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The 2017 Annual Member and Non-Member Surveys

It's the once-a-year time when we survey our members and non-members who have agreed to be on our mailing lists. We review each response and look at how we might adjust our services, support and programs and to provide guidance for the direction the new board (elected every June) might take for the coming year.

We asked the same (or similar) core questions we have asked in past years to see how we are tracking in the delivery of our support and services. This article will focus heavily on what we asked, what you said, and how this has changed since last year. We will also share our respondents comments, both the good and not so good.

1. Overall, what do you think of our Chapter’s services and support to you in the past year?

40 responses were received. We received a **98% approval rating** where we met or exceeded your expectations, down from 100% last year. We're sorry that every now and then we utterly fail to connect with one of our members or colleagues. We know that our chapter can't serve everyone, but we will be sure to keep trying throughout 2017.

Your Comments:
• The Chapter leadership team works with real dedication and focus on engaging membership through meaningful chapter events.
• The Chapter has maintained the level of service that we have become accustomed to based on previous years.
• I participated in a couple of IIA Chapter events. They were very interesting. I especially enjoyed the event where I was presented with my CIA designation.
• The commitment of the chapter leaders is extraordinary and appreciated!
• Over the past 6 years, I have learned to expect excellent services from the Chapter.
• For a small volunteer run organization, it's a pleasure to enjoy your services.
• Although I am no longer working in internal audit, the local chapter coordinator offered to keep me as part of the group that receives information re training opportunities, chapter events and other options for membership.

Our Board very much appreciates all of the complementary comments. We recognize that we have set a high bar which makes it harder to achieve your rising expectations. We have no one to blame but ourselves as we keep striving to push the bar higher.

Remember that you can give us feedback at any time by contacting any of the board members identified within this (and all) newsletters. In addition, we have created a completely anonymous (no IP tracking, no identification required) survey consisting of a single question allowing you to give us feedback whenever you want.

IIA Vancouver Island Anonymous Feedback: [https://www.surveymonkey.com/r/ZVNND73](https://www.surveymonkey.com/r/ZVNND73)
2. In the past year, how would you rate the following specific services?

For this set of questions we will show a tabular format of the service, the percentage of respondents who thought we performed at an Excellent or Above Average level, the percentage who thought we performed at a Below Average or Poor level, and the previous three years ratings. Not all respondents answered all questions and questions were not exactly the same from year to year so only percentages are shown. It’s quite a lot to analyze.

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<tbody>
<tr>
<td></td>
<td>Excellent or Above Average</td>
<td>Excellent or Above Average</td>
<td>Excellent or Above Average</td>
<td>Excellent or Above Average</td>
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<tr>
<td></td>
<td>Below Average or Poor</td>
<td>Below Average or Poor</td>
<td>Below Average or Poor</td>
<td>Below Average or Poor</td>
</tr>
<tr>
<td>Luncheons</td>
<td>97%</td>
<td>97%</td>
<td>98%</td>
<td>97%</td>
</tr>
<tr>
<td>Workshops</td>
<td>81%</td>
<td>87%</td>
<td>94%</td>
<td>94%</td>
</tr>
<tr>
<td>Annual Fraud Program</td>
<td>95%</td>
<td>89%</td>
<td>100%</td>
<td>100%</td>
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It appears that satisfaction has remained steady for our luncheons and is consistent with the past three years. Satisfaction dropped with workshops, as our two day IT Fundamentals for non-IT auditors workshop was not the success we were looking for. We increased our diligence with checking the references for our upcoming April workshop and expect to bring us back on track.

The IIA Canada brokering framework is changing again, so we don’t know yet if we will be able to continue to offer workshops on the coming years, but we certainly hope so. It also looks like we hit the mark again this year with our Annual Fraud conference. We will continue to work to keep our professional development events at 90% or better.

Your Comments:
- It might be interesting to add time to the learning events for table discussions of the presentation. Perhaps instead of a luncheon, hold an afternoon session with the presentation first and coffee and discussion afterwards.
- (Fraud investigations from other perspectives/organizations - ie. not just auditors within government or financial institutions. Health Care Fraud, Ministry of Social Development, Income Assistance, Service Canada, WorkSafeBC, etc.
- IT for non IT Auditors was horrible speaker, rest have been good or better.

