

# Canada's CFO of the Year Directeur financier canadien de l'année

## Canada's CFO of the Year™ Award 2012 Submission Guidelines

### Honouring Canada's financial leaders

Canada's CFO of the Year™ Award is presented to senior financial leaders who have made a contribution to business in Canada with quality, insight and steady direction. Candidates may be nominated in any business sector by CEOs, boards of directors, financial analysts, and other senior executives. All nominations are confidential. The nomination process is facilitated by Robert Half and the honouree is determined by an independent selection committee.

---

To submit a nomination visit [www.cfoy.ca](http://www.cfoy.ca)

---

#### PRESENTING SPONSORS

---



#### AWARD SPONSORS

---



## Eligibility Requirements

- Candidates are a Chief Financial Officer or Head of Finance with either a public or private organization.
- Candidates are Canadian citizens or landed immigrants, and current residents of Canada.
- Candidates have been in their current role for at least two years.
- Nominations must be validated and endorsed by both the nominee and the nominee's Chief Executive Officer.
- Candidates are not employed by, or affiliated with, any of the organizations that sponsor *Canada's CFO of the Year™* Award.
- There is a 10-year grace period before another CFO from a winning organization can be considered for the Award.

The selection committee reserves the right to select one or two eligible candidates depending on the applicants and circumstances covering both public and private companies.

## Nomination Package Requirements

The nomination package includes two sections. (Those submitting the nomination often get support in compiling the following information from their marketing and communications or investor relations groups.)

### A. Personal and Career Information

#### 1. Nominee's Information

- First Name
- Last Name
- Title
- Organization
- Business Address
- Business Telephone
- Cell Phone
- Email
- Assistant's Name, Phone and Email

#### 2. Biography

- A detailed biography or resume, outlining career history and credentials.

#### 3. Photograph

- A recent photograph (a head-and-shoulders business shot – minimum 300dpi).

#### 4. References

- Please list three individuals who have worked with the nominee in their efforts and who may provide a reference. Include each person's name, title, company name, and full contact information including email address, company address and direct telephone number. One of the three must be their CEO.

### B. Award Criteria

The context in which a CFO functions, including: transparency of financial reporting, highest standards of corporate behaviour, nature of accounting practices, and commitment to good corporate governance consistent with current standards and evolving guidelines will be considered in assessing potential candidates.

This section requires the submission of supplementary information on how the nominee has exemplified the five Award criteria (Vision and Leadership, Corporate Reporting and Performance, Social Responsibility, Innovation, and Business Complexity) as detailed below.

**This section should not exceed five pages or 2,000 words in length, not including the financial information required for the Corporate Reporting and Performance section.**

#### 1. Vision and Leadership

The role of the CFO provides leadership beyond the balance sheet and financial reporting. Today's CFO combines the ability to lead and inspire people within an organization with requisite financial acumen.

- Outline the vision the nominee has shown, highlighting leadership ability within their team and organization. This may include specific situations or initiatives where their insight, judgment, and ability to lead and inspire have shaped the success of their organization. Please submit a one-page statement describing how the CFO has guided their organization to manage financial turbulence, achieve new levels of growth, or contribute to maintaining shareholder value.

#### 2. Corporate Reporting and Performance

Full and fair disclosure, sound financial management, integrity and a commitment to ethical business conduct are central to the role of CFO and to an organization's financial performance.

##### Company profile and financial information

Please include a description of the CFO's organization, including a description of products, services and overall strategic goals as well as details of the CFO's role and their impact on the organization's initiatives and performance.

Enclose one copy of the organization's latest annual report (or financial statements for each of the last two years if no annual report is available). Public companies should also include a full share price history for the last two years.

Submit detailed financial information including but not limited to:

- Revenues
- Total assets
- EBITDA (earnings before interest, taxes, depreciation and amortization)
- Total debts
- Earnings per share
- Return on shareholder's equity
- Market position
- Cash flow from operations

## Submission Materials Checklist

Any regulatory action or material financial restatements that have transpired during the CFO's tenure at their current or past organization(s) must be disclosed. Neither will necessarily disqualify a candidate. Please refer to the Confidentiality section of this package.

### 3. Social Responsibility

In addition to a commitment to integrity and a passion for the future of Canadian business, the CFO applies their influence, skill and creativity to make a significant contribution to the profession and to the community.

- Please include a one-page description of how the CFO used their skills and creativity to contribute positively to the community or profession. Describe the strategy and the resources committed to this initiative and the benefits derived as a result.

### 4. Innovation

As an innovator, the CFO can transform and shape the successful financial performance of an organization while exercising sound business judgment and demonstrating excellence in their field.

- Please include a one-page description of how the CFO's organization has an innovative approach to its employees, customers and overall financial processes. Include evidence that indicates why this innovative approach has demonstrated excellence in this particular field.

### 5. Business Complexity

Organizations are required to anticipate changes in the marketplace and be proactive in developing creative solutions that provide value to their stakeholders. Organizations of all sizes and from all industries face their own unique challenges from an internal and external perspective.

The CFO plays a key role in proactively managing and reporting on the financial health of their organization.

- Please include a one-page description of initiatives the CFO has undertaken to provide a better and more proactive approach to managing change and turning it into a competitive advantage.

Suggested areas for examples of such initiatives include, but are not limited to: people, IT, international expansion and growth strategies.

