least one link) averaged 120 monthly (22% increase), and Lifetime total likes were 1878 (a 53% increase)
- Twitter averaged 143 Followers and 839 impressions a month; total tweet impressions 7330

There were significant spikes in all our social media engagement during Psychology Month (for example, twitter impressions jumped to 3694)



School Psychology Committee

The PAA School Psychology Committee advocates for meaningful and effective incorporation of psychologists in Alberta school systems and promotes the profession of school psychology and professional practices that support the educational and psychological wellbeing of children in Alberta school systems. This active committee continues to be well-chaired and actively engaged in both public education and advocacy initiatives specific to school psychology. The committee had several strategic communications initiatives in addition to regular publications in *Psymposium* and for influential venues. They also coordinated a successful psychologists' learning symposium and targeted presentations at key conferences.

Psychologically Healthy Workplace Committee

The PAA Psychologically Healthy Workplace Committee was re-envisioned as a province-wide committee in 2015. Their clear objectives and work plan include the PAA Healthy Workplace presentations and the PAA Psychologically Healthy Workplace Award among their ongoing activities. As a part of this initiative, PAA now has membership in the Alberta

Workplace Wellness Network. Finally, our own staff and volunteers were invited to participate in a "Brown Bag Luncheon" on Psychologically Healthy Workplaces.

Media Events

Psychologists in Alberta maintain an active media profile. In this past year, there were media events generated through the PAA office in 660 News/Calgary's All News Radio, Medicine Hat News, and Alberta Primetime. In addition to an impressive 130 media events reported by our members throughout the province including radio, television, and print interviews. In addition articles in various newspapers, I encourage you to review the details in [Appendix 3](#).

Fall 2015, we offered Enhancing Media Engagement for Psychologists, a workshop and networking activity designed to enhance public education via our provincial media network. Moreover, PAA coordinated or supported eight major career fairs and public speaking engagements in Alberta this year in addition to the Psychology Month activities.

Science Fairs

PAA volunteers adjudicated psychology projects in the 2016 Edmonton Regional Science Fair, the Central Alberta Science Fair, and the Calgary Youth Science Fair where four Albertan students were awarded for their projects as noted in [Appendix 3](#).

Health Portal Task Force

The PAA Health Portal Task Force report on empirically-supported psychological health practices, current diagnostic standards, and psychological treatment recommendations submitted to Alberta Health Services (AHS) specific to their online anxiety resources. AHS confirmed receiving dispositions from Healthwise® (the website content developer) regarding the valuable feedback we provided and all but one suggestion was integrated.

PAA Key Messages

Finally, there is a targeted strategy to integrate our key advocacy messages in communications with members and in supporting members' active engagement with the media.

Continuing Professional Development

Workshops

PAA hosted eight successful continuing professional development (CPD) workshops on a variety of topics successfully piloting Survey Monkey evaluations. Our continued successful partnership with the University of Calgary, Division of Applied Psychology, meant an additional offering of certification in Clinical Supervision in Professional Psychology, having now trained 196 psychologists since the program inception in 2007. In addition to co-sponsorship and marketing of relevant non-PAA CPD, we maintain a reciprocal agreement with the British Columbia Psychological Association, the Psychological Society of Saskatchewan, and the Idaho Psychological Association for reduced CPD rates.

Webinars

PAA partnered with the APA to participate in a webinar pilot on rural practice. We have also offered our staff and volunteer "Brown Bag Luncheon" session via our webinar platform. PAA continues to promote both the APA and CPA webinars, and CPD offerings while we develop that capacity internally.

PAA Connects – Our Biennial Forum

Our successful inaugural forum, PAA Connects 2015, was held last May with 139 members. The careful analysis provided the foundation for enhancing this biennial member activity which is combined with our PAA Awards Ceremony and a special "Welcome to the Profession" banquet for newly registered psychologists in the province. Planning for PAA Connects 2017: Our Forum for Learning, Connection, and Renewal is well underway with dedicated efforts from PAA staff and the newly formed PAA Forum Committee (the former PAA Continuing Education Committee was disbanded).

Communications

Psymposium

Psymposium is now edited by the capable Dr Michelle Vandegriend and we have bid farewell to the longstanding editor, Dr Frank McGrath. Psymposium continues to be a venue for member communication and fostering our professional identity in Alberta. Our member newsletter is printed in August, December, and April, supplemented by regular email “blasts” for regular communications with members.

Website

We have been continuing to improve our website, changing the design and format following our recent substantive programming revisions. The PAA website received an average of 11 000 visits monthly, an increase of 45% from last year. Multiple tweaks to our online communications are ongoing. These include a new domain name and have migrated over to new email addresses (@paa-ab.ca now active).

Podcasts

Our members continue to benefit from ongoing podcasts produced by Dr Jon Amundson since 2011, a substantive contribution to our member resources. These are short talks on current research and topics of relevance to psychologists available on our “members-only” page of the PAA website.

Facilitating Association Committees

An extensive review of PAA committee structures was undertaken to streamline processes.

PAA Awards Adjudications Committee

This committee reviews existing award nomination forms and criteria in addition to adjudicating award nominations. This active committee also consults on marketing and promotion of PAA awards.

PAA Fees Committee

This year the PAA Recommended Fees Schedule was adjusted in response to a report by this former committee.