One of the ideas we have be discussing is holding less single presentation luncheons and try for a few longer (afternoon) sessions, where we have two speakers on different topics. We can offer this for close to the same cost as a single luncheon presentation. There have been a few case where attendees have wanted the sessions go on for longer and have more participation, and the above comment on discussion sessions is something we can look into. Our Programs chair will consider all of the above as we prepare for the 2017-2018 events calendar.
Communications breaks down into e-mail, our chapter website, ours newsletters, and our use of social media.

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<tbody>
<tr>
<td>E-mail Communications</td>
<td>82%</td>
<td>0%</td>
<td>94%</td>
<td>0%</td>
</tr>
<tr>
<td>Chapter Website</td>
<td>71%</td>
<td>0%</td>
<td>85%</td>
<td>0%</td>
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<tr>
<td>Chapter Newsletter</td>
<td>74%</td>
<td>0%</td>
<td>90%</td>
<td>0%</td>
</tr>
<tr>
<td>Use of Social Media</td>
<td>67%</td>
<td>0%</td>
<td>80%</td>
<td>0%</td>
</tr>
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</table>

It looks like we have been over communicating via email a bit this year, or our communications have been less relevant to your needs, dropping us back to your satisfaction ratings from the 2013-2014 year.

Although we are keeping the website current, it doesn’t look like it has the features you need. By all means, send us feedback at any time to let us know what we might add.

Looks like the newsletter is also losing some relevancy. We have been publishing monthly for some time now, but we always have difficulty getting articles so we probably aren’t sharing things with you that you want to know or the content isn’t changing enough. We will look at perhaps shortening the newsletter some more, although not with this issue due to the annual survey results and upcoming elections for the 2017 board.

And lastly, it looks like our use of Social Media isn’t the most current. We don’t engage in Facebook or Twitter, mostly because of the expectation of daily (or more frequent) traffic. Our linked in professional group membership has grown to 33 members, but we use it only to advertise our programs and any special events.

Let's look at our last two areas, certification support and membership support.

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<tbody>
<tr>
<td>Certification Support</td>
<td>100%</td>
<td>0%</td>
<td>88%</td>
<td>0%</td>
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<tr>
<td>Membership Support</td>
<td>91%</td>
<td>0%</td>
<td>86%</td>
<td>0%</td>
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</table>

In the area of certification support we seem to hit a peak this year. Remember, if you are seeking any of the certifications, information on the process or access to learning material discounts, just contact our certifications chair.

Our membership support is also back up. We suspect this is due to the government group membership that we have been able to negotiate, saving approximately $3200 in membership dues for 62 members this year.
Your Comments

• I think the chapter has been doing a great job setting up the luncheon seminars, and workshops. The effort to save us all money on the IIA membership dues is appreciated.
• The board does a great job of meeting all my membership needs. I am very appreciative of the efforts of such a small group and the great service they provide.

Remember, that if you have any specific thoughts on where we can provide better or additional services, we have setup an anonymous feedback mechanism as shown on Page 2 of this newsletter.

3. Looking Back, how satisfied are you with our Luncheons?

For this set of questions we will also show a tabular format of the luncheons, the percentage of respondents who thought we performed at an Excellent or Above Average level, the percentage who thought we performed at a Below Average or Poor level, and the previous few years ratings. Not all respondents answered all questions and questions were not exactly the same from year to year (We didn’t ask about depth and detail, or duration in previous years) so only percentages are shown.

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<tbody>
<tr>
<td>Range/ Variety of Topics</td>
<td>94% 0%</td>
<td>94% 3%</td>
<td>95% 0%</td>
<td>95% 0%</td>
</tr>
<tr>
<td>Depth and Detail of Topics</td>
<td>94% 0%</td>
<td>90% 0%</td>
<td>90% 3%</td>
<td>N/A N/A</td>
</tr>
<tr>
<td>Quality of Speakers</td>
<td>94% 3%</td>
<td>90% 0%</td>
<td>98% 3%</td>
<td>95% 0%</td>
</tr>
<tr>
<td>Location/Venue</td>
<td>97% 0%</td>
<td>97% 0%</td>
<td>98% 0%</td>
<td>92% 0%</td>
</tr>
<tr>
<td>Time</td>
<td>86% 3%</td>
<td>97% 0%</td>
<td>93% 3%</td>
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</tr>
<tr>
<td>Duration</td>
<td>83% 3%</td>
<td>97% 0%</td>
<td>88% 3%</td>
<td>N/A N/A</td>
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<tr>
<td>Price</td>
<td>83% 3%</td>
<td>100% 0%</td>
<td>83% 3%</td>
<td>85% 3%</td>
</tr>
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</table>

Overall it looks like we are remaining fairly consistent on our luncheons. We have improved slightly in terms of the depth, detail and quality, but have flagged a bit on the time, duration and price.

