



Annual Report

2016 – 2017

Year end 31 March 2017



TABLE OF CONTENTS

ABOUT US.....	3
2015-2020 PAA STRATEGIC GOALS	4
PRESIDENT’S REPORT	5
TREASURER’S REPORT	6
BOARD OF DIRECTORS & COMMITTEES	7
PROFESSIONAL SUPPORT SERVICES.....	10
CEO’S REPORT.....	15
Promote Strong Membership	15
Strengthen Psychology’s Voice	18
Influence Training	23
Collaborative Relationship with CAP	24
Good Governance.....	24
Appendix 1: PAA Volunteers	25
Appendix 2: Psychology in the Media.....	27
Appendix 3: Career Fair & Public Speaking Engagements.....	34
Appendix 4: 2017 Psychology Month Events	36
Appendix 5: Continuing Professional Development Activities.....	38
Appendix 6: Financial Statements	39

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 promote strong PAA membership, strengthen psychology's voice in Alberta, influence the training of Alberta psychologists to shape the future of the profession, maintain a collaborative relationship with the College of Alberta Psychologists to strengthen our role and provide unity for the profession, & to enhance good governance.

2015-2020 PAA STRATEGIC PLAN¹

1. Promote strong PAA membership
2. Strengthen psychology's voice in Alberta. Through improving access, influencing social policy, advocacy, and public education
3. Influence the training of Alberta psychologists to shape the future of the profession
4. Maintain a collaborative relationship with the College of Alberta Psychologists to strengthen our role and provide unity for the profession
5. Enhance good governance

¹ Updated at the September 2016 board retreat

PRESIDENT'S REPORT

It has been a year of change for your PAA! Our longstanding Executive Director, Pierre Berube, resigned from his position although he has continued his involvement with PAA through advocacy for our profession and mental health services for all Albertans. Dr. Judi Malone has competently stepped into the Executive Director (CEO) role and is forging new paths for PAA. She has an excellent team of support staff, who have helped make this time of change relatively seamless.

In addition to the change in leadership, we have also had a significant change in the composition of the PAA board. We are saying goodbye to 6 board members who have volunteered countless hours to our organization. Please join me in celebrating the significant contributions of Everett J. (EJ) Vroon, past president; Dr. Jake Tremblay, Vice President; Dr. Michelle Drefs, Nada Taliani, Dr. Neil Holland and Stephanie Laue. Returning this year will be myself, Dr. Jo Eustace and Amrita Bhar. We are welcoming 6 new board members who bring with them new ideas and a passion for our profession and mental health in Alberta. These six new board members are; Sandra Gallace, Dr. Sally Maclean, Lisa McIsaac, Dr. Kelly Schwartz, David St. Arnault, and Nicki Wilson.

I am honoured to have served as the President of PAA this last year. It has allowed me to bear witness to the wonderful work of our administrative staff, executive leaders and the countless volunteers for our organization. Let us continue to be a chorus of reason, compassion, diversity and inclusion as we move forward.

Bonnie Rude-Weisman, M.A. (Clinical Psychology)
Registered Psychologist (AB)
President
May 2017

TREASURER'S REPORT

This report covers the financial period from 01 April 2016 to 31 March 2017. The attached financial statements (Appendix 6) show that the PAA staff have maintained good control over income and expenses finishing the year with a surplus. The PAA continues to comply with all the policies and procedures developed for not-for-profit organizations to safeguard the association's assets.

Challenges during the year included the retirement of the Executive Director and the subsequent hiring of our new CEO, Dr. Judi Malone. We were also unexpectedly obliged to replace some computers and the phone system. Despite these events the organization managed to stay within budget.

In accordance with our by-laws, BDO Canada LPP served as the auditor for our association. Due to some delays the auditor's report was not available at the time of writing but will be presented at the Annual General Meeting. No significant issues are anticipated.

I would like to sincerely thank the PAA staff and especially the financial officer for their ongoing work in managing the budget and the financial resources. The PAA Board also has to be commended for their commitment to fiscal responsibility and sound decision making.

Dr Jonathan Eustace
R. Psychologist (retired)
Treasurer
May 2017

BOARD OF DIRECTORS & COMMITTEES

Board of Directors

Bonnie Rude-Weisman
Dr Jake Tremblay
Dr Jo Eustace
Dr Michelle Drefs
Amrita Bhar
Nada Taliani
EJ Vroon
Dr Neil Mulholland
Stephanie Laue
Erin Buhr – student representative

Awards Adjudicating Committee

Dr. Judi Malone – Chair
Dr Emma Climie
Dr Kerry Mothersill
Dr Lynda Phillips
Dr. Erik Wikman
Dr. Jessica Van Vliet

Forum Committee

Dr. Judi Malone – Chair
Dr. Jim Eliuk
Dr. Deena Martin
Tamara Lane

Representatives & Editors

APA Rural Health Coordinator Representative for Alberta

Robert McGarva

Psymposium and Book Review Editor

Dr. Michelle Vandegriend

Disaster Response Network Coordinator

Dr Judy Moench

Public Education Coordinator Representative to APA

Dr. Janet Miller

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

Don Beeken

Public Education Committee

Dr. Judi Malone – Chair
Dr. Brent MacDonald
Chris Shorrock
Hein Swanepoel
Erin Buhr
Dr Janet Miller

School Psychology Committee

Dr. Kelly Schwartz - Chair
Dr. Judi Malone
Troy Janzen
Michele Pentyliuk
Rob McGarva
Nina Wyrostok
Charlene Barva
Shawn Crawford
Kailyn Jones

Psychologically Healthy Workplace Committee

Colleen Lucas – co-chair
Rosemarie Nardella – co-chair
Don Beeken
Gerard Alberts
Danielle Forth

Committee Summaries

Awards Adjudicating Committee

The Awards Committee meets to:

- Review existing award nomination forms and criteria and recommend changes to the Board as required
- Review award nominations and select the recipients of the awards
- Review and address other issues related to awards at the direction of the PAA Board

The PAA Awards are presented every two years at PAA's biennial conference. This year the committee focused on selecting the recipients for the award presentation in May 2017.

Forum Committee

The mandate of the Forum Committee is to assist with the planning & organization of the PAA Forum for Learning, Connection, & Renewal occurring every 2 years. The committee will:

- Advise & make recommendations on format & content for the *PAA Forum for Learning, Connection, & Renewal*
- Generate ideas for speakers, keynote, & social activities
- Strategize marketing for the PAA Forum
- Consult on special projects as designated by the CEO (student poster sessions, invited speakers, etc.)
- Act as hosts during the PAA Forum
- Engage in other special tasks as approved by the Chair

This year, the committee focused on planning *PAA Connects 2017: Our Forum for Learning, Connection, & Renewal* hosted at Fort Edmonton Park 25 and 26 May 2017.

Public Education Committee

The Public Education Committee exists to assist PAA in raising the profile of psychology with the Alberta public and in educating the public about the role and importance of Psychology in Alberta. The committee will:

- Review current public education resources and drafting proposal for suggesting relevant changes specific to their currency & content
- Generate ideas for provincial public education campaigns & drafting proposals for same
- Assist with special public education activities as designated
- Assist with the recruitment & support of PAA volunteers for standard public education events (Teachers Convention, Career Fairs, PAA Display Booth Requests, etc.)
- Psychology Month planning and implementation of Psychology Month activities

This year, the committee executed a successful Psychology Month plan that saw psychology posters in almost every public library, various AHS locations, and several private practices; See Appendix 4 for the full list of 2017 Psychology Month activities.

School Psychology Committee

The School Psychology Committee gathers to:

- Advocate for meaningful and effective incorporation of psychologists in Alberta school systems
- Promote the profession of school psychology and professional practices that support the educational and psychological wellbeing of children in Alberta school systems.

This year the School Psychology Committee coordinated one of PAA's most successful workshops facilitated by the legendary Dr. Jerome Sattler. The workshop was held at the end of April in Calgary and had 150 participants. The committee also submits articles for publication in *Psymposium*, PAA's quarterly published magazine.

Psychologically Healthy Workplace Committee

The Psychologically Healthy Workplace Committee's terms of reference are:

- Further the role of psychology with Alberta businesses, government agencies and non-government organizations by encouraging psychologically healthy workplaces and promoting the contributions of psychology in the workplace;
- Increase awareness of the services available from psychologists to help organizations achieve their goals with respect to all stakeholders – employees and managers, customers, investors and the communities in which they operate; to help organizations see the positive contribution psychologists can make to improving results and the capacity to achieve those results in a sustainable way.
- To help psychologists recognize the diverse opportunities for them to offer services to enterprises of all kinds and deliver those services in a competent, helpful and rewarding manner.
- Organize an advertising campaign and solicit applications from businesses, government agencies and non-government organizations for the PAA's Healthy Workplace Initiatives award.