Special Projects

Our role as the voice of, and for, psychology in Alberta, means involvement in projects that provide an opportunity to advocate for psychology in Alberta, inform the public and the media, and advocate for consumers of psychotherapy, psychological, and mental health services. This has been a busy and exciting time with several opportunities for participation to the benefit of our organization and profession. These included:

- Active engagement with the two new MLAs who are PAA members, MLA Debbie Jabbour (Peace River) who is provisionally registered, and MLA Denise Woolard, registered school psychologist.
- Collaboration with the Palix (formerly Norlien) Foundation which included supporting their CSAT trainees, consulting with their Fulbright Scholar and in exploring Indigenous Realities in Alberta, and continuing to support their community development work.
- Planning to build on our successful Media Engagement Workshop via our successful grant application under the CPA Practice Directorates networking and leadership pilot.
- Offered targeting training for rural practice whilst piloting a co-sponsored webinar with APA and collaborating with a rural and northern psychology group that is exploring ethics and training needs
- Involvement in the Alberta Mental Health review via the AAMIAMH and directly in meeting with the Honorable Sarah Hoffman, Minister of Health, Brandy Payne, Deputy Minister of Health, and others.
- Ongoing involvement with the APA State, Provincial, and Territorial Leadership Conference specific to my role as your Director of Professional Affairs.
- Targeted member communications and training in response to the Minister of Immigrations announcement about funding for clinical psychologists working with Syrian Refugees.

- Began negotiated exploration of a mental health collaboration project with the Alberta Paramedic Association which would involve training for psychologists specialized in trauma.

Marketing

Our marketing strategy is ongoing and includes website enhancements, targeted use of advertising funds, enhancing referral service web-presence, an active social media presence, tailored promotion of our key pamphlets and resources, and co-sponsorships of relevant CPD. We are currently developing creative marketing changes and enhancements to promoting the profession, PAA, and specifically the PAA Referral Service. In addition to our longstanding advertising arrangement with Moods national magazine, we now have an agreement with Apple Magazine to ensure psychological content and advertising for PAA and our PAA Referral Service and have similar agreements in various stages of development with Alberta Views Magazine, Edmonton Catholic Schools online, Health Unlimited Television (common in medical waiting rooms), and Vulcan Medical News.

Closing Notes

Your association's productivity rests on a wealth of committed volunteers – please review the volunteers list in [Appendix 1](#) and thank these colleagues for their commitment to our profession and the psychological health and wellness of all Albertans. Volunteer recruitment, retention, and recognition initiatives are ongoing. The PAA team is exceptional and this close-knit and hard working group should be acknowledged for their personal and professional contributions. It is a pleasure to be a member of this outstanding group of staff and volunteers.

It is a privilege to serve the profession and our members in this capacity.

Dr Judi L Malone
Director, Education and Communications,
May, 2016

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Ms. Bonnie Rude-Weisman - Vice President
Ms. Stephanie Laue - Treasurer
Dr. Neil Mulholland - Parliamentarian
Dr. Jo Eustace
Dr. Jake Tremblay
Dr. Michelle Drefs
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Ms. Nada Taliani
Mr. Mitchell Colp – Student Board Member

Committees

Awards Adjudicating Committee

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Dr Emma Climie
Dr Kerry Mothersill
Dr Lynda Phillips
Dr. Erik Wikman
Dr. Jessica Van Vliet

Executive Director Evaluation Committee

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PAA Forum Committee

Dr. Judi Malone – Chair
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Dr. Deena Martin
Ms. Vanessa Watson
Ms. Neelam Chadha
Ms. Tamara Lane

Psychologically Healthy Workplace Committee

Dr. Colleen Lucas-Co-chair
Ms. Rosemarie Nardella-Co-chair
Mr. Don Beeken
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Ms. Emma Geoghegan
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Dr. Troy Janzen
Mr. Robert McGarva
Ms. Amanda Smith-Demers
Ms. Michele Pentyluk

Task Forces

Psy. D. Task Force

Dr. Don Sawatzky
Dr. Jim Eliuk

Representatives & Editors

APA Rural Health Coordinator Representative for Alberta

Mr. Robert McGarva

Book Review Editor

Dr. Michelle Vandegriend

Disaster Response Network Coordinator

Dr. Wendy Hawkins

Psymposium Editor

Dr. Michelle Vandegriend

Public Education Coordinator Representative to APA

Dr. Brent MacDonald

SPTA Psychology in the Workplace Network (PWN) Representative to APA

Mr. Don Beeken

**Dr. Wendy Hawkins – Disaster Response Network
Co-ordinator**

Dr. Claude Prefontaine
 Dr. Sonia W. Masciuch
 Mr. Francois Roy
 Dr. Stephen Carter
 Dr. Janice M. Vian
 Dr. Colleen Braun
 Dr. Shirley Vandersteen
 Ms. Sherrie Banks
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 Ms. Edna Knowlton Fussell
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 Dr. Dustin T. Shannon-Brady
 Dr. Gary J. Meiers
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 Ms. Susannah Horgan
 Ms. Ashley Mielke
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 Ms. Bonnie Rude-Weisman
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 Ms. Sherilyn Connor
 Ms. Lisa Priebe
 Ms. Ann Kathleen Atkinson
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Media Guide and Directory

Dr. Jon Amundson
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 Dr. James Battle
 Ms. Mallory Becker
 Ms. Karen Bell
 Dr. Richard Bickley
 Ms. Linda Bochek
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 Dr. Colleen Lucas
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 Dr. Deborah Dobson
 Dr. Keith Dobson
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 Dr. Robert Faltin
 Dr. Ganz Ferrance
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 Dr. Larry Fong
 Ms. Danielle Forth
 Dr. Wendy Froberg
 Ms. Janette Fox
 Dr. Keli Furman
 Ms. Shelley L. Geran
 Ms. Debra Goethe
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 Ms. Deborah Herrewynen
 Dr. Roger Holden
 Mr. Cory Hrushka
 Ms. Primrose Igonor
 Ms. Holly Lynne James
 Dr. Troy Janzen
 Dr. Gregor Jason
 Mr. Paul Jerry
 Dr. Ronna Jevne
 Ms. D. Cheryl Kalinowski
 Dr. Paulene Kamps
 Dr. Patrick Keelan
 Dr. David Keyes
 Ms. Marlis Krueger
 Ms. Deborah R. Lain
 Ms. Kendice Limoges
 Mr. Roger Moses
 Dr. Horst H. Mueller
 Dr. Neil J. Mulholland
 Ms. Rosemarie Nardella
 Dr. Joan Neehall
 Dr. Monty K. Nelson
 Ms. Helen Neufeld
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Dr. Jake Tremblay
Dr. Stephen Truch

