

## **Canada to 'emerge from the shadow of its southern neighbour' according to leading urban theorist Richard Florida**

CALGARY, May 22 /CNW/ - Richard Florida, renowned speaker and best-selling author of *The Rise of the Creative Class* and *The Flight of the Creative Class*, will discuss how creative business decisions will help Canada withstand the recession at the 11th annual CMA Alberta Accountability Summit on May 22, 2009, at the TELUS Convention Centre in Calgary.

"The fact that Canada has weathered the current economic situation well, has a stable banking system and has managed to avoid a financial crisis gives us an opportunity to reposition ourselves," says Florida. "We were experiencing a 'brain drain' of our brightest and most creative professionals, but given the current economic situation, that may soon shift to a 'brain circulation' that will see many talented Canadians return home."

In his book, *The Rise of the Creative Class*, Florida argues that human creativity is a key component for economic success and is now the definitive source of competitive advantages for companies. Accountants fall into a group Florida calls the "creative class" and will continue to play an important role in driving Canada's economy and helping Canadian companies emerge in a positive position once the recession subsides.

Florida will speak to more than 450 strategic management accounting professionals and business leaders from around the province at the CMA Alberta Accountability Summit about the importance of using creative accounting decisions to help organizations endure the recession, which aligns perfectly with the current CMA Canada marketing campaign that also focuses on creativity.

"Combining creativity with accounting means being original, imaginative and providing big-picture solutions grounded in ethical behaviour," says Joy Thomas, MBA, FCMA, C.Dir., President and CEO of CMA Alberta. "Accounting is more than balancing the numbers in a spreadsheet. It's about looking at the figures and determining the best way to utilize the results to move businesses forward."

The CMA program is unique because it trains CMAs to balance right-brain thinking-creativity, innovation and imagination-with left-brain thinking-logic, analysis, ethics and numbers.

"Creativity is just as important for accountants as it is for artists. And with experts like Richard Florida stating that creativity is a determining factor for economic success, it reinforces our position that it has an integral role in the accounting profession," says Thomas.

In addition to Richard Florida, Brian Thwaites, a certified 'brain trainer' and motivational speaker, and Deirdre McMurdy, one of Canada's most prominent business journalists, will also be speaking at the Accountability Summit.

Media are welcome to attend the presentations and are also invited to sit in on Richard Florida's roundtable discussion with 25 post-secondary students and future business leaders after his presentation is finished.

To learn more about the CMA Accountability Summit, please visit [www.cma-alberta.com](http://www.cma-alberta.com). For more information about the Accountability Summit speakers and presentation times, view the CMA Alberta Accountability media kit at [http://www.cma-alberta.com/index.cfm/ci\\_id/15092/la\\_id/1.htm](http://www.cma-alberta.com/index.cfm/ci_id/15092/la_id/1.htm).

#### About CMA Alberta

As an integral partner of CMA Canada, CMA Alberta is the self-governing professional organization responsible for the training, accreditation and continuing professional development of CMAs in Alberta. Of CMA Canada's 47,000 members across Canada and around the world, more than 6,600 CMAs are accredited in Alberta.

Certified Management Accountants are strategic financial management professionals who have gained the knowledge and skills necessary to provide leadership, innovation and an integrating perspective to organizational decision-making in the global marketplace. Our accreditation process is rigorous, but richly rewarding. It leads to the most respected and highly sought-after designation in business: the CMA.

#### About Richard Florida

Richard Florida is the author of the global best-sellers *The Rise of the Creative Class* and *The Flight of the Creative Class*. His latest book, *Who's Your City?*, also a national and international best seller, was an amazon.com book of the month. His previous books, especially *The Breakthrough Illusion* and *Beyond Mass Production*, paved the way for his provocative insights about how creativity is revolutionizing the global economy.

Florida is a regular correspondent for the *Atlantic Monthly* and a regular columnist for *The Globe and Mail*. He has written for *The New York Times*, *The Wall Street Journal*, *The Washington Post*, *The Boston Globe*, *The Economist*, and *The Harvard Business Review*. He has been featured as an expert on MSNBC, CNN, BBC, NPR and CBS.

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