This year, the committee awarded the Red Deer Primary Care Network and Concordia University in Edmonton the 2016 Psychologically Healthy Workplace Initiative Award. Applications for the 2017 award have already begun being submitted.

PROFESSIONAL SUPPORT SERVICES

PAA prides ourselves on our professional support services. These include: a Practice Advisor Program, a Supervisor List, Liability Insurance partnership, Outcome-Informed practice initiatives, the PAA Referral Service, a collaborative Demographic Survey, and, an Administrative Structure that puts members first.

Practice Advisor Program

This program continues to provide a very useful and important service to members. All full and life members have access to the association's practice advisors. These experienced experts voluntarily provided information and guidance by responding to a total of 156 questions and issues this fiscal year. Topics included:

Assessment/Treatment Issues: 7 questions

- Use of an expired assessment tool
- Treatment options for client
- Assessment of victim of violent crime
- Treatment for minors
- Use of interpreter

Confidentiality: 4 questions

- Seeing another psychologist's clients in case of medical emergency
- Details of violent crime case
- Minor with relatives who are not legal guardians

Professional boundaries/Dual Roles/Conflicts of Interest: 15 questions

- Out-of-province clients
- Lawyer and dual roles
- Third party request to terminate sessions with client
- Contact with former client

File Management: 10 questions

- Fees for transfer of files
- Electronic file storage

General Ethical/Legal: 45 questions

- Court order to appear with records
- Providing counselling to police officers
- Information on receipts required by code of ethics or Alberta law?
- Dealing with insurance companies
- Use of mediators
- Marriage counselling general ethics

- Supervision of social workers

Informed Consent: 8 questions

- Contact details required for emergency situations
- Contest/divorce conflict

Release of Information: 24 questions

- Parents of child requesting session notes & drawings to present to lawyer
- Multi-medical team
- To social workers regarding child welfare case
- Adoption information
- Retired psychologist client files
- Third party disclosure of possible abuse

Reporting: 8 questions

- Letter requested from client for lawyer
- Record keeping in hospital setting
- Expert witness in court
- Reporting abuse

Private Practice: 17 questions

- Concerning to work with client who filed previous complaint about ethical issue
- Instructions regarding client files in legal will
- How to establish a private practice

Miscellaneous: 33 questions

- Ownership of client files
- Fees
- Client with trauma as a child at boarding school
- Mature minor status
- Ethical issues with suicidal clients
- Supervising Provisionals
- Telephone counselling

Members may access this service by contacting the PAA office to be matched with a practice advisor.

We extend our sincere appreciation and thanks to our Practice Advisors; for their significant contribution to the Association, its members, and the profession of psychology in Alberta

Supervisors List

PAA continues to assist provisional psychologists by maintaining a list of qualified supervisors we can refer them to.

Liability Insurance

PAA members continued to have access to significantly reduced rates for professional and general liability insurance, as well as specific rates on office insurance. This year, we have completed our third year in the 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 substantial financial benefit of membership with PAA.

Outcome Informed Practice

PAA is exploring how it can better assist our members in becoming more involved in outcome informed practice. PAA is seeking one or more psychologists to champion this initiative and be involved on a committee that would promote outcome informed practice. If you are interested, please contact the office.

Referral Service

By 31 March 2017, 225 psychologists were registered for PAA's referral service. PAA received an average of 109 referral service telephone calls per month, and PAA's online referral service directory was accessed an average of 780 times per month.

PAA's referral service continues to be an important service for Albertans, to easily access psychologists specific to their geographical area, or who have experience with specific issues, treatments, methodologies, or demographics.

Members of PAA's referral service are encouraged to update their referral profile online on a regular basis. Include a recent picture, brief bio, and specific qualifications that might assist Albertans to select the right psychologist for their specific need.

PAA's referral service is advertised regularly in *Moods* magazine nationally through a reciprocal arrangement with our quarterly-published magazine *Psymposium*. PAA also has a reciprocal arrangement with *Apple* magazine accessed by over 500, 000 Albertans in health settings.

Referral Service brochures are provided to various agencies upon request, and are displayed along with the referral service full colour banner at many events throughout the year, such as: teachers' conventions, career fairs, family physicians annual conference, and all PAA continuing professional development activities.

PAA encourages all eligible members to join the referral service.

Demographic Survey

A summary of the 5th demographic survey of PAA members facilitated by Keith Dobson, Xiaomiao Lil, and Pierre Berube, completed in 2016 and published in the August 2016 issue of *Psymposium*, is below.

The survey was administered in an online format, and an invitation to complete the survey was sent to all members of the College of Alberta Psychologists. Of the 3 271 individuals invited to participate, 34% completed the survey fully. The responses are believed to accurately reflect the

profession, with garnered statistics complimenting those kept by the College of Alberta Psychologists.

- Average number of years in professional practice in any jurisdiction: 12
- 49% attended a university in Alberta
 - 24% attended a university in other parts of Canada
 - 27% attended post-secondary outside of Canada
- Employment settings:

<ul style="list-style-type: none"> ○ Private practice: 34% ○ Schools: 15% ○ Hospitals: 12% ○ Community mental health clinics: 11% 	<ul style="list-style-type: none"> ○ Non-profit organizations: 9% ○ Post-secondary institutions: 8% ○ Primary health care, corrections, government, and corporate: 10% ○ Other: 3%
---	--
- Areas of specialization:
 - Counselling psychology: 37%
 - Clinical psychology: 27%
 - School psychology: 16%
 - Health psychology, neuropsychology, industrial/organizational psychology: forensic psychology, research, teaching, management and administration, rehabilitation psychology: 5%
- Client groups:

<ul style="list-style-type: none"> ○ Adults: 55% ○ Children: 14% ○ Adolescents: 10% 	<ul style="list-style-type: none"> ○ Families: 3% ○ Combination of categories: 13.6%
--	--
- Psychologists reported working an average of 37 hours per week, with 57% satisfied with how many hours they work
- Psychologists reported personal net taxable income ranging from 0\$ - \$568 000, with an average of \$92 329 CAD.
 - Men reported a mean income of \$112 425
 - Women reported a mean income of \$85 845
- 52% of psychologists reported their graduate training program prepared them for the demands of their career

This survey helped to provide a better understanding of the trends that shape the profession of psychology in Alberta.

Administration

Changes in how PAA staff work for you have been significant this year with a shift in organizational structure and leadership.

Staffing

The Director of Education and Communications role was abolished as I became your executive director, later renamed as your CEO. Pierre Berube retired as Executive Director and is currently a contractor addressing the generic mental health clinician classification. Our former executive

assistant became a provisionally registered psychologist and we congratulated Tamara Lane as we welcomed Brittany Stevenson into her role.

Organizational Structure

PAA had adopted a holocratic organizational system that sees our staff working on project teams with leadership roles. Staff also now have new titles which are Membership Officer, Finance Officer, Administrative Officer, Governance Officer, and Communications Officer. This followed a successful pilot project where staff responsibilities were aligned with current expertise, interests and needs and workloads were assessed.

Wellness

Our internal wellness initiative, “Healthy Us” is aimed at ensuring that PAA exceeds criteria for a psychologically healthy workplace and to role model extended health benefits for psychological service access. All staff have ongoing personal and professional growth plans.

CEO'S REPORT

The last operating year for PAA has witnessed both growth and change. Our longstanding and esteemed Executive Director, Pierre Berube retired after 13 years and I have been in the role as your CEO, officially, since 01 November 2017. Our membership is strong and we regularly engage members, other psychologists, and the public. Our referral service is an active resource and we continue to provide leadership around psychological health and wellness.

Promote Strong Membership

Our voluntary membership is impressive with ½ of Provisionals and more than 70% of registered psychologists in the province. Member services and communications are key in this regard.

Membership / Renewals

We are clarifying plans for vetting and following-up with life members and specific to the liability insurance program. Our latest insert in the CAP monitor now includes benefits of membership and outlines PAA awards and recognition.

Of interest, in January 2017, CAP reported to us that they have 2279 registered psychologists and 669 registered provisional psychologists on their registry. That would put us at having 52% of RPPs as members and 68% to 86% of registered psychologists as members (Life and Out-of-Province variables).

Year End Membership Totals

Membership Type	Mar-16	Mar-17
Full	1274	1012
Full with referral	241	193
Life	319	337
Life with referral	36	16
Out of province	34	28
Prof. Aff.	43	21
Provisional	343	267
Psych. Assistant	15	10
Student	91	40
Totals	2396	1924

Table 1. PAA membership category totals as of 31 March 2016 and 31 March 2017

Trends and Cumulative Growth

Year (at 31 March)	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
2017	1205	353	28	21	10	267	40	1924

Table 2. Cumulative growth for PAA membership since 2000

Trends in Number of Life Members

Year	Total Membership	Life	% of Membership
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%
2017	1924	353	18.35%

Table 3. Percentage of life members for the past 15 years, as of 31 March that year.