Dr. Brian M. Zelt
Dr. Peter Wass
Mr. Christopher Wuerscher
Dr. Emily Wang
Ms. Doris Vincent
Mr. Dene Shipowick
Mr. Christopher Shorrock
Dr. Anne Price
Mr. Peter Rajeski

Appendix 2: 2016 Psychology Month Events in Alberta

Social Media

PAA doubled its social media outputs (Facebook, Twitter, & LinkedIN) in February in recognition of Psychology Month. Included in the regular social media feed was the promotion of CPA's new Fact Sheets which were released each Tuesday in February.



Displays & Exhibits

- Throughout the month Stanley A. Milner and St. Albert public libraries displayed information on mental health and psychology. The displays included information about PAA and psychological concerns such as anxiety, depression, ADHD, and parenting. Ms. Erin Buhr organized this event.
- Throughout the month Mr. Colin Collett displayed a variety of PAA promotional materials within each of the High Prairie School Division staff rooms. Providing additional information to teachers on psychological services while promoting the profession.
- Throughout the month Kells Counselling and Family Solutions displayed PAA promotional materials during February in their main reception area as well as in their psychologists' offices. Materials were handed out to clients when interested.
- Throughout the month the psychologists at Creating Solutions challenged all Alberta Psychologists to "PUT YOUR MONEY WHERE YOUR MOUTH IS" for February, Psychology Month. This was a fundraising challenge to donate one billable hour (the recommended rate of \$190.00) to the Psychological Services Fund during February 2016.
- Throughout the month Ms. Zuraide Dada distributed PAA psycho-educational materials to primary care facilities and co-presented a lunch & learn on "Domestic Violence in the workplace" and distributed PAA materials in Calgary.
- In February Dr. Paulene Kamps was invited to join a panel of experts to create the international recommendations for Developmental Coordination Disorder (DCD).
- February 2nd – Ms. Silva Henning and Ms. Caroline LaPierre attended PAA's display booth with a variety of materials at The University of Calgary - Career Expo.
- February 2 – 11th – PAA materials were displayed in public areas, accompanied by Psychology staff to answer questions at the following Alberta Health Services locations: Foothills Medical Centre, Sheldon M. Chumir Health Centre, Alberta Children's Hospital and Richmond Road Diagnostic and Treatment Centre.
- Ms. Shelly Skelton offered a series of free information sessions at Country Hills Library on Mondays about mental health issues that impact youth and families.
 - February 8th – Emotional Intelligence
 - February 22nd – Depression
 - March 7th – Anxiety
 - March 14th – Cyber-bullying
 - TBA – Self-harm
- February 11 – 12th - 2016 Calgary City Teachers' Convention was held at Telus Convention Centre and manned by Ms. Sherri-Lynn Pearce, Ms. Dee Dee Kay, Ms. Marina Agafonov, Ms. Zuraida Dada and Ms. Sophia Lang.
- February 18th – PAA offered an internal Brown Bag Luncheon on Psychological Health & Wellness presented by Dr. Judi Malone.
- February 25 – 26th - Ms. Naznin Virani displayed a variety of PAA materials in her private practice offices in Sherwood Park and Edmonton.
- February 25 – 26th - 2016 Greater Edmonton Teachers' Convention was held at the Shaw Conference Centre and manned by Dr. Deena Martin, Dr. Jim Eliuk, Ms. Neelam Chadha and Mr. Colin Auschrat.

Appendix 3: Media Events 01 April 2015 – 31 March 2016

Psychology in the Media

Events Generated through the PAA Office

- April 15, 2015 – Dr. Patrick Keelan and Mr. Sheldon Walker were interviewed on 660 News/Calgary’s All News Radio segment “Flames fever good for the brain”.
- July 6, 2015 – Dr. Judi Malone wrote a guest column in a The Medicine Hat News entitled “Medicine Hat takes a stand to tackle the psychological trauma of homelessness”.
- July 29, 2015 – Dr. Judi Malone appeared on an Alberta Primetime – Primer segment “Regulating Counsellors”. June 1, 2014 – Dr. Wendy Froberg was quoted in a Calgary Journal article entitled “Lost within addiction”.