Everything we hear suggests that the Union Club continues to be a popular venue but we seem to have at least one event each year where there is a room or a food issue. We are trying to be more descriptive of the topics including any expectations we have that an event may run long (e.g. we advertise as a 2 CPE event instead of a 1 or 1.5).

We know everyone has tight budgetary constraints, but price is an area we really cant improve much upon. We do give away free luncheon attendance for completion of surveys, or submission of articles. We have also used the proceeds from our fraud conference to bring in a extremely low priced two day workshop occurring in just a few weeks. What you may not be aware of is that we hold luncheon events at a loss, sometimes a large one if we have to pay speaker travel expenses.
Here are some of your comments on our luncheons:

• I am a bit out of the downtown core, so not as easy to attend all events I'm interested in.
• Maybe a breakfast session or two?

As noted above, this year we may give thought to less frequent events, but make each one longer, perhaps extending the event to have either two speakers or a longer and more in depth presentation. Also, we may try the idea of holding a discussion group after the presentation, a less formal Q&A style approach. We will look into breakfast sessions again as well.

4. Based on E&Y's imperatives for Internal Audit and hot topics recommended by the IIA, if we seek to bring presentations on the following topics in the following months. Are you likely to attend...

We also asked about the current list of hot topics that the IIA says we should all be concerned with. Interest in these ranged from 62% on Mobile Computing to 76% on Third Party Risk Management.

• Risks in Social Media (64%)
• Mobile Computing (62%)
• Cloud Computing (68%)
• Cybersecurity (74%)
• Third Party Risk Management (76%)

And here are your comments:

• I try to go to all of them because even if I don't realize it will apply to my/our situation at work, it usually does!
• All sound worthwhile.
• Most of these topics don't relate directly to my work, but I think they would help me become more familiar with topics I don't know that I should know more about. :o).

We see a definite linkage between the top rated topic of Third Party Risk Management with your write in thoughts detailed below. Oddly, the topic of Risks in Social media was tied for second in your write in comments but was second last in the above charts.

**Top Topics You Would Like to See**

• Contracts and Procurement: Auditing Contract files, soft services, and the procurement process
• Cybersecurity
• Risks in Social Media
• Corporate Ethics, Ethics
• Culture: how to audit / approach corporate culture

Thanks for your suggestions and keep them coming. Again, this will be a great starting place for our programs team for the year ahead.
5. What can the Programs Team do to help you in achieving your professional development interests and requirements?

Here is your feedback to the Program team:
• The mix of luncheons and workshops that I saw over the past year was just right - topics, time commitment and financial cost - so keep doing more of the same, please.
• Perhaps more opportunities for networking and hot topics discussions (unstructured) between members outside the luncheons.
• 2 or 3 luncheons over the year can take the form of less structured events with free discussion on 2-3 current topics; or updates by members on interesting projects they're working on or completed recently.
• Not much at this point as I'm very new to the internal auditing world.
• You are doing an excellent job already! Thank YOU!
• I'm Retired! 😊
• More workshops that are around 4 hours long instead of one day workshops.
• I think they are doing an exemplary job already.
• Already doing a good job.
• Continue to offer programs that count for CPD credit.
• Continue doing what you are doing. it is great.
• Keep ensuring a member can get min required PD each year. Great job on that.

Thanks from the Program team for all the positive feedback. We will do our best to keep it up!

Thanks from your Chapter Board for continuing to support the chapter, attending our functions, and providing your valuable feedback. All of the above results will be shared at our next one (or two) Board meetings and we will start adjusting our services and approach accordingly.

As we plan to pursue a full board of directors this year, we will have more ability to experiment with the above areas and find new ways to extend our services to meet your needs.

And lastly, if you actually read this entire six page article, thanks for persevering! 😊

Graham Tranter
Graham Tranter, CIA, CFE, CRMA, CCSA is currently fermenting KimChi, cooking a big batch of chili, and contemplating all the goodness retirement brings.

