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ISSUE 08 • JUNE 2021 • WWW.CPANS.CA

NOVA CPA

FEATURE

Celebrating the 2020 CFE
Writers

ARTICLE

Is Social Media a Risky
Business?

PROFILE

Peter Van Harmelen, CPA, CGA
Prioritizing Community at
Work and Home

Celebrating
CFE Success!



A Message from CPA Nova Scotia's President & CEO

Dear members,

I want to take this opportunity to congratulate the 117 Nova Scotia candidates who passed the Common Final Examination in September 2020. Due to the restrictions in place, we had the opportunity to celebrate these individuals with a virtual ceremony. During the video presentation, we heard from the candidates' employers, mentors, and family members about what wonderful additions they will make to our Nova Scotia CPA membership. We continue to be impressed by the perseverance and positivity our successful 2019 and 2020 convocation writers have shown throughout this unexpected journey. To watch the video, click [here](#).

In this issue, we had the pleasure of speaking with Peter Van Harmelen, CPA, CGA, on the importance of prioritizing your community through volunteerism. If you are looking for a volunteer opportunity, please check out our website or our internal newsletter, The Essentials, for our most recent postings.

NOVA CPA is a space where we can celebrate and connect with our members, and I encourage you to submit your feedback or stories about what you would like to see in an upcoming issue.

Lastly, I want to wish you all a happy and healthy summer.

Sincerely,



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President & CEO, Chief Legal Officer

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Celebrate the CFE writers of 2020

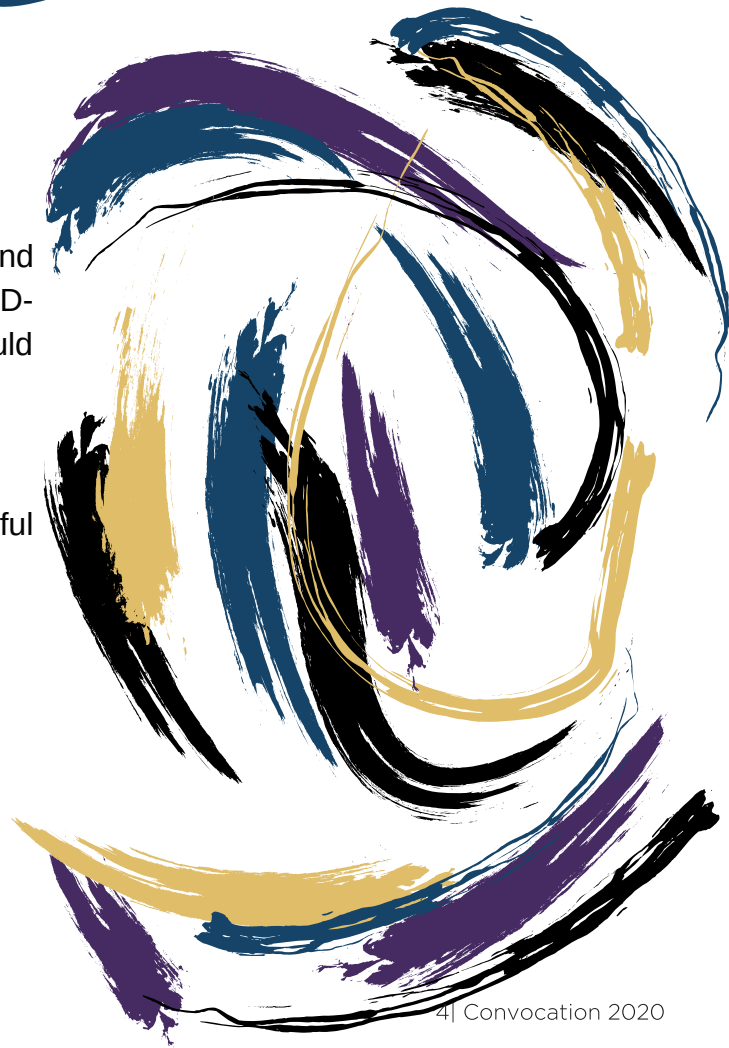
We are unable to come together this year and celebrate as we usually do because of the COVID-19 pandemic. However, this achievement should not go unnoticed.

CPA Nova Scotia Celebrates the 117 successful Common Final Examination writers from 2020.