Events Not Generated Through the PAA Office

- **March/April 2015 issue** – Dr. Paulene Kamps article was published in National Association for School Psychologists – Communiqué Viewpoints entitled “School Psychology, Psychomotor Functioning, and Poor Motor Skills”.
- **April 6, 2015** – Dr. Brent Macdonald and Dr. Janet Miller appeared on an Alberta Primetime segment “Keeping children from playing violent video games & Security and comfort items for kids”.
- **April 8, 2015** – Ms. Claire Wilde appeared on a Global Morning News segment “Alberta budget cuts to financial aid for special-needs children”.
- **April 23, 2015** – Mr. Michael Barrett appeared on a Global News segment “Calgary program helps young adults with autism make friends”.
- **May 11, 2015** – Mr. Jason Jones was quoted in an Edmonton Journal article entitled “Weighing surgery dangers”.
- **May 11, 2015** – Dr. Patrick Baillie appeared on a Global News segment “No word on public inquest to Janzen family deaths”.
- **May 13, 2015** – Dr. Janet Miller and Dr. Ganz Ferrance appeared on an Alberta Primetime segments “Spending time together: quality over quantity & Managing sibling rivalry”.
- **Spring 2015** – Dr. Brian Zelt was interviewed and quoted in an Alberta Health Services – grip magazine article “Yours to Keep – How do you know when it’s time to tell a secret?”
- **Spring 2015** - Dr. Brian Zelt was interviewed and quoted in an Alberta Health Services – grip magazine article “The Grass is Greener – How better decision making skills can help you avoid looking back with regret”
- **2015 issue** - “Teach Your Children Well – Help Beyond ‘Just Say No!’” an article written by Hull Psychological Services clinicians adjoining pieces which are part of an ongoing series of articles for Calgary’s Child magazine.
- **June 2, 2015** – Dr. Ganz Ferrance was interviewed and quoted in an Area H men’s magazine in Brazil article on Paranoia and how to deal with it.
- **June 15, 2015** – Dr. Laura Hambley is the founder and president of Work EvOHlution which was featured in a The Calgary Herald article entitled “Startup of the Week – Work EvOHlution”.
- **June 20, 2015** – Ms. Kendice Limoges appeared on a Global News – Calgary’s Child segment “Talking to your teen about drugs and alcohol”.
- **June 22, 2015** – Mr. Kevin Ruddell appeared on a Global News segment “Life after Loss Part 1: ‘No end to grief’”.
- **June 23, 2015** – Dr. Kristin von Ranson appeared on a Global News Edmonton segment “Mom prepares for 300-km run to help daughter battle anorexia”.
- **June 30, 2015** - Dr. Brent Macdonald and Dr. Ganz Ferrance appeared on an Alberta Primetime segments “What’s the best way to deal with ADHD & The impact of yelling at your kids”.
- **July 7, 2015** - Dr. Janet Miller and Dr. Ganz Ferrance appeared on an Alberta Primetime segments “RCMP to parents: be in charge & ‘Autonomous motherhood’ ”.
- **July 14, 2015** – Dr. Brent Macdonald appeared on an Alberta Primetime lifestyle segment “Are too-involved parents causing problems?”
- **July 29, 2015** – Dr. Brent Macdonald appeared on an Alberta Primetime lifestyle segment “The growing popularity of gender neutral names”

- **August 4, 2015** – Dr. Laura Hambley’s company Work EvOHlution was featured in Alberta Venture article entitled “Alberta’s 20 Most Innovative Organizations”.
- **August 12, 2015** – Dr. Heather Macdonald appeared on a Global News segment “Raw interview: Psychologist explains how to talk to kids about drugs”.
- **August 25, 2015** – Dr. Patrick Keelan, Dr. Brent Macdonald and Dr. Ganz Ferrance appeared on an Alberta Primetime segments “Long-held bullying beliefs may be wrong & Are university students being coddled?”
- **September 14, 2015** – Dr. Brent Macdonald and Dr. Ganz Ferrance appeared on an Alberta Primetime segments “Back to school stresses for kids and parents” & “Worried about your child wearing dark clothing?”
- **September 17, 2015** – Dr. Ganz Ferrance was interviewed and quoted in Our Weekly – Los Angeles article entitled “The truth about Black violence”.
- **September 28, 2015** – Ms. Kendice Limoges appeared on a Global Morning News Calgary segment “How to recognize when your child stressed or dealing with anxiety”.
- **September/October issue** – “Sick with Worry? Understanding Child Anxiety” an article written by Hull Psychological Services clinicians for Calgary’s Child magazine.
- **2015 Autumn issue** – “What Steve Segal taught me ... coping with challenging people” an article written by Dr. Ganz Ferrance and published in Wellness Alberta magazine.
- **October 8, 2015** – Dr. Patrick Keelan and Dr. Ganz Ferrance appeared on an Alberta Primetime segments “New campaign aims to prevent suicide” & “Should mindfulness be taught in school?”
- **October 27, 2015** – Dr. Laura Hambley’s company Work EvOHlution was featured in a Flexible Boss article entitled “Personality testing for flexible work: useful tool or total ‘tosh’?”
- **October 27, 2015** – Dr. Susan Macdonald appeared on Alberta Primetime – Lifestyle Panel segments “dealing with bereavement time” & “Going into work with the flu”.
- **November 2015 issue** – Dr. Beth Hedva was interviewed and quoted in a Reader’s Digest article entitled “How to Forgive: A Four-Step Plan”.
- **November 10, 2015** – Dr. Ganz Ferrance appeared on 630 CHED - The Ryan Jespersen show entitled “Dorms for Grown-ups”.
- **December 2015 issue** – Mr. Farrel Greenspan was interviewed by Canadian Mental Health Association and quoted in an My Mental Health newsletter article entitled “8 Tips For Holiday Mental Wellness”.
- **December 2015 issue** – Dr. Paulene H. Kamps article was published in National Association for School Psychologists – Communiqué entitled “DSM-5 & School Psychology: Developmental Coordination Disorder”.
- **December 1, 2015** – Ms. Janet Caryk appeared on 630 CHED – Afternoon News show entitled “Fright Night – Time to Face Your Fears”.
- **December 5, 2015** – Ms. Angelica Rojas was quoted in an Edmonton Journal article entitled “Helping perpetrators may be key to progress on domestic violence, Edmonton workers say”.
- **December 8, 2015** – Dr. Ganz Ferrance, Dr. Brent Macdonald and Dr. Janet Miller appeared on Alberta Primetime segments “Coping with seasonal blues” & “Staying within a holiday budget”.
- **December 31, 2015** – Dr. Ganz Ferrance was interviewed on CBC Edmonton AM Radio on the topic “Why New Year’s resolutions fail”.
- **January 12, 2016** – Dr. Susan MacDonald and Dr. Ganz Ferrance appeared on Alberta Primetime segments “Dealing with mounting layoffs across the province” & “Workplace trends in 2016”.
- **January 18, 2016** – Dr. Ganz Ferrance was interviewed and quoted on CBC Edmonton News segment “Blue Monday blahs a far cry from depression, expert says”.
- **January 18, 2016** – Dr. Linda Hancock wrote an article for The Medicine Hat News entitled “Beating the winter blues”.
- **January 25, 2016** – Dr. Brent Macdonald and Dr. Ganz Ferrance appeared on Alberta Primetime segments “Is the mid-life crisis a myth?” & “Mental health issues during a recession”.
- **January 28, 2016** – Ms. Sharon Smith was interviewed and quoted on Radio Active segment “Campaign asks Alberta psychologists to buck up for mental health” ‘Put Your Money Where Your Mouth Is’ campaigns for affordable psychological