Oh, and is still your semi-serious President, etc. (for a while yet)
IIA HQ and IIAC provide free monthly webinars. Click here for upcoming IIA sessions or follow the links below to register for IIA HQ or IIA Canada free webinars (many are Members Only).

18-April-2017: Auditing Security Monitoring (aka Watching the Watchers)

9-May-2017: Data Analytics: Opportunities for Internal Audit (IIAC)


Don’t Forget! One benefit of being an IIA member is having access to an extensive library of archived webinars. NOTE: On-demand webinars do not qualify for NASBA CPEs.

Click on AUDIT CHANNEL.tv above, relax and enjoy some quality and empowering TV, including:

Imperatives for Internal Audit: Part 1
Learn about the importance of innovation from three of the profession’s leading voices.

Imperatives for Internal Audit: Part 2
A distinguished panel of experts discuss the profession’s role with regard to key stakeholders.

Professional Responsibility and Ethics Part 2
Auditing ethics and culture are hot buzz words today, but where do you start? Sally-Anne Pitt and Scott Page give some tips on the inclusion of ethics and culture in audits and how to get objective input.

Audit Executive Center Preview on Cyber Resilience
Inspector General Theresa Grafenstine spoke at The Audit Executive Center’s Executive Exchange at The IIA’s General Audit Management Conference in 2016 about phishing, advanced persistent threats, and how to communicate with audit committees to get their attention on these crucial topics. She’s fired up on auditors’ ability to get into cybersecurity and cyber resilience.
THIS MONTH’S FEATURE: Data Analytics: Elevating Internal Audit’s Value

The sheer mass of data available to today’s internal auditors requires a systematic approach. This research-based report provides the tools you’ll need to become more efficient in your data mining efforts.

Today’s audit leader struggles with creating an integrated, efficient approach to data mining that maximizes the impact and value the audit department delivers.

Data Analytics: Elevating Internal Audit’s Value is the result of a research project that aimed to lead to the design of a data analytics framework to help internal audit functions. It covers a wide spectrum of concepts, such as:

- Financial risk.
- Compliance.
- Fraud.

The framework helps internal audit to broaden risk coverage and enhance audit efficiencies.

You will learn how to:

- Develop a data analytics framework and use it to accomplish multiple audit objectives.
- Enhance internal audit efficiency through the use of data mining and analytics.
- Eliminate duplicated data mining and analysis efforts across audit and other functions.
- Determine the optimal effort needed to maximize the framework.

The IIA Research Foundation, in partnership with Grant Thornton, conducted research and provided subject matter experts and editorial resources to produce this report.
Welcome New Members!

Our Chapter is pleased to welcome the following new or returning members.

- Penny Collins
- Theresa Edison

The IIA Vancouver Island Chapter has

123 Members

Sharing the following certifications

Remember that you can give us feedback at any time by contacting any of the board members identified within this (and all) newsletters. In addition, we have created a completely anonymous (no IP tracking, no identification required) survey consisting a single question allowing you to give us feedback whenever you want.

IIA Vancouver Island Anonymous Feedback: [https://www.surveymonkey.com/r/ZVNND73](https://www.surveymonkey.com/r/ZVNND73)
April - July 2017

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<tr>
<th>Date</th>
<th>Event Type</th>
<th>Topic</th>
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<tbody>
<tr>
<td>April 24-25</td>
<td>Two Day Workshop</td>
<td>Performance Based Auditing in the Public Sector</td>
</tr>
<tr>
<td>June 15</td>
<td>Luncheon (1 CPE) and AGM (12:00-2:00)</td>
<td>Oceans Network Canada – Protecting our Coasts</td>
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All events are held at the Union Club of BC, 805 Gordon Street
For registration to any of the above, or more information on upcoming events
Go to Institute of Internal Auditors Vancouver Island Chapter.

**Performance-based Auditing for the Public Sector**

**Speaker:** Edwin Ryl, Deputy City Auditor for the City of Edmonton.

**When:** Monday April 24, 2017 and Tuesday, April 25, 2017 (16 CPE hours)

**Where:** Begbie Lounge, The Union Club of BC, 805 Gordon Street, Victoria

**Price:** $400

**Agenda:** Workshops start at 8:30 each day and end at 4:30
Lunch and Coffee Breaks included,
**Breakfast IS NOW included** - Trying the new Buffet Breakfast Menu

**Registration Costs:** Due to the success of our 2016 fraud conference and spring workshop the chapter is heavily discounting this course offering using chapter funds. We are able to offer this two-day workshop for the cost of a one-day workshop.