Employment Setting by Membership Type: 2016-2017

	Full	Full with Referral	Life	Life with referral	Out of Province	Professional Aff.	Provisional	Psyc. Asst.	Student	Total
Private Practice	641	181	131	16	17	11	136	5	7	1145
Schools	151	17	16	1	10	4	59		7	265
Private Agency: Non-Profit & Profit	141	22	10		4	7	75	2	11	272
AHS: Community Mental Health Clinics	129	6	10		1		33		3	182
Universities/Colleges	107	21	14	1	7		26		17	193
AHS/Covenant:Hospital	99	8	5		1		10	1	3	127
EAP/EFAP Agency	33	13	5		1	1	6		1	60
Business/Corporate	32	9	11	1	4	1	6	1	1	66
Primary Care Network /FCC or Shared Care	28	4	3		2	1	6			44
Gov AB Social Service	25	4	3		2	1	11	1	1	48
Corrections	18	1	5				2			26
WCB	17	3	2		1		1		1	25
Federal (no corrections)	12	8	1		1		1			23
On Leave from work	12						5	1	1	19
Other	12		6		2	1	1		1	23
Unemployed or Retired	10		15	1		1	3	1		31

Table 4. Self-reported employment setting data per membership category

Psychologists Per Capita

Alberta	72
British Columbia	25
Manitoba	53
New Brunswick	43
Newfoundland & Labrador	45
Nova Scotia	55
Ontario	27
Prince Edward Island	23
Quebec	91
Saskatchewan	46
Canada	49

Table 5. Number of psychologists per 100 000 population in provinces, territories, and Canada²

² No data available for NWT, Yukon, and Nunavut; Source: CIHI (2013). Canada's Health Care Providers: Provincial Profiles. Online. Note – USA has 33.9 psychologists per 100 000 population (APA 2014), and the highest per capita country is Argentina with 206 psychologists per 100 000 (University of Buenos Aires, 2015).

A strong majority, over 70%, of Alberta psychologists are members of PAA, and once again we congratulate all our members for continuing to make PAA the strongest voluntary provincial association in all of Canada. Your membership greatly enhances our advocacy efforts and makes us a strong and viable organization speaking on behalf of the psychologists in Alberta.

Strengthen Psychology's Voice

Volunteers

A very special thank you is extended to all PAA's many volunteers. The work of the association could not be done without the considerable assistance of its volunteers. In addition to our board, committees, and taskforces is our "PAA Volunteer Pool". We have launched a planned recognition and recruitment strategy to further improve our response time for requests for psychology to be present at schools, career fairs, and public presentations. See Appendix 1 for a list of key volunteers.

Advocacy

Advocacy efforts are extensive and ongoing and cover a broad range of issues in support of our mandate to advance the science-based profession of psychology and to promote the well-being and potential of all Albertans. These include:

- Meetings and legislative attendance in support of a private member's bill (208) specific to harassment in the Alberta Occupational Health and Safety Legislation.
- CSAE annual government relations training seminar and the CASA Open House
- Meetings with the Office of the Public Guardian and Trustee, AHS, AMA, and CAP specific to Medically Assisted Dying in Alberta and psychology's role.
- Advocacy / access presentations to Calian Canada, the Alberta School Employee Benefit Plan, and to Alberta Health *Pharmaceutical* and Supplementary Benefits.
- Ongoing meetings with AHS, AMA, and CAP specific to Medically Assisted Dying in Alberta and psychology's role
- Participated in the provincial Knowledge Translation project sponsored by UAlberta
- Participated in a Palix teleconference and planning around their innovative Brain Story Certification course.
- Attended the PolicyWise fall showcase and met deputy ministers of Health, Education, and Human Services
- Meetings with Red Cross to explore further funding for our DRN participants

Psychologically Healthy Alberta Initiatives

Some initiatives specifically target a psychologically healthy province, including:

- Increased collaboration with CMHA-Alberta specific to natural alliances and to advocate for a continuing partnership for our Psychological Services Fund which they manage.
- Community mental health action plan meeting in Edmonton for the Edmonton region and in Red Deer as a provincial conference.
- Championing the PAA Psychologically Healthy Workplace Initiative Award at the Alberta Workplace Wellness Network meetings
- Supporting and collaborating with the Alberta Family Wellness Initiative

- Attendance at events specific to the Alberta Medical Association and the newly reopened Status of Women's office

Public Education

Some of the most influential public education and marketing is done by our members, daily, through the media, career fairs, educational presentations, public information sessions, and participation in psychology month. Psychology Month 2017 had the theme the Value of Choosing a Psychologist. Members will be impressed when reviewing the media events listed in Appendix 2 and 3 and our Psychology Month overview in Appendix 4.

Providing an overarching framework to extend the benefit of the great work of our volunteers are core PAA activities for public education and marketing. These include:

- Creative marketing and public education initiatives such as trading core psychological content for advertising in Apple Magazine, on HUTV, and in the Alberta Guide for Schools
- Mutual marketing opportunities through TD Insurance.
- Holding CPAP grant-sponsored, Media Engagement pilot training for members
- Developing media fact sheets and online resources for members working with the media and having a list serve of active PAA media psychologists for distribution of key fact sheets
- Ensuring recency and relevancy of all PAA public education resources

Media Events

Psychologists in Alberta remain consistently active and engaged with the media. Details of media events are listed in Appendix 2 - 4, including specific Psychology Month activities.

Highlights:

- 154 total media events involving PAA members
- 18 total career fair and public speaking engagements

Science Fairs

PAA volunteers adjudicated psychology projects in the 2017 Edmonton Regional Science Fair, the Central Alberta Science Fair, and the Calgary Youth Science Fair.

PAA Key Messages

PAA is committed to supporting its member who are active in the media and recently launched a "Public Education Resource Library" in the Member Resources section of the Members Only area on our website. The resource library contains fact sheets, tip sheets, press releases, and links to great resources. Some fact sheet topics include: cyberbullying, effective advocacy within primary health care systems, hate crimes, PTSD & trauma, social media stress, and psychological benefits of volunteerism. To access the resource library, sign in to your member profile on PAA's website.

Professional Affairs

Additional partnerships and relationships within and across the profession are mutually beneficial. This year these have included:

- The AHS Psychology Professional Practice Council
- The American Psychological Association, specifically CESSPA, the network of executive directors of professional psychological associations
- The Canadian Council of Professional Associations of Psychology and the CPA Practice Directorate

Communications & Marketing

Engaging Psychology Groups

Connecting with members is a priority. I have presented on PAA advocacy and public education for student groups, like at CityU and UAlberta, for member groups such as Edmonton WCB psychologists, and Lethbridge area psychologists, and have attended meetings of groups of psychologists regularly.

Psymposium

This year marked the welcoming of a new PAA Psymposium Editor, Dr Michelle Vandegriend along with fond appreciation to the longstanding outgoing editor, Dr Frank McGrath. We have changed printers to streamline operations. 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.

Social Media

This fiscal year, PAA saw an incredible improvement in its social media web presence. PAA aims to create, maintain, and foster a meaningful web presence, promoting the values and mission of PAA while creating an engaging platform for interaction, networking, and education. PAA utilizes three social media platforms: Facebook, Twitter, and LinkedIn. If you are not connected with PAA on social media already, please follow us to receive important association updates, information about upcoming events, and relevant current events.

Some impressive statistics from this year’s social media activity are below.

- Facebook total reach averaged 8821 per month – a 424% increase from last year
- Facebook engagement averaged 1315.25 per month – a 996% increase from last year
- Twitter total reach averaged 3949 per month – a 371% increase from last year
- LinkedIn total reach averaged 1678 per month – a 235% increase since November

There were significant spikes in all PAA’s social media reach during Psychology Month: Facebook total reach was 17 252; Twitter total reach was 12 100; and LinkedIn total reach was 2929.

Website

Over time PAA (and most member professional associations) have seen a shift towards progressively more online presence and need in communication with public and their own members or target audience. PAA's website continues to maintain an average of roughly 11 000 monthly visits, with an average of over 4500 unique visitors per month.

Websites can range in scope from a few informational pages, to full membership systems. At present, PAA's attempts to optimize member benefits and public education by ensuring that our online presence is a member resource, public resource, and marketing tool – not merely a bulletin board. There continues to be, however, significant barriers with PAA's online capabilities and a technology review will take place in the coming year to evaluate and potentially redesign PAA's website.

Podcasts

Dr Jon Amundson's engaging podcasts on behalf of PAA have hit record numbers since he began in March 2011, with over 160 podcasts at the time of reporting. These timely, topical, and at times, controversial communications are a bonus to the membership and can be accessed in the members' area of PAA's website. Topics this reporting period included:

- Neuroscience
- Self-care
- Cognitive epidemiology
- Exercise
- Relationships
- Politics
- Screen time for children
- Psychology of deceit
- Entitlement
- Social status
- Movement and cognitive function

Psychological Services Fund

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 current value of the fund is \$261,356.00 (Edmonton Community Foundation) and \$10,778.00 (Calgary Foundation) for a total of \$272,134.00. Disbursements to the CMHA for this year were \$8,815.00. Applications have been accepted since October and a total of approximately \$8,418.00 was disbursed to Alberta psychologists for services. Disbursements to CMHA starting in October 2017 are expected to be approximately \$10, 885.00.