services.

- **February 6, 2016** – Ms. Kendice Limoges with Hulls Psychological Services was interviewed on Global News – Calgary’s Child segment “Seasonal Affective Disorder, what to do about it and who can help”.
- **February 22, 2016** – Dr. Janet Miller and Dr. Susan MacDonald appeared on Alberta Primetime segments “Should spanking be banned in Canada?” & “Ensuring all students feel safe and included”.
- **March/April 2016 issue** – Dr. Ganz Ferrance article was published in YEGFITNESS magazine entitled “Spring-Clean Your Head”.
- **March 15, 2016** – Dr. Brent Macdonald appeared on Alberta Primetime segments “Where are the jobs in Alberta?” & “Should companies be trying to ban social media at work?”
- **March 29, 2016** – Dr. Susan MacDonald appeared on Alberta Primetime segments “When capable children say ‘I can’t’” & “The importance of risky play for children”.
- **Dr. Ganz Ferrance appears regularly on 630 CHED – Afternoon News radio segment “How does that make you feel?”**
 - April 24th – Effects of sleep apnea
 - May 27th – Spring cleaning your head
 - June 24th – The difference in thinking between men and women
 - August 19th – Discussion on parenting and teaching children about safety on-line
 - August 26th – Cheating – Why people do it, how do you deal with it and can a relationship survive it?
 - September 30th – Confrontations and challenges in the workplace
 - October 28th – Fears
 - November 25th – Fears & Terrorism
 - December 16th – Seasonal Affective Disorder (SAD)
 - February 3rd – What are the rules and guidelines to social media in relationships?
 - March 30th – Postpartum Depression
- **Dr. Ganz Ferrance appears regularly on a television program “Alberta Primetime – as a health panelist:**
 - May 4th - The rise of ‘on-demand’ employees & Is LinkedIn actually important to your career?
 - June 2nd - Is it time to move away from stat holidays? & How your out-of-work behaviour can impact your job.
 - June 9th – The Edmonton school bus incident & How young is too young for extreme sports?
 - July 20th – Periods between interview, start date increasing & Negotiating vacation time.
 - August 10th – Are teens addicted to technology? & Playing favorites with your kids.
 - August 17th – Being picky eaters as kids may lead to problem & Getting kids to help around the house.
 - September 29th – Collecting data on employees – hit or miss? & Poor economy = poor mental health?
 - February 9th – Average relationship length is not great & Hallmark holiday or something more?
 - March 21st – Rage Yogo is gaining popularity & Subverbing the swimsuit model trend.
- **Dr. Ganz Ferrance appeared on Edmonton CTV News Edmonton:**
 - April 7th – Sleep apnea
 - May 5th – Spring cleaning your mind
 - June 2nd – What you need to know about men and relationships
 - July 7th – Surviving summer with your kids
 - August 4th – Ganz Ferrance and your brain’s bouncer
 - September 1st – People for People Conference & Managing stress and embracing change
 - October 6th – Dr. Ganz Ferrance chats about change and how to manage the stress that comes along with it.
 - October 28th – Talking about fear
 - November 25th – How to cope with tragic world events
 - December 11th – Holiday Helping – Psychologist
 - December 16th – Beating the winter blues
 - December 30th – Keeping your head up if you don’t keep your New Year’s resolution
 - January 27th – Keeping the conversation on mental health going, and ways to combat the stigma.
 - January 27th – The importance of talking about mental health and how to ask for help when you need it.
 - March 30th – Postpartum Depression

- **Dr. Linda Hancock wrote articles in her regular column for The Medicine Hat News – All Psyched Up:**
 - April 10th – The three Cs – Change, Control and Choice
 - April 17th – Why choose a psychologist?
 - April 24th – Where are you?
 - May 1st – Everyone wins with Izzy Doll project
 - May 8th – A new princess
 - May 15th – Victoria Day weekend: Time for transition
 - May 22nd – Be wise and compassionate when it comes to suicide
 - May 29th – Text messaging can ruin a relationship
 - June 12th – New Trends
 - June 19th – Face your fears and take action to eliminate them
 - June 26th – God Keep Our Land
 - July 3rd – Are you a victim or a martyr?
 - July 10th – Are you a perpetrator or an offender?
 - July 17th – Are you a perpetrator or an offender? Part two
 - July 24th – Are you a rescuer or an enabler?
 - July 31st – Getting healthy again
 - August 7th – Happiness is ...
 - August 14th – Mistakes that hamper personal progress
 - August 21st – We could all learn from Alexander’s story
 - August 28th – Computer addiction
 - September 4th – Five steps for protecting children from sexual abuse
 - September 11th – What you say with your clothes
 - October 30th – Procrastination can often lead to problems
 - November 6th – Understanding on Nov. 11 and victory remembered
 - November 13th – In the blame game, you’re never a winner
 - November 20th – Supports are vital and other things to know about people in crisis
 - November 27th – Self-image: You are what you think
 - December 4th – Christmas resolutions
 - December 11th – Teach people how to treat you
 - December 18th – The Christmas story is all around us
 - January 8th – Get started right
 - January 15th – Trust might not be a good thing
 - January 22nd – Pay your bills, get back on track
 - January 29th – Four factors that lead to entitlement
 - February 3rd – I want to do what you do
 - February 12th – There are several ways to spend Valentine’s Day
 - February 19th – Three key concepts
 - February 26th – Is your partner a sex addict?
 - March 4th – The challenge of immigration and how you can help.
 - March 11th – Don’t wait for things to change
 - March 18th – Expectations, consistency and other parenting issues