Having filled the workshop, we have negotiated with IIA Canada for an additional set of 15 seats. The chapter will absorb the associated costs.

**There Are 7 Seats Remaining**

[https://www.giftttool.com/registrar/ShowEventDetails?ID=1902&EID=23204](https://www.giftttool.com/registrar/ShowEventDetails?ID=1902&EID=23204)

Registration closes in TWO days.
Be the Future of Internal Auditing

*Internal Auditor* magazine, the world's leading publication covering the internal audit profession, is continuing its 2016 scholarship program. We are offering six US$1,000 scholarships for undergraduate and graduate students who write the most informative and intuitive essays on internal audit subjects. Once the student winners are announced, we will publish the winning essay on InternalAuditor.org.

[Download the scholarship application](#) form to get started. Once you have completed your essay, submit both the completed application form and your essay to Scholarship@theiia.org. The scholarship essay topics and submission periods are as follows:

- **April 2017 – 31 May 2017**: What is internal audit’s role in making the organization more resilient? (read "Internal Audit’s Role in Making the Organization More Resilient" in the April issue of *Internal Auditor.*)[Download the question PDF](#)

- **August 2017 – 30 September 2017**: What are the ethical issues that can arise in an organization’s collection, use, and analysis of data? (read "Ethical Issues in the Collection, Use, and Analysis of Data" in the August issue of *Internal Auditor.*)[Download the question PDF](#)

- **October 2017 – 30 November 2017**: How can business acumen help internal audit? (Read "Developing Business Acumen Within the Audit Function" in the October issue of *Internal Auditor.*) [Download the question PDF](#)

- **December 2017 – 31 January 2018**: What is internal audit’s role in ensuring employees’ personal information is protected? (read "Protecting Employee Personal Information" in the December issue of *Internal Auditor.*) [Download the question PDF](#)
Did You Know! May Is International Internal Audit Awareness Month!

As an internal audit professional, you play an important role in raising awareness and elevating the profession. Whether you are an active IIA member or new to internal auditing, there’s something you can do to raise awareness.

You can customize your email signature and social media accounts with the International Internal Audit Awareness Month digital icon. You can hold a lunch-and-learn in your workplace to dispel myths about internal auditing and explain the value that a well-resourced, independent internal audit function can provide. You can take them to a chapter event, or bring a chapter speaker to you.

Don’t let the opportunity pass to advocate the importance of internal auditing to your coworkers and other stakeholders. For additional ideas, sample programs, tips, and templates, download the free Building Awareness Toolkit from The IIA’s website.
Nominations for the 2017-2018 Board

In preparing for our AGM in June, we are seeking nominations for positions on the board for the 2016/2017 chapter year starting on June 1st, 2016. All non-officer positions are up for election this year (officer positions are two year terms and are continuing).

Please note that board members currently within these roles are eligible and welcome to stand for re-election.

This is your opportunity to get involved with the Institute of Internal Auditors Vancouver Island (IIA VI) Chapter Board! Benefits of volunteering on the Board include:

- Influencing the local direction of the IIA VI chapter
- Enhancing your career through serving and connecting with peers in your industry
- Opportunities to participate in national leadership workshops
- Collaborating with IIA Canada and IIA North America International
- Planning and input on local IIA VI events
- Earning up to 15 CPE hours annually

**Board Time Commitments:**

All Board members are expected to attend monthly meetings, which actually happen about 9 times a year for 30-60 minutes via telephone conference call. Attendance at the AGM is also very much encouraged. That makes less than 12 hours a year basic time commitment!

**Volunteer opportunities beginning June 2017:**

1. **Certifications Chair**: 6-8 hours a year.
2. **Memberships Chair**: 2-3 hours a month.

**Communications**: Over the years four areas of communication have merged into one role. The chapter benefits from having this be 4 distinct roles, each one with a reasonably small commitment.