Disaster Response Network

Given the Wood Buffalo Wildfires, PAA activated our DRN. We were extremely busy with coordination of services as it occurred at a time when we did not have a volunteer DRN Coordinator but since recruited Dr Judy Moench as the PAA DRN Coordinator. The office received many calls both from psychologists wanting to help and from those seeking help. Several psychologists volunteered to offer office space for the displaced Fort MacMurray psychologists who had clients needing to see them, and others offered to join our DRN and provide their services. Our DRN list of volunteer psychologists doubled due to the Ft. McMurray

disaster and we now have 80 Alberta psychologists signed up to volunteer their services for the program.

The PAA DRN targets the psychological well-being/mental health needs of disaster victims and responders who are involved in disasters with focus on serving those who have suffered trauma because of a disaster. We provide psychological/mental health services primarily during the recovery phase of the disaster. Our DRN volunteers are all registered member psychologists and/or provisional psychologists who have agreed to provide pro-bono short term (2-3 sessions) trauma counseling services upon referrals from the PAA office.

Since activation, there were 54 psychologist referrals and a survey of those members indicated that an estimated 160 additional clients were seen for disaster related treatment and several perceived barriers to client service access were identified.

We advocated with Alberta Health and AHS to develop disaster mental health services like those in BC, and with the Canadian Red Cross for engagement of psychologists in the recovery phase and submitted a funding proposal for trauma treatment.

Special Projects

Shared Projects

We have actively participated in shared projects and interests with the following groups:

- The Canadian Red Cross, specific to the Woodbuffalo Wildfire Crisis
- AHS and the College of Alberta Psychologists specific to Medically Assisted Dying with ongoing projects in this regard
- The Mental Health Commission of Canada, specific to their National Workplace Mental Health Survey
- The Alberta Paramedic Association and their First Stop psychologist specialty register
- The Palix Foundation specific to their preventative work with the Alberta Family Wellness Initiative

Government Relations

Advocacy and collaboration are an essential and ongoing process for our association. Just a few examples of this are:

- Presentation at the Legislative Review of the Office of the Child and Youth Advocate
- Presentation at the Legislative Review of the Alberta Workers Compensation Board
- Active participation in the Valuing Mental Health provincial committee

Via Professional Collaborations

Rarely is such important work done alone. PAA has active collaboration and membership with:

- Alberta Alliance for Mental Illness and Mental Health
- The Canadian Psychological Association Practice Directorate
- The Council of Canadian Professional Associations of Psychology
- The American Psychological Association, State and Territorial Provincial Leaders

Influence Training

Continuing Professional Development Activities

PAA continues to ensure high quality workshops and accredited CPD activities for members. Rather than compete with other providers, our training ensures networking opportunities and guarantees this quality. See Appendix 5 for full participation details.

Workshops have included:

- Between Emergencies – A look at mental health in EMS
- Trauma and PTSD in First Responder Populations
- Capacity Assessments for Medically Assisted Dying
- Oral Examination Preparation
- Emerging Technologies and Private Practice

Co-Sponsored Activities:

- The U of C certification course in Clinical Supervision in Psychology was offered again, Winter 2017
- We are proud to have co-sponsored the AFWI (Palix Foundation) Brain Story Certification <http://www.albertafamilywellness.org/training> which is free and heavily promoted
- The 2nd International Neurosequential Model Symposium co-sponsored with Hull Services & NMT Child Trauma

We already have 8 additional continuing professional development activities in development and prefer to showcase Alberta expertise whenever possible. Finally, we continue to investigate options for the use of technology for continuing education (webinars, book clubs, study circles). Our first webinar, a neuropsychology primer, is slated for Fall 2017.

PAA Connects 2017

PAA's Biennial Forum for Learning, Connection, & Renewal is taking place on Friday 26 May 2017 at Fort Edmonton Park. Featuring the eminent Dr. Scott Miller, founder of the International Center for Clinical Excellence, joined by Alberta exemplars Drs. Karen Dushinski, Lynne Kostiuik, Jackie Linder, Arlin Pachet, & Sophie Yohani & winning doctoral students Theresa Jubenville & Codie Rouleau. Topics include Professional Landscape Change, Evidence-Based Practice, Social Justice, Psychology as a Business, Sexual Violence, Medically Assisted Dying, Human Trafficking, Autism Spectrum Disorder, & Health Behaviors.

PsyD

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 for a Psy D and are aiming for a start-up date of September 2018.

Regulating Psychotherapists

Our advocacy efforts in this area with both CAP and Alberta Health could have an eventual impact on the future training of psychologist and the doctoral standard for psychology. We have also been meeting with FACT-AB, a consortium group advocating for regulation.

Collaborative Relationship with CAP

This year saw many joint project and successful collaborations with our regulatory body, The College of Alberta Psychologists. We have an active CAP-PAA Joint Taskforce and annual meetings of the presidents and CEOs of both organizations. We also have a liaison that attends CAP Council meetings and have offered to host them in a similar fashion. We have jointly coordinated efforts regarding legislative review presentations, medical assistance in dying, and ongoing continuing professional development in professional ethics.

Finally, CAP's CEO, Dr Richard Spelliscy, and I regularly meet to review joint efforts and concerns to streamline consideration for psychologist in the province. Both organizations have agreed to joint publications and promotions and furthering both member engagement and understanding.

Good Governance

Change is the best time to revisit how we serve you, our members. There is a continuing extensive review of our policies and plans to enhance board governance and functioning through leadership training and targeted policy governance. Updated revisions were made to the PAA 2015-2020 Strategic Plan. Finally, thank your PAA board members, current and the new members, as they have and will make a significant contribution to the psychological health and wellness of Albertans through their leadership roles.

In Closing

It is a pleasure to be a member of an outstanding group of staff and volunteers to serve our members. I trust that upcoming changes will represent ongoing growth and development as an association. Together we (all members) are the PAA!

Dr Judi L Malone, PAA CEO, R. Psychologist (AB/AUS), May 2017

Appendix 1

PAA Volunteers

Disaster Response Network

Dr. Judy Moench – Coordinator
Ms. Marina Agafonov
Ms. Pam Algar
Ms. Ann Kathleen Atkinson
Ms. Jas Badesha
Ms. Sherrie Banks
Ms. Cheryl Bereziuk
Dr. Richard Bickley
Mr. Chad Bodnar
Dr. Colleen Braun
Dr. Stephen Carter
Ms. Susan Cockle
Ms. Sherilyn Connor
Ms. Vistara Conway
Ms. Zuraida Dada
Ms. Patricia Doucette
Ms. Corinne L. Eckert
Dr. Meredith Evans
Ms. Debra Goethe
Dr. Mary Lynne Gokiart
Dr. Sheila Gothjelpsen
Ms. Jill J. Green
Mr. Farrel Greenspan
Ms. Patricia (Patti) Hagarty
Ms. Cathryn Hanssen
Dr. Wendy Hawkins
Dr. Brian Hindmarch
Ms. Susannah Horgan
Ms. Tori Hornbacher
Dr. Naheed Jawed
Ms. Joanna Jewell
Ms. Cheryl Kalinowski
Dr. Paulene Kamps
Ms. Zelda Kause
Ms. Laura Kennedy
Ms. Edna Knowlton Fussell
Ms. Joanne Koopmans
Ms. Kimberley Law
Ms. Kim Long
Ms. M. J. MacLeod

Ms. Olivia Marcoux
Ms. Elizabeth Massiah
Ms. Andrea Matheson
Dr. Megan McElheran
Ms. Naomi McKinney
Dr. Heleen J. McLeod
Dr. Gary J. Meiers
Ms. Sheila Mellon
Ms. C. Sharon Meredith
Ms. Brittany Meredith
Ms. Ashley Mielke
Ms. Danielle Moody
Dr. Neil Mulholland
Mr. James Ohlmann
Ms. Jane M. Oxenbury
Dr. Claude Prefontaine
Ms. Lisa Priebe
Mr. Brian Quigg
Ms. Malanie Reed-Zukowski
Ms. Aimee Reimer
Ms. Susan Rochow
Ms. Katherine Rolfe
Mr. Francois Roy
Ms. Bonnie Rude-Weisman
Ms. Renuka Sanghvi
Ms. Carolyn Schoepp
Ms. Cynthia R. Scratch
Dr. Dustin T. Shannon-Brady
Mr. Christopher Shorrock
Dr. Christina (Tina) Sinclair
Ms. Sabrina Skar
Ms. Shelley Skelton
Ms. Brandi Smith
Ms. Cinder Smith
Ms. Susan Spellmann Cann
Dr. Janice M. Vian
Ms. Claire Wilde
Ms. Lynn Wolff
Dr. Pamela Woodman