- **Dr. Linda Hancock wrote articles in her regular column for Indian Head Wolsley News – All Psyched Up:**
 - April 9th – Three “C”s
 - April 16th – Why A Psychologist?
 - May 14th – A Day Off!
 - May 21st – Suicide Risk
 - May 28th - How to Ruin Relationships!
 - June 18th – Face the Fear
 - June 25th – Good Keep our Land
 - July 9th – Are you a perpetrator or offender?
 - July 16th – Are you a rescuer or enabler?
 - August 13th – Happiness is ...
 - October 22nd – Our Perception of Time
 - November 5th – Victory Remembered
 - November 12th – The Blame Game!

- November 19th – Help – I’m in Crisis!
- November 26th – Self-Image: You are what you think!
- December 3rd – Christmas Resolutions
- December 10th – Teach people how to treat you
- December 17th – The Christmas story is all around us
- January 7th – Get Started Right
- January 14th – Trust might not be a good thing
- January 21st – Pay Up!
- January 28th – Entitlement
- February 11th – Three Key Concepts
- February 25th – Is your partner a sex addict?
- March 17th – Parenting Problems
- March 24th – What do you have to give?
- March 31st – The challenge of immigration

Career Fair and Public Speaking Engagements

Events Not Generated Through the PAA Office

- May 6, 2015 – Dr. Wes Miller, Ms. Janet Caryk and Ms. Novjvot (Joti) Brar-Josan from The Centre for Cognitive Behavioral Therapy spoke to two Sir George Simpson Junior High School student groups during health day on mental health Mood and Anxiety Disorders.



Appendix 4: Auditors Report 2015-2016 (Financial Statements)

Psychologists' Association of Alberta
Financial Statements
For the year ended March 31, 2016

Psychologists' Association of Alberta
Financial Statements
For the year ended March 31, 2016

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Independent Auditor's Report

To the Board of Directors of
Psychologists' Association of Alberta

We have audited the accompanying financial statements of Psychologists' Association of Alberta, which comprise the statement of financial position as at March 31, 2016, and the statements of changes in net assets, operations and cash flows for the year then ended, and 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.

Auditor's Responsibility

Our responsibility is to express an opinion on these financial statements based on our audit. We conducted our audit 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 the auditor's 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, the auditor considers internal control relevant to the Association'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 Association'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 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 Psychologists' Association of Alberta as at March 31, 2016, and the results of its operations and its cash flows for the year then ended in accordance with Canadian accounting standards for not-for-profit organizations.



Chartered Professional Accountants

Edmonton, Alberta
May 18, 2016

**Psychologists' Association of Alberta
Statement of Financial Position**

March 31	2016	2015
Assets		
Current		
Cash	\$ 951,785	\$ 912,786
Accounts receivable	2,597	1,411
Prepaid expenses	16,871	22,720
	971,253	936,917
Capital assets (Note 2)	648,959	659,691
	\$ 1,620,212	\$ 1,596,608
Liabilities and Net Assets		
Current		
Accounts payable and accrued liabilities (Note 3)	\$ 21,633	\$ 24,042
Deferred revenue (Note 4)	417,821	438,990
Current portion of long-term debt (Note 5)	271,250	13,494
	710,704	476,526
Long-term debt (Note 5)	-	271,286
	710,704	747,812
Net assets		
Unrestricted	521,717	428,610
Internally restricted (Note 8)	10,082	45,275
Invested in capital assets	377,709	374,911
	909,508	848,796
	\$ 1,620,212	\$ 1,596,608

Approved on behalf of the board:

_____, Director

_____, Director

The accompanying notes and schedules are an integral part of these financial statements.

Psychologists' Association of Alberta Statement of Changes in Net Assets

For the year ended March 31 2016

	Unrestricted	Internally restricted	Invested in capital assets	Total
Balance, beginning of year	\$ 428,610	\$ 45,275	\$ 374,911	\$ 848,796
Excess (deficiency) of revenue over expenditures for the year	92,398	(3,637)	(28,049)	60,712
Funding of capital assets	(2,754)	(2,099)	4,853	-
Funding of long-term debt and interest	(25,994)	-	25,994	-
Interfund transfer (Note 8)	29,457	(29,457)	-	-
Balance, end of year	\$ 521,717	\$ 10,082	\$ 377,709	\$ 909,508

For the year ended March 31 2015

	Unrestricted	Internally restricted	Invested in capital assets	Total
Balance, beginning of year	\$ 371,945	\$ 104,657	\$ 309,668	\$ 786,270
Excess (deficiency) of revenue over expenditures for the year	84,645	-	(22,119)	62,526
Funding of capital assets	(1,984)	(59,382)	61,366	-
Funding of long-term debt and interest	(25,996)	-	25,996	-
Balance, end of year	\$ 428,610	\$ 45,275	\$ 374,911	\$ 848,796

The accompanying notes and schedules are an integral part of these financial statements.