3. **Newsletter**: 1.5-2 hours a month
4. **Website Administrator**: 1-2 hours a month.
5. **Social Media Administrator**: 6 hours a year.
6. **E-Mail**: 4 hours a month.
7. **Marketing and Specialty Centres**: 4-6 hours a year
8. **Academic**: 6-8 hours a year
9. **Programs (Team)**: 6-8 hours a month.
If you are interested in running for a position on the IIA VI for the 2017/2018 term, please submit

- your intention to do so,
- the position or positions you are interested in standing for, and
- a short biography if you are not already on the board

to any member of the nominations committee (Graham Tranter at gptranter@shaw.ca, Kelly Dorin at kdorin@uvic.ca, or Lisa deWit at Lisa.deWit@forces.gc.ca) by Friday, May 12th, 2017 so that we can prepare the roster of nominee's for presentation and election at the AGM on June 15th, 2017.

Note that in addition to being willing to volunteer your time, you must be an active member in good standing with the IIA VI Chapter.

The bylaws of the chapter and details on the various roles and responsibilities of Board members can be found within the chapter document 2014-2015 IIA VI Governing Documents.pdf on the Members Only page of the Chapter website. https://chapters.theiia.org/vancouver-island/Members/Pages/default.aspx

While we are seeking specific nominations for the above positions, we will also welcome nominations from the floor during the AGM itself.

Progress Through Sharing!

Becoming a board member is a great way to share your experience and expertise with the profession. Our small board of volunteers prides itself of delivering a high level of service to all members of our chapter through dedication and commitment to quality.

We also always welcome your contributions through offers of articles for our newsletter or presentations to our membership. Remember, developing and publishing an article or preparing and delivering a presentations also earns you CPE in support of your annual certification requirements.

We are looking for both a topic and a suggested speaker for our May event. Do you have a topic you would like to bring to our membership? Contact gptranter@shaw.ca to volunteer and schedule your presentation.
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<th>Position</th>
<th>Name</th>
<th>Organization</th>
<th>Contact</th>
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<tbody>
<tr>
<td>President</td>
<td>Graham Tranter, CIA, CFE, CRMA, CCSA</td>
<td>Retired</td>
<td><a href="mailto:gptranter@shaw.ca">gptranter@shaw.ca</a></td>
</tr>
<tr>
<td>Vice President</td>
<td>Lisa deWit, CPA, CGA, CIA, HBCom</td>
<td>Department of National Defence</td>
<td><a href="mailto:Lisa.deWit@forces.gc.ca">Lisa.deWit@forces.gc.ca</a> (250) 363-5631</td>
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<tr>
<td>Treasurer</td>
<td>Tony Pollard, CPA, CA, CFP</td>
<td>Parker Johnson</td>
<td><a href="mailto:tpollard95124@yahoo.com">tpollard95124@yahoo.com</a> (250) 888-6571</td>
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<tr>
<td>Secretary</td>
<td>Jenny Yue-Detterer, CPA, CA</td>
<td>KPMG</td>
<td>On Leave</td>
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<tr>
<td>Secretary</td>
<td>Lisa deWit, CPA, CGA, CIA, HBCom</td>
<td>Department of National Defence</td>
<td><a href="mailto:Lisa.deWit@forces.gc.ca">Lisa.deWit@forces.gc.ca</a> (250) 363-5631</td>
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<td>Sonia Vicente, Bcom</td>
<td>Ministry of Finance – IAAS</td>
<td>On Leave</td>
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<td>Programs Chair</td>
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<tr>
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<tr>
<td>Membership</td>
<td>Kelly Dorin, CFE, CPA, CA, CIA, CCSA, CRMA</td>
<td>University of Victoria</td>
<td><a href="mailto:kdorin@uvic.ca">kdorin@uvic.ca</a> (250) 853-3184</td>
</tr>
<tr>
<td>Marketing &amp;</td>
<td>Shaun Price, CPA, CA, CIA, CGAP, CRMA, BCom</td>
<td>Department of National Defence</td>
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Remember that you can give us feedback at any time by contacting any of the board members identified within this (and all) newsletters. In addition, we have created a completely anonymous (no IP tracking, no identification required) survey consisting a single question allowing you to give us feedback whenever you want.

IIA Vancouver Island Anonymous Feedback: [https://www.surveymonkey.com/r/ZVNND73](https://www.surveymonkey.com/r/ZVNND73)