Media Guide and Directory

Dr. Jon Amundson
Dr. James Battle
Ms. Mallory Becker
Ms. Karen Bell
Dr. Richard Bickley
Ms. Linda Bocek
Ms. Colleen Braun
Mr. Fred Burns
The Rev. John C. Carr
Dr. Stephen Carter
Ms. Carol Chandler
Dr. Graeme Clark
Dr. Sharon Crozier
Ms. Avra Davidoff
Dr. Deborah Dobson
Dr. Keith Dobson
Dr. Stuart Donaldson
Dr. Ron Dougan
Dr. Liam Ennis
Dr. Ganz Ferrance
Dr. George Fitzsimmons
Dr. Larry Fong
Ms. Danielle Forth
Ms. Janette Fox
Dr. Keli Furman
Ms. Shelley L. Geran
Ms. Debra Goethe
Dr. Laura Hambley
Dr. Colleen Hammermaster
Ms. Deborah Herrewynen
Dr. Roger Holden
Mr. Cory Hrushka
Dr. Troy Janzen
Dr. Ronna Jevne
Ms. D. Cheryl Kalinowski
Dr. Paulene Kamps
Dr. Patrick Keelan
Dr. David Keyes
Ms. Deborah R. Lain
Ms. Kendice Limoges

Appendix 2

Psychology in the Media

(events generated through the PAA office)

April 1, 2016 to March 31, 2017

May 5, 2016 – Dr. Neil Mulholland appeared on an CBC Edmonton News at 6 segment “Fort McMurray Wildfire” he spoke on the impact and resources available for evacuees.

May 6, 2016 – Dr. Judi Malone appeared on an 630 CHED Afternoon News show entitled “Alberta Wildfires” and spoke on mental health support and PAA’s Disaster Response Network.

May 11, 2016 – Dr. Judi Malone was quoted in an Epoch Times newspaper article entitled “Fort McMurray Wildfire Victims Might Suffer PTSD, Psychologist Says”.

May 11, 2016 – Dr. Judi Malone was quoted in an Edmonton Journal article entitled “Moodiness, headaches, nausea: These are normal ways to feel after disaster, Fort McMurray evacuees told”.

May 16, 2016 – Dr. Stephen Carter appeared on an CTV News segment “Helping Kids Cope – Discussing the wildfire with children and teens”.

May 31, 2016 – Dr. Judi Malone was quoted in The Free Press weekly newspaper article entitled “Effects of Fort McMurray fires go beyond jobs and possessions”.

June 16, 2016 – Dr. Stephen Carter and Dr. Judi Malone appeared on a segment of Edmonton Catholic School, Partners with Parents - Wellness & Safety information series, parents can learn how they can help their children and teen develop resilience and stress hardiness.

Fall 2016 issue – Dr. Judi Malone was quoted in an Apple magazine article entitled “Understanding Anxiety”.

November 29, 2016 – Dr. Judi Malone was quoted in an The Free Press article entitled “Barriers to Christmas volunteering for Morinville youth”.

December 5, 2016 – Dr. Stephen Carter appeared on an Alberta Primetime Divorce Week segment “Helping children deal with divorce”.

December 14, 2016 – Dr. Judi Malone and Mr. Marc Moebis appeared on an Global News segment “After 3 suicides in 18 months, Alberta paramedics and psychologists team up for new registry”.

January 16, 2017 – Dr. Judi Malone was quoted in an Edmonton Journal article entitled “Child advocate should look out for people up to 24 years old, committee hears”.

Spring 2017 issue – Dr. Colleen Cannon and Ms. Mallory Becker were quoted in an Apple Magazine article entitled “The emotions of food”.

Psychology in the Media

(events *not* generated through the PAA office)

April 1, 2016 to March 31, 2017

April 5, 2016 – Dr. Christina Rinaldi appeared on an Global Edmonton News segment “How to spot an overscheduled child”.

April 5, 2016 – Dr. Brent Macdonald and Dr. Ganz Ferrance appeared on Alberta Primetime segments “Mental health program focuses on trades and agriculture” & “Good news for night owls”.

April 23, 2016 – Dr. Linda Hancock was quoted in The Medicine Hat News in an article entitled “Tragedy a learning experience for the city”.

April 29, 2016 – Dr. Janet Miller and Dr. Ganz Ferrance appeared on Alberta Primetime – Lifestyle and Health news segments “Layoff survivor’s guilt” & “Calls to help prevent aboriginal youth suicides”.

May 9, 2016 – Dr. Brent Macdonald appeared on Alberta Primetime – Lifestyle segments “Calling for ‘me-ternity’ leave” & “The collective opens in St. Albert”.

May 13, 2016 – Dr. Ganz Ferrance appeared on an CTV Morning Live segment “Dealing with the stress caused by evacuating your community”.

May 31, 2016 – Mr. Cory Hrushka was interviewed on an 630 CHED - The Ryan Jespersen show “Rehabilitation, Recidivism and Justice”.

May 31, 2016 – Dr. Susan MacDonald appeared on an Alberta Primetime segment “Limiting parents’ social media use”.

June 13, 2016 – Dr. Ganz Ferrance and Dr. Susan MacDonald appeared on Alberta Primetime segments “Hitting the gym to battle depression” & “Social circles begin to shrink at age 25”.

June 20, 2016 – Dr. Ganz Ferrance was quoted in Psychology Today magazine article entitled “So you think you can be famous?”

July 11, 2016 – Dr. Janet Miller and Dr. Ganz Ferrance appeared on Alberta Primetime segments “Online support for young hospital patients” & “Wildfire first responders still coping with stress”.

July 17, 2016 – Dr. Ganz Ferrance was interviewed and quoted in an article for CBC News Edmonton and The National entitled “How Pokémon Go can help mental illness”.

July 20, 2016 – Dr. Ganz Ferrance was interviewed on an Edmonton AM show entitled “Pokémon Go” and its potential to help or harm mental health.

July 21, 2016 – Dr. Paul Kamps was recognized in an Calgary Herald – Letter to the Editor column entitled “Calgary doctor doing great work”.

August 15, 2016 – Dr. Susan MacDonald and Dr. Ganz Ferrance appeared on Alberta Primetime segments “Seeking help from a ‘death doula’” & “Community support for parents”.

August 29, 2016 - Dr. Janet Miller appeared on an Alberta Primetime segment “Could year-round school work for your family?”

August 30, 2016 - Dr. Janet Miller appeared on an Alberta Primetime segment “How important is recess to a child’s learning?”

September/October issue – Hull Psychological Services psychologist’s article was published in Calgary’s Child magazine entitled “Psych-Educational Assessment: Understanding Your Child’s School Struggles”.

September 12, 2016 – Dr. Janet Miller, Dr. Ganz Ferrance and Dr. Susan MacDonald appeared on Alberta Primetime segments “What makes a good listener?” & “Flexible seating in classrooms for better learning”.

October issue – Centre for Cognitive Behavioural Therapy psychologists Ms. Janet Caryk, Dr. Wes Miller and Dr. Joti Brar-Josan were quoted in an article published in Avenue Edmonton magazine entitled “No Fears – Fright Night offers new treatments for phobia sufferers”.

October 13, 2016 – Dr. Linda Hancock was quoted in an Indian Head-Wolseley News article entitled “Travelling Alone!”

November 10, 2016 – Dr. Ganz Ferrance appeared on an CTV Morning News segment “Talking to your kids about the American election”.

December 19, 2016 – Dr. Janet Miller and Dr. Ganz Ferrance appeared on an Alberta Primetime – lifestyle segments entitled “Challenges faced by marginalized Albertans” & “Is spreading good cheer wearing you out?”

December 20, 2016 – Dr. Ganz Ferrance was interviewed on an CBC News radio show entitled “It’s pretty much sheer dread: why some people hate Christmas music”.

December 21, 2016 – Dr. Ganz Ferrance appeared on an CTV News segment entitled “Tense parental relationship outline in court documents” regarding double murder-suicide in Spruce Grove.

December 30, 2016 – Dr. Ganz Ferrance was interviewed on an Alberta@noon radio show segment on realistic resolutions and goals with call in from listeners.

January 3, 2017 – Mr. Cory Hrushka was interviewed on an CBC Radio Active show entitled “How to leave 2016 behind and move in 2017”.

January 13, 2017 – Dr. Ganz Ferrance was quoted in an Metro News – Edmonton article entitled “Mental health coverage boost ‘big news’: Psychologist”.

January 17, 2017 – Dr. Susan MacDonald appeared on an Alberta Primetime - lifestyle & parenting topics segments “Should parents argue in front of their children?” & “Introverted behaviours in children”.