Psychologists' Association of Alberta Statement of Operations

For the year ended March 31	2016 Actual	2016 Budget	2015 Actual
Revenue			
Membership fees	\$ 503,192	\$ 497,500	\$ 473,219
Referral service fees - net	53,732	54,000	51,472
Insurance rebate	13,142	13,141	9,832
Newsletters, publications and website - net (Schedule 1)	5,237	1,500	9,460
Conference and workshops - net (Schedule 2)	12,642	7,500	13,858
Interest	4,588	4,000	5,490
Grants	2,500	-	-
Sundry	639	565	742
Books and periodicals	78	-	22
	595,750	578,206	564,095
Expenditures			
Salaries and related benefits	365,536	380,000	339,494
Board and Executive Director travel	31,644	39,000	31,879
Condo fees and security	18,483	18,560	16,123
Amortization	15,490	-	9,413
Interest and bank charges	14,150	16,000	13,207
Office and computer	13,592	17,800	8,603
Property taxes	12,750	13,000	10,085
Interest on long-term debt	12,465	26,500	12,706
Professional fees	11,190	14,000	16,538
Advocacy	7,798	9,000	5,175
Dues and fees	7,108	6,800	6,751
Janitorial	5,387	5,450	5,330
Telephone	4,689	4,500	4,073
Equipment rental	4,325	5,000	5,650
Awards and volunteer appreciation	3,031	2,500	1,108
Insurance	2,927	3,000	3,084
Committees	2,364	4,500	4,753
Printing	2,124	3,000	2,809
Postage and courier	874	2,000	1,687
Books and periodicals	403	500	378
Bad debts (recovered)	(1,386)	-	2,723
	534,944	571,110	501,569
Excess of revenue over expenditures before undernoted item	60,806	7,096	62,526
Loss on disposal of capital assets	(94)	(1,000)	-
Excess of revenue over expenditures for the year	\$ 60,712	\$ 6,096	\$ 62,526

The accompanying notes and schedules are an integral part of these financial statements.

Psychologists' Association of Alberta Statement of Cash Flows

For the year ended March 31	2016	2015
Cash flows from operating activities		
Excess of revenue over expenditures for the year	\$ 60,712	\$ 62,526
Adjustments for non-cash items		
Amortization	15,490	9,413
Loss on disposal of capital assets	94	-
	<u>76,296</u>	<u>71,939</u>
Change in non-cash working capital items		
Decrease (increase) in accounts receivable	(1,186)	2,355
Decrease in prepaid expenses	5,849	48,365
Decrease in accounts payable and accrued liabilities	(2,409)	(6,868)
Increase (decrease) in deferred revenue	(21,169)	150,990
	<u>57,381</u>	<u>266,781</u>
Cash flows from investing activity		
Purchase of capital assets	(4,853)	(61,366)
Cash flows from financing activity		
Repayment of long-term debt	(13,529)	(13,290)
Increase in cash during the year	38,999	192,125
Cash, beginning of year	<u>912,786</u>	<u>720,661</u>
Cash, end of year	\$ 951,785	\$ 912,786

The accompanying notes and schedules are an integral part of these financial statements.

Psychologists' Association of Alberta Notes to the Financial Statements

March 31, 2016

Nature of operations

Psychologists' Association of Alberta (the "Association") was incorporated on June 26, 1996 under the Societies Act of Alberta and is not subject to income tax under Section 149 (1) (l) of the Income Tax Act. It was formed pursuant to a vote of the members of the College of Alberta Psychologists (formerly the Psychologists' Association of Alberta) on November 30, 1995 to separate regulatory and disciplinary functions of the College from the fraternal and collegial functions. The Association coordinates the efforts of its members, provides support and acts as an advocate for the psychology profession.

1. Summary of significant accounting policies

The financial statements are prepared by management in accordance with Canadian accounting standards for not-for-profit organizations.

The significant accounting policies used are as follows:

Accounting estimates

The preparation of financial statements in accordance with Canadian accounting standards for not-for-profit organizations requires management to make estimates and assumptions that affect the reported amount of assets and liabilities, disclosure of contingent assets and liabilities at the date of the financial statements and the reported amount of revenue and expenditures during the reported period. These estimates are reviewed periodically and are reported in earnings in the period in which they become known. Actual results could differ from these estimates.

Revenue recognition

The Association follows the deferral method of accounting for contributions. Restricted contributions are recognized as revenue in the year in which the related expenditures are incurred. Unrestricted contributions are recognized as revenue when received or receivable and the amount to be received can be reasonably estimated and measurement is reasonably assured.

Membership and referral service fees are recognized as revenue in the period to which the fee relates. Membership fees received in advance are recorded as deferred revenue.

Conference and workshop fees are recognized as revenue in the period in which the events are held. Any fees received in advance are recorded as deferred revenue.

Grants are recognized as revenue in the year in which the related expenditures are incurred.

Investment income is recognized as revenue when earned.

Psychologists' Association of Alberta Notes to the Financial Statements

March 31, 2016

1. Summary of significant accounting policies (continued)

Financial instruments

The Association initially measures its financial assets and liabilities at fair value adjusted by, in the case of a financial instrument that will not be measured subsequently at fair value, the amount of transaction costs directly attributable to the instrument. Amounts due to and from related parties are measured at the exchange amount, being the amount agreed to by the related parties.

The Association subsequently measures its financial assets and financial liabilities at amortized cost, except for derivatives and equity securities quoted in an active market, which are subsequently measured at fair value. Changes in fair value are recognized in operations.

Financial assets measured at amortized cost are tested for impairment when there are indicators of possible impairment. When a significant adverse change has occurred during the period in the expected timing or amount of future cash flows from the financial asset or group of assets, a write-down is recognized in operations.