[WATCH THE VIDEO](#)

[VIEW THE PROGRAM](#)



VALEDICTORIAN ADDRESS 2021 RYAN HUELIN

Ryan Huelin is this year's valedictorian. Each year, the student who earned the highest examination grade in Nova Scotia is asked to speak at convocation.

The address was written by Ryan and was delivered at this year's virtual convocation ceremony. It has been printed with his permission.

Hi Everyone,

My name is Ryan, and I hope everyone is enjoying their evening during this virtual convocation. I want to congratulate all successful CFE writers on passing the exam and getting to this point tonight. The CPA program is a challenging one, especially for anyone who did it over the two-year period and did it while working, which I think most people in the Maritimes do. It makes for a long two years, and it requires a lot of dedication and motivation and a strong support

network to help you get through it. I hope everyone can appreciate the level of effort that it takes to get through this program and is proud of their accomplishments. It is important to take the time to reflect on your achievements and look back on the progress you have made, and that is what nights like tonight are all about. I think everyone should be extra proud of themselves for getting to this point during a pandemic. As everyone knows, we had to finish the program during the pandemic, which presented new and unexpected challenges for many people. I know for myself, I found it hard to find the motivation at times to be able to sit down and study, being in lockdown and dealing with restrictions and uncertainties. It is tough to block that stuff out and study for the exam, hours on end sometimes.

However, I would like to recognize the efforts of CPA Atlantic; they did a great job at adapting and with the exam itself they did a great job, and I felt very safe in the hotel environment. Thanks to everyone for their efforts to make it a great success. Lastly, I would like to take the time to thank some members of my support network, including my parents, girlfriend, sisters, my coworkers, some of whom are attending convocation tonight. Mike and Meghan and Rory, you guys are great. I would also like to thank my employer, KPMG Halifax, for their support and the resources they provided over the past number of years. Thank you! Best of luck to all the graduates in their future endeavours and careers. Your futures are bright!

Cheers!



Photo submitted by Ryan Huelin

Congratulations

Connor Adams	Anil Chhabra	David Horne
Tayler Albert	Rory Chisholm	Ryan Huelin
Jason Allain	Mitchell Coady	Leigh Huxtable
Kiran Anumalla	Jaret Collins	Michael Jachimowicz
Benjamin Archibald	Annie Cowan	Lianna Jacquard
Jeremy Beals	Bryce Cross	Laura-Lynn Jennex
Alexander Beaton	Michael Curtis	Eunkang Jo
Ryan Beck	Alex Daley	Davin Johnson
Hilary Bennett	Tyler Doyle	Kent Jones
Tyson Blanchard	Sylvie Dykeman	Marie-Eve Joshua
Rachel Bonang	Ian Farrell	Tracey Kakembo
Shania Boucher	Derek Fitzmorris	Jillian Kelly
Vincent Boucher	Dylan Flinn	Bryan Kidd
Shawn Boudreau	Breagh Foran	Cassie Langille
Justin Brake	Madeleine Fraser Burke	John Lewis
Kathleen Brennan	Michael Fraser	Lauren Lewis
Alana Buchanan	James Goode	Shiying Liu
Bradley Cameron	Andrew Grant	Alisha MacDonald
Brendon Campbell	Hamza Haneef	Carter MacDonald
Alexandra Carney	Clark Hannam	Luke MacDonald
Ryan Casey	Grant Hartlin	Meghan MacDougall
Christine Chant	Claire Hawksworth	Shelby MacLennan
Andrew Chapman	Nathan Henderson	Chad MacMillian
Tram Chau	Tyler Honeywood	Christopher MacNeil

Shane MacPhail
Bijan Majumder
Benjamin McKenna
Ryann McNamara
Amanda Mitchell
Hamza Mohimi
Boyd Moore
Kundankumar Mulani
Victoria Mumford
Mostafa Nadeem
Samantha Nault
Leah Newcombe
James Nicholls
Justin Noftall
Shannon O'leary
Marcus Otmar
Melanie Park
Riley Pohl
Amaan Popatiya
Meaghen Powell
Danielle Power
Muhammad Qureshi
Allana Rendell
Courtney Robinson

Jessica Sabeau
Lauren Sampson
Jaimin Shah
William Shaw
Seung Won Shin
Marissa Slaght
Hannah Smith
Tiffany Smith
Elizabeth Strangway
Yu Sun
Heather Tan
Jaime Thoms
Kyle Usher
Oluwafikayomi Usman
Benjamin Wallace
Megan Waterhouse
Erica White
Pamela Wilson
Callum Wood
Siting Wu
Qian Min Zheng





IS SOCIAL MEDIA A RISKY BUSINESS?