January 23, 2017 – Ms. Sharon Smith and Ms. Brandi Smith appeared on an Global News segment “Put Your Money Where Your Mouth Is campaign”.

January 25, 2017 – Dr. Ganz Ferrance appeared on CTV News segment “Bell Let’s Talk: Taking on the Stigma”. Dr. Ferrance shared his story on mental health recovery, and why he’s dedicating his professional life to helping others.

January 26, 2017 – Ms. Carolyn Lord appeared on an CBC News segment “No warning signs for Edmonton teen’s suicide, says family” & CBC Listen Radio show “Chloe Dizon says she had no idea what her brother was about to do”.

January 30, 2017 – Dr. Brent Macdonald and Dr. Ganz Ferrance appeared on an Alberta Primetime segments “The signs of postpartum depression” & “Screen time and a child’s mental health”.

January 31, 2017 – Mr. Cory Hrushka appeared on an Global News Morning segment “Coping with tragedy both at home and abroad and talking to your kids about it”.

January 31, 2017 – Dr. Brent Macdonald appeared on an Global News Calgary segment “How to cope with tragedy: the importance of finding a silver lining”.

January 31, 2017 – Dr. Ganz Ferrance was quoted in Bustle – USA on-line magazine article entitled “11 comments from your friends that are messing with your mental health, because even well-meaning friends can mess up”.

February 13, 2017 – Dr. Susan MacDonald and Dr. Ganz Ferrance appeared on an Alberta Primetime segments entitled “Are over-the-counter sleep aids safe to use?” & “Managing stress brought on by social media feeds”.

February 15, 2017 – Ms. Sara Jungen appeared on an Shaw TV Calgary Now segment entitled “Seasonal Affective Disorder (S.A.D.)”.

February 16, 2017 – Dr. Patrick Baillie appeared on an Global News Calgary segment entitled “Forensic psychologist weighs in on Douglas Garland verdict”.

February 19, 2017 – Mr. Marc Nesca was quoted in The Canadian Press article entitled “Psychologist says accused Edmonton killer Mark Lindsay developed abnormally as a child”.

March 16, 2017 – Dr. Janis Martin and Dr. Ann Marie Dewhurst were quoted in CTV Edmonton News segment entitled Judge clears Children’s Services workers in fatality inquiry report.

Dr. Ganz Ferrance appears regulatory on 630 CHED – Afternoon News radio segment How does that make you feel?

- May 24th – Strategies to help you become more productive not destructive when communicating through a crisis
- July 6th – (Part 1) Hate, Love, Prejudice and Acceptance & (Part 2) Sexuality Discussion
- September 28th – (Part 1 & Part 2) Depression and Anxiety
- October 26th – Sleep. How to make it better for you to sleep.
- December 21st – Managing kid’s expectations at Christmas
- March 29th – How to stop yelling at your kids

Dr. Ganz Ferrance appears regularly on a television program Alberta Primetime – as a health panelist:

- June 24th – Are new sleep guidelines waking up parents? & Is the ‘cry-it-out’ method a safe option?
- November 14th – Changing perceptions around fidgeting & Seniors feeling lonely and isolated
- November 28th – Would you let a 6 year-old walk to school alone? & Canadian children lacking psychical activity
- December 12th – Tips for surviving the holiday season & Is hyper-clean harmful for children’s health?
- March 27th - Guilt-free coping with the mishaps of childhood & Encouraging a love of reading in pre-schoolers

Dr. Ganz Ferrance appeared on CTV News Edmonton:

- April 27th – Communication between couples
- May 25th – Communicating through a crisis
- June 13th – Dealing with Violence and Stress
- June 29th – Practicing love and meeting hate head-on hate
- July 27th – Finding Mr. or Mrs. Right in tech savvy culture
- September 7th – The cost of depression and anxiety
- September 28th – Finding peace at home
- October 26th – Using social media well
- October 31st – Halloween Stress Test
- November 30th – Dr. Ferrance and the response to the US election
- December 6th – Dr. Ganz Ferrance and holiday stress
- December 21st – Managing expectations for the holidays with kids
- December 29th – Sticking to your resolution
- January 16th – Dr. Ganz Ferrance and Blue Monday
- January 25th – Ganz Ferrance talks about mental health issues
- February 22nd – Handling Social Media
- March 29th – Keeping spring break relaxed

Dr. Linda Hancock wrote articles in her regular column for The Medicine Hat News – All Psyched Up:

- April 1st – The challenge of immigration
- April 8th – Enriching the lives of others, and your own
- April 15th – Help exists to deal with Post Traumatic Stress Disorder
- April 22nd – It only takes one minute
- April 29th – Sewing is like living
- May 6th – Reflecting on Mother’s Day
- May 13th – Forgiveness is about letting go and moving on
- May 20th – Retirement means different things to different people
- May 27th – Return to work
- June 3rd – Knowing your priorities
- June 10th – Happiness is a choice
- June 17th – We are not our possessions
- June 24th – Proud Canadians
- July 8th – Resolve or regret: Today is always a great day for resolution
- July 15th – Be your own health-care professional
- July 22nd – Secrets and lies kill
- July 29th – Heritage Day: Good time to remember the past
- August 5th – Lessons in time
- August 12th – Set small goals for big results
- August 19th – Pay attention to behaviours when determining trustworthiness
- August 26th – Don’t accept loneliness
- September 2nd – Remember why we have Labour Day
- September 9th – Helping a child to do well
- September 16th – The laws of the harvest
- September 23rd – I’m not talking about you specifically, but maybe you can use the advice
- September 30th – Be clear about who you are
- October 7th – Life is good and I am so thankful
- October 21st – Much can be learned in Amish country
- October 28th – On the internet it can be Halloween every day
- November 4th – Thank them for their service
- November 18 – Holiday Giving
- November 25th – I’m fine, but they need help
- December 2nd – Christmas Music
- December 9th – Calm down
- December 16th – Christmas Experience
- January 6th – In life, change is inevitable
- January 13th – So you have a problem – deal with it!
- January 20th – Christmas is over, now get back in control of your finances
- January 27th – Tips for being a wise communicator
- February 10th – Love is not enough
- February 17th – Simple ways to make the world a better place
- February 24th – What scares you?

Dr. Linda Hancock wrote articles in her regular column for Indian Head Wolsley News – All Psyched Up:

- April 14th – Post Traumatic Stress Disorder
- April 21st – In one minute
- April 28th – Sewing is like living
- May 5th – Mother’s Day
- May 12th – Forgiveness
- May 19th – Retirement
- June 2nd – Return to work
- June 9th – Well-Being
- June 16th – We are not our possessions
- June 30th – Proud Canadians
- July 7th – Resolve or Regret
- July 14th – Be your own health care professional!
- July 21st – Secrets and Lies Kill!
- August 11th – Set small goals for big results
- August 18th – Are you lonesome tonight?
- August 25th – Trust
- September 8th – Helping a child to do well
- September 22nd – I’m not writing about you (Am I?)
- October 20th – Amish Values
- October 27th – It’s Hallowe’en Every Day
- November 3rd – Thank them for their service
- December 15th – Christmas Experience
- December 22nd – Call A Truce
- January 12th – Change is inevitable
- January 19th – January’s Financial Stress
- January 26th – So you have a problem – deal with it!
- February 2nd – Be a wise communicator
- February 16th – Just a little more
- March 2nd – Dealing with Junk Drawer
- March 23rd – Addictions & Boredom

Appendix 3

Career Fair and Public Speaking Engagements

(events generated through the PAA office)

April 1, 2016 to March 31, 2017

April 21, 2016 – PAA materials were displayed at Corpus Christi Elementary School Health Fair in Calgary by staff.

May 2, 2016 – Mr. Colin Auschrat attended PAA’s exhibit display booth at Victoria School of Arts 4th Annual Mental Health Agency & Resource Fair.

May 2 - 6, 2016 – Mr. Hein Swanepoel provided a variety of PAA materials to Calgary Catholic School District staff during their Mental Health Awareness week.

May 6, 2016 – Mr. Chris Shorrock attended PAA’s exhibit display booth at AHS Continuing Care and Community Living Expo 2016.

May 18 & 24, 2016 – Dr. Jennifer Jette and Ms. Marina Agafonov provided presentations to Notre Dame High School Psychology 20 classes in Calgary and spoke about various psychologist careers and teen brain development and how it links to anxiety.

June 3, 2016 – Ms. Rosemarie Nardella provided a presentation to Crescent Point Energy Corp. in Calgary on resiliency and the workplace and how to work towards being more resilient with a one-on-one question period.

October 6 & 13, 2016 – Dr. Jennifer Jette provided presentations to Lester B. Pearson High School Psychology 30 classes in Calgary and spoke about becoming a psychologist, the various career choices and Forensic Psychology.

October 16, 2016 – Ms. Cinder Smith attended PAA’s exhibit display booth at Outrun the Stigma – Mental Health Expo and walk/run event that raises mental health awareness.