Capital assets

Capital assets are recorded at cost. The Association provides for amortization using the following methods at rates designed to amortize the cost of the capital assets over their estimated useful lives. Amortization of additions is provided in the year of purchase at one-half the normal rate. No amortization is recorded in the year of disposal. The condominium unit is not subject to amortization currently as the salvage value is in excess of cost. The annual amortization rates and methods are as follows:

Asset	Method	Rate
Condominium unit	Declining balance	4%
Furniture and fixtures	Declining balance	20%
Computer equipment	Declining balance	30%
Computer software	Declining balance	20% - 100%

Leases

Leases are classified as either capital or operating leases. Leases that transfer substantially all of the benefits and inherent risks of ownership of property to the Association are accounted for as capital leases. At the time a capital lease is entered into, an asset is recorded together with its related long-term obligation to reflect the acquisition and financing. Equipment recorded under capital leases is amortized on the same basis as described above. Payments under operating leases are expensed as incurred.

Contributed services

Volunteers contribute significant amounts of time to assist the Association in carrying out its service delivery activities. Due to the difficulty of determining a fair value for their services, there has been no amount recognized in these financial statements.

Psychologists' Association of Alberta
Notes to the Financial Statements

March 31, 2016

2. Capital assets

	2016		2015	
	Cost	Accumulated Amortization	Cost	Accumulated Amortization
Condominium unit	\$ 594,864	\$ -	\$ 594,864	\$ -
Furniture and fixtures	31,634	26,484	31,634	25,336
Computer equipment	17,134	12,819	18,641	13,901
Computer software	64,243	19,613	60,493	6,704
	707,875	58,916	705,632	45,941
Net book value	\$ 648,959		\$ 659,691	

3. Accounts payable and accrued liabilities

Included in accounts payable and accrued liabilities are government remittances of \$1,386 (2015 - \$3,158).

4. Deferred revenue

Deferred revenue represents the receipt of membership and workshop fees that relate to the subsequent period.

5. Long-term debt

	2016	2015
Bank loan, \$2,170 payable monthly including interest at 4.5% per annum, due February 7, 2017	\$ 271,250	\$ 284,780
Less current portion	271,250	13,494
Long-term portion	\$ -	\$ 271,286

The bank loan is secured by a first charge over the Association's condominium unit which has a carrying value of \$594,864.

Psychologists' Association of Alberta
Notes to the Financial Statements

March 31, 2016

6. Related party transactions

Included in conference and workshops expenditures is \$6,300 (2015 - \$7,200) paid as honoraria to certain members who provided services to the Association for workshops. Included in travel expenditures is \$532 (2015 - \$1,443) paid as travel reimbursements to members as part of workshop services provided. These transactions have been measured at the exchange amount as agreed between the parties.

7. Commitments

The Association is committed to lease payments for equipment as follows:

2017	\$	3,840
2018		3,840
2019		3,840
2020		<u>2,880</u>
	\$	<u>14,400</u>

8. Internally restricted net assets

During the year, the Association transferred \$29,457 (2015 - \$nil) from internally restricted net assets to unrestricted net assets.

The internally restricted net assets at the end of the year are comprised of \$nil (2015 - \$30,275) for the Ecommerce database, \$3,315 (2015 - \$8,000) for the server and \$6,767 (2015 - \$7,000) for the media workshop.

		<u>2016</u>	<u>2015</u>
Opening balance	\$	45,275	\$ 104,657
Interfund transfer		(29,457)	-
Expensed during the year		(3,637)	(59,382)
Software purchase		<u>(2,099)</u>	-
Closing balance	\$	<u>10,082</u>	\$ 45,275

Psychologists' Association of Alberta Notes to the Financial Statements

March 31, 2016

9. Financial instruments

Transactions in financial instruments may result in an entity assuming or transferring to another party one or more of the financial risks described below. The required disclosures provide information that assists users of financial statements in assessing the extent of risk related to financial instruments.

(a) Credit risk

Credit risk is the risk that one party to a transaction will fail to discharge an obligation and cause the other party to incur a financial loss.

The Association is exposed to concentrations of credit risk through cash held at two financial institutions as the federal government only guarantees these deposits up to \$100,000 and, as such, the Association is exposed to the risks of each financial institution.

(b) Interest rate risk

Interest rate risk is the risk that the fair value or future cash flows of a financial instrument will fluctuate because of changes in market interest rates.

The Association is exposed to this risk through its fixed rate debt which is subject to interest rate risk, as the value will fluctuate as a result of changes in market interest rates.

Psychologists' Association of Alberta
Schedule 1 - Newsletters, Publications and Website - Net

For the year ended March 31	2016	2015
Revenue		
Website advertising	\$ 24,854	\$ 22,862
Newsletter advertising	2,488	5,449
Newsletter subscriptions	200	749
Website financial charge	183	-
	<u>27,725</u>	<u>29,060</u>
Expenditures		
Printing	13,966	12,716
Website maintenance	4,398	4,820
Mailout service	4,107	2,037
Postage and courier	17	27
	<u>22,488</u>	<u>19,600</u>
Excess of revenue over expenditures	\$ 5,237	\$ 9,460

**Psychologists' Association of Alberta
Schedule 2 - Conference and Workshops - Net**

For the year ended March 31	2016	2015
Revenue		
Workshops	\$ 32,155	\$ 47,035
Conference	28,345	-
	<u>60,500</u>	<u>47,035</u>
Expenditures		
Honoraria	16,923	14,567
Meals and coffee	14,750	7,435
Travel	7,179	4,967
Rent	3,545	5,879
Forum Committee	2,775	-
Administration fee	1,553	-
Sundry	461	63
Audio-visual equipment	268	-
Liability insurance	181	-
Printing	180	249
Postage and courier	43	17
	<u>47,858</u>	<u>33,177</u>
Excess of revenue over expenditures	<u>\$ 12,642</u>	<u>\$ 13,858</u>