By: Liisa Atva. First published by CPABC

Red beer fridges in random locations across Europe that dispense free beer to anyone opening the fridges with a Canadian passport? Molson Coors Canada's fun video of this inventive campaign quickly went viral when it was released in 2013. Within a year, this social media campaign helped add an estimated \$6 million to Molson's bottom line.

Molson's social media success story is only one of many. Over the past decade,

Canadian businesses have readily embraced social media; 70% of small businesses use some form, according to the Canadian Chamber of Commerce, and for larger businesses this percentage is likely even higher. Social media has been successfully used to increase customer engagement, solicit feedback, improve customer service, boost sales, and expand marketing reach to new audiences.

WHEN SOCIAL MEDIA GOES WRONG

While there are numerous social media success stories, the news is not all good. Incidents of customer complaints going viral, fake news, privacy invasions, and information leaks show the various risks involved. Even if your business is not active on social media that doesn't mean it's not the topic of conversations. In this day and age, all eyes are watching and all ears are listening!

One example of unintended consequences is a Burger King ad that was designed to pull information from the user-generated Wikipedia. Intended to promote the Whopper burger, Burger King released a commercial that was aired on TV and online, as well as shared on social media, featuring an actor asking, "Okay, Google, what is the Whopper burger?" before the ad abruptly ends. Any Google Home and Android devices within earshot would activate from this command, reading out Wikipedia's description of the Whopper.

This campaign sparked outrage from users who felt the unwarranted activation of their smart devices was intrusive. In the lead-up to the ad, Burger King had refined the definition of the Whopper in Wikipedia. This backfired when disgruntled ad viewers realized they could also edit the Wikipedia description and added outlandish ingredients, such as cyanide and "a medium-sized child."

NEGATIVE SOCIAL MEDIA GETS ATTENTION

The above example shows how social media content generated by the public can negatively impact a business. And the repercussion of negative news, especially from more severe examples, can be swift and sudden. A Vancouver restaurant closed its doors less than a month after a video of a rat found in a bowl of its chowder went viral. Even when a negative comment is unfounded, the damage may be done before a business has time to react. Research on news stories distributed on Twitter between 2006-2017 found that false news often

reached far more people than legitimate news. According to this study, "the top 1% of false news cascades diffused to between 1,000 and 100,000 people, whereas the truth rarely diffused to more than 1,000 people."

SOCIAL MEDIA FROM INTERNAL AUDIENCES

Negative social media commentary doesn't always come from external audiences. Recent research from BC professors Jan Kietzmann and Ian McCarthy, in collaboration with others, notes there are plenty of "dark side" examples of social media from within firms. Some examples include disgruntled employees taking to social media to voice their issues, workplace bullying, misinformation shared online, and being unfamiliar with organizational social media policies.

One case is that of Rachel Burns, a 21-year employee of a care home in the UK, who was fired from her job after posting a photo on Facebook of her singalong activity with residents. Although she thought the posting was well intentioned, her employers saw it as a breach of privacy rules.

PREPARING FOR SOCIAL MEDIA SETBACKS

What can businesses do to mitigate social media risks? The first step is acknowledging that social media risk management should be an organization-wide endeavour involving all employees, regardless of job title or department.

The second step is to identify social media risks. The study mentioned above suggests the "Honeycomb framework" as a useful tool to do so. This framework breaks down social media functions into seven building blocks: sharing, presence, conversations, identity relationships, groups, and reputation.

Not every block will be relevant to every entity and situation. Organizations can select

the ones most relevant to their needs, and focus their attention on developing policies and procedures to mitigate the risks identified in the blocks to their brands, customers, workforce, and any other stakeholders.

Sharing - The degree to which users exchange, distribute and receive content, including photos and videos on Instagram, YouTube, and other social platforms. **Risk** - Shared content can be inappropriate, undesirable and/or shared without permission of the copyright owner if applicable. The creators of the Burger King Whopper campaign subsequently had to monitor the user-generated changes to the Wikipedia description.

Presence - When parties know where and when others are accessible online and/or in the real world. **Risk** - Users can be tracked without their awareness or consent.