October 26, 2016 – Dr. Al-Noor Mawani attended PAA’s exhibit display booth at the YYC Welcoming and Employment Fair II, part of the Syrian Welcoming Committee in Calgary.

November 5, 2016 – North Land Family Counselling Group hosted a Community Open House as a thank you to community members and city officials for their support during the development and construction phases of their new offices. PAA displays were set-up in the waiting and reception areas. Brochures outlining the range of psychological services offered were also made available.

November 19, 2016 – Ms. Hilda Huj attended PAA’s exhibit display booth at Love You Forever. A boot camp and information fair for parents and caregivers for adults living with mental illness at Our Parents Home Conference Centre in Edmonton.

November 19, 2016 – Ms. Amy Cardinal provided a presentation on How Psychology Helps to the Womans Active and Living Conference, held at the Africa Centre in Edmonton.

February 6, 2017 – Ms. Kirthana Ramani provided a presentation on the topic Resilience of Students at Strathcona High School Professional Development Day with a variety of PAA resource materials.

March 1, 2017 – Ms. Kirthana Ramani provided a presentation to Strathcona High School psychology class on careers in psychology, scope of practice as a psychologist, educational requirements and the challenges and reward of the profession with a variety of PAA resource materials.

March 14, 2017 – Ms. Michelle Hamilton attended Lloydminster Lakeland College “Wellness... It’s More Than Just Luck” Wellness Fair with PAA’s display booth and a variety of resource materials.

Career Fair and Public Speaking Engagements

(events *not* generated through the PAA office)

April 1, 2016 to March 31, 2017

November 3, 2016 – Mr. Hein Swanepoel provided a presentation to Calgary Catholic School District Fall Leadership Council on “Embracing Stress”.

November 9, 2016 – Mr. Hein Swanepoel provided a presentation on practice strategies for managing workplace stress a Professional Development Session at Our Lady of Lourdes School in Calgary.

December 9, 2016 – Dr. Susan MacDonald spoke at the Junior Achievement Southern Alberta - World of Choices event on the topic Professional Practice of Psychology to an audience of only high school age females.

Appendix 4

2017 Psychology Month Events

The PAA 2017 Psychology Month theme was “The Value of Choosing a Psychologist”.

PAA’s display board and Psychology Month materials were exhibited and displayed at the following Psychology Month Events:

Throughout the month:

Ms. Michele Meier Psychology Month display at her office at *Medicine Hat Adult Bariatric Specialty Clinic* and for Medicine Hat Regional Hospital, Medicine Hat College and several private practices.

Ms. Jennifer Strebchuk Psychology Month display in her office *Reflections Psychological and Support Services* in Whitecourt.

Dr. Laura Hambley Psychology Month display in her office *Calgary Career Counselling*, and promoted psychology resources on her website and social media and discussed on *Career Cravings* a radio show the psychological aspects of selecting a career.

Ms. Jennifer McCormick Psychology Month display in her office *Healthy by Nature* in Calgary.

Ms. Michele McKinnon’s school-based team with preschool and kindergarten programs shared with families’ information and resources on *What School Psychologists Do*.

Ms. Rosemarie Joy Alonzo-Schulte provided and displayed psychology resource materials to a library, church (new immigrant class), and community associations in Calgary.

Edmonton Public Library – Highland Branch displayed resource materials for the general public. Mr. Chris Shorrock organized this event.

Mr. Robert Hadden Psychology Month display in his office *Hadden & Associates Inc.* in Calgary

Dr. Veronica Horn and Mr. Lowell Taylor distributed a variety of resource materials and PAA Psychology Month posters were placed at 5 medical clinics in Lethbridge - Bigelow Fowler West, Bigelow Fowler East, Bigelow Fowler South, Campbell Clinic South and Legacy Medical.

Mr. Jonathan Epp Psychology Month display in his office in his office and during his classes at Red Deer College.

Main, Castle Downs, 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.

Clinical Services, U. of A. displayed resource materials in their clinic. Ms. Erin Buhr organized this event.

Psychologists at Creating Solutions ran the "PUT YOUR MONEY WHERE YOUR MOUTH IS" fundraising campaign again this year for February, Psychology Month.

Time-Limited Events:

February 1st – A memorandum was sent by Dr. Lana Hawkins to AHS Psychologists, Colleagues, and Leaders marking the start of Psychology Month and acknowledging the dedication, contributions, and expertise of psychologists within Alberta Health Services.

February 2nd – AHS psychology month PracticeWise noon webinar with Dr. Angela Grace, "Why Not Weight? AHS role in addressing patients' weight-related issues"

February 3 – 10th -- PAA materials were displayed within the various AHS hospitals and clinics. AHS Psychologists in attendance distributed information to individuals as well as other multidisciplinary staff and answered questions related to psychology service and the profession.

February 13th -- A Psychology Peer Meeting via Telehealth was held to discuss 3 journal articles on the use of forgiveness as a therapeutic tool, attended by 9 psychologists across the South Zone of Alberta Health Services.

February 16 – 17th -- 2017 Calgary City Teachers' Convention was held at Telus Convention Centre and manned by Dr. Brent Macdonald, Ms. Dee Dee Kay, Ms. Zurada Dada, Dr. Jennifer Jette, Ms. Cinder Smith and Ms. Leona Doig.

February 23 – 24th -- South Western Alberta Teachers Convention was held at the University of Lethbridge and manned by Ms. Sandra Annis.

February 24th -- Dr. Judi Malone presented Effective Advocacy for Psychologists in Health Care Systems at the 2017 Psychology Professional Practice Day for AHS, Edmonton Zone.

February 24th – Dr. Greg Schoepp and Ms. Shandra Taylor provided a presentation to a psychology group of 90 participants at AHS - Edmonton Zone Psychology AGM.

February 24th – Dr. Kerry Mothersill provided a presentation to a psychology group of 200 participants at AHS - Calgary Zone Psychology AGM.

February 27th – Mr. Lowell Taylor and Ms. Donnie Scott held a Psychologist Social event attended by about 25 psychologists and provisional psychologists in the Lethbridge area, with guest speakers Judi Malone and Bonnie Rude-Weisman.

February 28th – Dr. Judi Malone provided a presentation to City University psychology students.

March 2 – 3rd -- 2017 Greater Edmonton Teachers' Convention was held at the Shaw Conference Centre and manned by Dr. Jaylene Brinker, Dr. Chris Armstrong and Ms. Hilda Huj.

Thank you to everyone who dedicated their time to promote Psychology

Appendix 5

PAA Continuing Professional Development April 2016 – March 2017

DATE	TITLE	PRESENTER	CITY	#s
06 April 2016	Play Therapy	Dr. Lorri Yasenik	Calgary	23
22 April 2016	BASC 3	Dr. Randy Kamphaus	Edmonton	38
20 May 2016	Uppers, Downers & All-Rounders: Knowing the drugs your clients are using	Dr. Robert Julien	Edmonton	20
8 – 10 June 2016	2 nd International Neurosequential Model Psymposium	Cosponsored	Banff	
19 August 2016	Oral Exam Preparation Workshop	Dr. Jim Eliuk	Edmonton	10
19 August 2016	Oral Exam Preparation Workshop	Dr. Jim Eliuk	Edmonton	8
16 September 2016	Emerging Technologies & Private Practice	Christine Korol	Calgary	32
06 October 2016	Oral Exam Preparation Workshop	Dr. Jim Eliuk	Calgary	10
15 November 2016	PAA Media Engagement: Networking & leadership Pilot Project	Dr. Judi Malone	Edmonton	17
18 November 2016	Between Emergencies – A Look at Mental Health in EMS	Greg Gorecki, EMT-P	Edmonton	56
18 November 2016	Trauma and PTSD in First Responder Populations	Dr. Megan McElheran	Edmonton	45
18 November 2016	PAA Media Engagement: Networking & leadership Pilot Project	Dr. Judi Malone	Calgary	17
26 January 2017	Capacity Assessments for Medically Assisted Dying	Dr. Judi Malone Dr. Richard Spelliscy Dr. Arlin Pacht Dr. James Silvius Lily Nguyen	Edmonton	18
1 February – 17 April 2017	Advanced Clinical Supervision in Psychology	Dr. Jeff Chang	Calgary	17
17 February 2017	Preparing for Your Oral Exam in Professional Psychology	Dr. Jim Eliuk	Edmonton	10



Appendix 6

Financial Statements

Psychologists' Association of Alberta

Financial Statements

For the year ended March 31, 2017

	Contents
Independent Auditor's Report	2
Financial Statements	
Statement of Financial Position	3
Statement of Changes in Net Assets	4
Statement of Operations	5
Statement of Cash Flows	6
Notes to the Financial Statements	7 – 10
Schedule 1 - Newsletters, Publications and Website - Net	11
Schedule 2 - Conference and Workshops - Net	12