Please include one copy of each of the following by **January 20, 2012**

*\* Please note that submission materials, will not be returned.*

### Part A: Personal and Career Information

- Nominee's Information
- Biography
- Photograph
- References

### Part B: Award Criteria

- Vision and leadership
- Corporate Reporting and Performance (Company Information and Financial Information)
- Social responsibility
- Innovation
- Business complexity

---

### Please submit all information directly to:

*Canada's CFO of the Year™*  
Robert Half  
181 Bay Street, Suite 820  
Toronto, ON M5J 2T3  
416 350 2330  
cfoy@rhi.com

### Confidentiality

Nominee information will only be used for determination of the Award.

The award recipient may be asked to participate in a profile article to appear in various Canadian media outlets and subsequent interviews. Once the award recipient has been determined, the *Canada's CFO of the Year™* Award program will liaise with the winner's organization to facilitate the aforementioned promotion.

By submitting a nomination, you are consenting to have the aforementioned nominee considered for *Canada's CFO of the Year™* Award.

## Frequently Asked Questions

### 1. **What is Canada's CFO of the Year™ Award?**

Awarded by co-presenting sponsors FEI Canada, PwC and Robert Half, *Canada's CFO of the Year™* Award, is given annually to an individual who has made an outstanding contribution to business in Canada through vision and leadership, corporate reporting and performance, social responsibility, innovation and business complexity.

### 2. **Who can nominate a CFO?**

Candidates may be nominated by CEOs, boards of directors, financial analysts, and other senior executives. The nominee and the nominee's Chief Executive Officer must acknowledge awareness and acceptance of the nomination in a signed letter.

### 3. **Is there any fee to nominate a candidate in Canada's CFO of the Year™ Award program?**

There is no entry fee to participate in *Canada's CFO of the Year™* Award program.

### 4. **Does a candidate for this Award have to have the title of CFO?**

CFOs and heads of finance are eligible to win *Canada's CFO of the Year™* Award.

### 5. **Are CFOs at publicly funded institutions (ex. Universities or Crown Corporations) eligible to win the Award?**

Yes.

### 6. **Does a nominee have to work for a public company to be eligible for nomination?**

Nominees may work for a public or private organizations as well as publicly funded institutions.

### 7. **Can a previous nominee be nominated again?**

Yes.

### 8. **Is there a minimum term of service as CFO in their currently role?**

Yes, they must have served at least two years in their current role.

### 9. **Can a previous winner/company win again?**

There is a 10-year grace period before another CFO from a winning company can be considered for the Award.

### 10. **How do I nominate a CFO for this Award?**

To nominate someone you should a) review the eligibility requirements; b) complete the online nomination form; and, c) submit a completed nomination package. Click here to visit the nomination page: [www.cfoy.ca](http://www.cfoy.ca)

### 11. **What is the deadline for all nominations?**

Nominations close on December 16, 2011.

### 12. **What is the deadline for completed nomination packages?**

Complete Nomination packages are due on January 20, 2012

### 13. **Who will be judging the entries?**

A distinguished Selection Committee will review each entry for *Canada's CFO of the Year™* Award.

### 14. **How will I know if my nomination has been received and processed?**

Upon receipt of a completed nomination, the nominator will receive confirmation of receipt from Robert Half. Included in this communication will be a timeline outlining the selection process and dates at which nominators will be contacted about the status of their nomination. Should a nomination be made by a group of individuals, please indicate a lead point of contact on the online Nomination Form.

### 15. **How will the Award recipient be notified?**

The nominee selected as *Canada's CFO of the Year™* will be notified of their status by telephone. The nominator will also be notified of the nominee's status at this time. *Canada's CFO of the Year Award* asks that this information be held in confidence until the designated official announcement of the Award's recipient.

### 16. **What will the Award recipient receive?**

The winner will receive an award, a gold lapel pin, as well as a \$5,000 contribution to the charity of their choice. The winner will be the guest of honour at a dinner reception in Toronto, Ontario on May 3, 2012. The winner's accomplishments will be highlighted on the *Canada's CFO of the Year™* Award website and participating sponsors' sites and a supplement in *The Globe and Mail* on May 4, 2012. A news release announcing the 2012 *Canada's CFO of the Year™* will be issued in March 2012.

### 17. **How recent should submitted initiatives be to be considered for this Award?**

Broadly speaking, the Selection Committee seeks to identify and reward the CFO who has had the greatest impact on their organization's performance during the last 12 to 24 months.

### 18. **Can in-process initiatives be submitted?**

Only initiatives that have measurable results can be submitted for consideration. If a project is a multi-step endeavour, accomplishments for individual steps may be entered provided that results are available.

### 19. **What will be done with all of the information submitted?**

The information submitted as part of the Award process will be collected by Robert Half and kept in the strictest confidence. Please see the Confidentiality section.

### 20. **How do you ensure the independence of the selection process?**

The Selection Committee is comprised of an independent group of some of Canada's top business professionals. All sponsors and associated organization named in support of *Canada's CFO of the Year™* Award operate independent of the Selection Committee and its processes.

### 21. **Where can I get more information about the Award?**

Please direct any questions related to the nomination process to

Robert Half  
1 877 865 0199  
[cfoy@rhi.com](mailto:cfoy@rhi.com)