Conversation - The extent to which social media users communicate with others through platforms such as Twitter, Facebook, Instagram, LinkedIn, and blogs. **Risk** - Inaccurate and potentially damaging information about the organization may be posted. Businesses should consider the risks of starting or joining these conversations.

Identity - The degree to which users reveal their identity online through personal information provided, the groups they join, and comments. **Risks** - This block relates to privacy and safety risks. Data privacy tools and controls should be considered.

Relationships - How users relate to others through social media platforms; for example, how they are associated, how they engage and the content they exchange. Relationships on LinkedIn are typically professional, while Facebook's are often personal. **Risks** - The risks can include cyber-bullying, stalking, and harassment.

Groups - This block focuses on social media users' abilities to create or join groups based around shared interests, for example Facebook groups. **Risks** - Negative and/or inaccurate beliefs can be amplified and reinforced within groups with a shared perspective. Businesses should consider membership rules and protocols.



Reputation - The extent to which social media users can influence the standing of others and themselves. The number of followers someone has on Twitter, the comments expressed, and the number of views and likes can all be factors in influencing a person's reputation both on and offline. **Risks** - Malicious and inaccurate content can damage reputations. Businesses can and should monitor the sentiment of their users and brands.

FOMO

Reviewing the seven blocks of the “Honeycomb framework” can help organizations identify the risks that may arise from different audience cohorts and situations. Identifying these risks will put an organization on the right track as they start to create a risk management plan to proactively mitigate, and if necessary, deal with their applicable risks.

While it's true that social media does come with risk, FOMO – the fear of missing out – is also a legitimate concern. Not adopting social media can have a more detrimental impact than dealing with a few social media setbacks.

Being out of the conversation limits a business's communications with its audiences and reduces its competitive advantage. With all eyes and ears on alert at all times, businesses have more opportunities than ever before to tell their stories and engage with stakeholders – and that may be worth a little risky business.

Business & Innovation Forum



November 16, 2021

The Business and Innovation Forum is designed to bring new knowledge and facilitate open discussions on topical items. Participants can choose from multiple short sessions throughout the day.

Sponsored by





Peter Van Harmelen

@pvanharmelen



Celebrating #WeChallengeMS virtually today along with so many others inspired by a #worldfreeofms. Walking 11,000 steps each day in May for the 11 people diagnosed with multiple sclerosis each day. 341,000 steps in May and a fundraising goal of \$1,705 (341x\$5)!

@MSSocietyCanada





VOLUNTEERS NEEDED

PRIORITIZING COMMUNITY AT HOME AND WORK

Peter combines his love for finance with his desire to make a difference in people's lives. Getting his family and pets involved, Peter gives back to his community and encourages others to do the same.



Peter Van Harmelen
@pvanharmelen

Our German Shorthaired Pointers, Frodo and Pippin, just donated to help Bilbo Wiggins. You can, too at <http://novascotiaspca.ca/bilbo/> @paulbrothers @AlyseHand @globalhalifax @NSSPCA



Peter Van Harmelen
@pvanharmelen

#BurgersToBeatMS with my youngest two, Annie and Andrew @AWCanada in Elmsdale, #novascotia. Thanking @AWCanada for their longtime support of @MSSocietyCanada #actsofgreatness

Nova Scotia CPA Peter Van Harmelen is the Assistant VP of Finance for the Multiple Sclerosis Society. Peter started in 2005 as the Director, Finance and Administration for the Atlantic Division of the MS Society based in Dartmouth, NS. In 2013, he was asked to join the national finance team based in Toronto while working from Dartmouth.

Peter shares the vital role that volunteers play in a non-profit organization. "Not-for-profit organizations and charities cannot exist without the generous contributions of their volunteers. The MS Society is no exception and cannot fulfill its mission without the people volunteering to serve on our board, committees, fundraising events and our programs and services. I know many volunteers who will confirm how glad they are to help and

how rewarding volunteering is."

Peter and his family give back to the community by actively getting involved in MS Society fundraisers, as well as other local charities. Recently, Peter and his children participated in Burgers to Beat MS at A&W in Elmsdale. His dogs Frodo and Pippin joined in the fun by posing in a donation photo for the Nova Scotia SPCA. All five members of Peter's family put on their walking shoes for the month of May and walked over 11,000 steps a day to raise money in honour of the eleven people who are diagnosed with MS daily.

If you're interested in volunteering please check out the volunteer job postings on the [CPA Nova Scotia website](#).





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