Tel: 780 461 8000

Fax: 780 461 8800

www.bdo.ca

BDO Canada LLP
9897 34 Avenue NW

Edmonton AB T6E 5X9 Canada

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, 2017, 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, 2017, 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 16, 2017

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

March 31	2017	2016
Assets		
Current		
Cash	\$ 1,060,505	\$ 951,785
Accounts receivable	2,708	2,597
Prepaid expenses	<u>26,969</u>	<u>16,871</u>
	1,090,182	971,253
Capital assets (Note 2)	<u>643,964</u>	<u>648,959</u>
	<u>\$ 1,734,146</u>	<u>\$ 1,620,212</u>
Liabilities and Net Assets		
Current		
Accounts payable and accrued liabilities (Note 3)	\$ 39,075	\$ 21,633
Deferred revenue (Note 4)	481,915	417,821
Current portion of long-term debt (Note 5)	<u>15,790</u>	<u>271,250</u>
	536,780	710,704
Long-term debt (Note 5)	<u>241,275</u>	<u>-</u>
	<u>778,055</u>	<u>710,704</u>
Net assets		
Unrestricted	569,192	521,717
Internally restricted (Note 8)	-	10,082
Invested in capital assets	<u>386,899</u>	<u>377,709</u>
	<u>956,091</u>	<u>909,508</u>
	<u>\$ 1,734,146</u>	<u>\$ 1,620,212</u>

Approved on behalf of the board:

_____, Director

_____, Director

Psychologists' Association of Alberta
Statement of Changes in Net Assets

For the year ended March 31

2017

	<u>Unrestricted</u>	<u>Internally restricted</u>	<u>Invested in capital assets</u>	<u>Total</u>
Balance, beginning of year	\$ 521,717	\$ 10,082	\$ 377,709	\$ 909,508
Excess (deficiency) of revenue over expenditures for the year	72,330	-	(25,747)	46,583
Funding of capital assets	(9,242)	-	9,242	-
Funding of long-term debt and interest	(25,695)	-	25,695	-
Interfund transfer	10,082	(10,082)	-	-
Balance, end of year	\$ 569,192	\$ -	\$ 386,899	\$ 956,091

For the year ended March 31

2016

	<u>Unrestricted</u>	<u>Internally restricted</u>	<u>Invested in capital assets</u>	<u>Total</u>
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	29,457	(29,457)	-	-
Balance, end of year	\$ 521,717	\$ 10,082	\$ 377,709	\$ 909,508

Psychologists' Association of Alberta

Statement of Operations

For the year ended March 31	2017 Actual	2017 Budget	2016 Actual
Revenue			
Membership fees	\$ 507,684	\$ 497,500	\$ 503,192
Referral service fees - net	57,687	54,000	53,732
Insurance rebate	16,958	13,141	13,142
Newsletters, publications and website - net (Schedule 1)	7,898	1,500	5,237
Conference and workshops - net (Schedule 2)	5,573	7,500	12,642
Interest	4,348	4,000	4,588
Sundry	400	565	639
Books and periodicals	343	-	78
Grants	-	-	2,500
	600,891	578,206	595,750
Expenditures			
Salaries and related benefits	380,179	380,000	365,536
Board and CEO travel	27,920	39,000	31,644
Condo fees and security	18,458	18,560	18,483
Office and computer	17,118	17,800	13,592
Interest and bank charges	15,534	16,000	14,150
Professional fees	13,474	14,000	11,190
Amortization	12,855	-	15,490
Property taxes	12,744	13,000	12,750
Advocacy	11,735	9,000	7,798
Interest on long-term debt	11,510	26,500	12,465
Dues and fees	7,908	6,800	7,108
Janitorial	5,443	5,450	5,387
Telephone	5,103	4,500	4,689
Equipment rental	4,261	5,000	4,325
Committees	3,935	4,500	2,364
Insurance	2,629	3,000	2,927
Awards and volunteer appreciation	1,020	2,500	3,031
Postage and courier	873	2,000	874
Books and periodicals	226	500	403
Printing	-	3,000	2,124
Bad debts (recovered)	-	-	(1,386)
	552,925	571,110	534,944
Excess of revenue over expenditures before undernoted item	47,966	7,096	60,806
Loss on disposal of capital assets	(1,383)	(1,000)	(94)
Excess of revenue over expenditures for the year	\$ 46,583	\$ 6,096	\$ 60,712

Psychologists' Association of Alberta

Statement of Cash Flows

For the year ended March 31	2017	2016
Cash flows from operating activities		
Excess of revenue over expenditures for the year	\$ 46,583	\$ 60,712
Adjustments for non-cash items		
Amortization	12,855	15,490
Loss on disposal of capital assets	<u>1,383</u>	<u>94</u>
	60,821	76,296
Change in non-cash working capital items		
Increase in accounts receivable	(111)	(1,186)
Decrease (increase) in prepaid expenses	(10,098)	5,849
Increase (decrease) in accounts payable and accrued liabilities	17,441	(2,409)
Increase (decrease) in deferred revenue	<u>64,094</u>	<u>(21,169)</u>
	132,147	57,381
Cash flows from investing activity		
Purchase of capital assets	<u>(9,242)</u>	<u>(4,853)</u>
Cash flows from financing activity		
Repayment of long-term debt	<u>(14,185)</u>	<u>(13,529)</u>
Increase in cash during the year	108,720	38,999
Cash, beginning of year	<u>951,785</u>	<u>912,786</u>
Cash, end of year	\$ 1,060,505	\$ 951,785

Psychologists' Association of Alberta

Notes to the Financial Statements

March 31, 2017

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 if 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 in which the fees relate. 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, 2017

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. Capital assets recorded under capital leases are 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, 2017

2. Capital assets

	2017		2016	
	Accumulated		Accumulated	
	Cost	Amortization	Cost	Amortization
Condominium unit	\$ 594,864	\$ -	\$ 594,864	\$ -
Furniture and fixtures	27,629	23,316	31,634	26,484
Computer equipment	23,385	12,864	17,134	12,819
Computer software	<u>64,368</u>	<u>30,102</u>	64,243	19,613
	<u>710,246</u>	<u>66,282</u>	707,875	58,916
Net book value		<u>\$ 643,964</u>		\$ 648,959

3. Accounts payable and accrued liabilities

Included in accounts payable and accrued liabilities are government remittances of \$2,640 (2016 - \$1,386).

4. Deferred revenue

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

5. Long-term debt

	2017		2016	
Bank loan, \$2,041 payable monthly including interest at 3.48% per annum, due February 7, 2019	\$	257,065	\$	271,250
Less current portion		<u>15,790</u>		<u>271,250</u>
Long-term portion	\$	<u>241,275</u>	\$	-

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

6. Related party transactions

Included in conference and workshops expenditures is \$7,200 (2016 - \$6,300) paid as honoraria to certain members who provided services to the Association for workshops. Included in travel expenditures is \$614

Psychologists' Association of Alberta Notes to the Financial Statements

March 31, 2017

(2016 - \$532) 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.

Psychologists' Association of Alberta Notes to the Financial Statements

March 31, 2017

7. Commitments

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

2018		\$	3,840	
2019			3,840	
2020			<u>2,880</u>	
		\$	<u>10,560</u>	

8. Internally restricted net assets

During the year, the Association transferred \$10,082 (2016 - \$29,457) from internally restricted net assets to unrestricted net assets.

The internally restricted net assets at the end of the year are comprised of \$nil (2016 - \$3,315) for the server and \$nil (2016 - \$6,767) for the media workshop.

		<u>2017</u>		<u>2016</u>
Opening balance	\$	10,082	\$	45,275
Interfund transfer		(10,082)		(29,457)
Expensed during the year		-		(3,637)
Software purchase		-		<u>(2,099)</u>
Closing balance	\$	-	\$	<u>10,082</u>

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	2017	2016
Revenue		
Website advertising	\$ 28,370	\$ 24,854
Newsletter advertising	3,408	2,488
Newsletter subscriptions	225	200
Website financial charge	6	183
	<u>32,009</u>	<u>27,725</u>
Expenditures		
Printing	17,427	13,966
Mailout service	4,054	4,107
Website maintenance	2,630	4,398
Postage and courier	-	17
	<u>24,111</u>	<u>22,488</u>
Excess of revenue over expenditures	\$ 7,898	\$ 5,237

Revenue		
Workshops	\$ 39,905	\$ 32,155
Conference	-	28,345
	<u>39,905</u>	<u>60,500</u>
Expenditures		
Honoraria	13,770	16,923
Meals and coffee	9,069	14,750
Rent	5,805	3,545
Travel	4,920	7,179
Printing	435	180
Sundry	250	461
Supplies	83	-
Forum Committee	-	2,775
Administration fee	-	1,553
Audio-visual equipment	-	268
Liability insurance	-	181
Postage and courier	-	43
	<u>34,332</u>	<u>47,858</u>
Excess of revenue over expenditures	\$ 5,573	\$ 12,642