

CGA Ontario is Honoured to be Part of Direct Engagement's Interactive Session with the Minister Supporting Small Business Success

TORONTO, ON, January 26, 2009 — The Certified General Accountants of Ontario (CGA Ontario) joins the Minister of Small Business and Consumer Services, Honourable Harinder Takhar, participating in a Direct Engagement interactive Peer-to-Peer Roundtable forum on February 2, 2009, discussing *Technology for Competitive Edge*.

In response to the current economic situation, it's more important than ever to identify innovative ways to ensure that small business executives (SMEs) are ideally positioned to weather this crisis and develop a competitive edge. Various round-table panel experts will discuss and explore how this can be achieved.

Confirmed panelists include (in chronological order):

- **Honourable Harinder Takhar**, Minister of Small Business & Consumer Services
- **David Anderson**, CGA, Partner & President of Nequity.net, Anderson & Anderson Certified General Accountants
- **Mark Graham**, CEO, Right Sleeve Marketing Inc. & President of EOToronto.ca
- **Noel Hulsman**, The Globe & Mail, Small Business Editor
- **Michael McAvoy**, Director, Commercial Marketing, Hewlett-Packard (Canada) Co.
- **Janeen Stodulski**, Founder, Powerwatch.ca & past chair, CGA Ontario Peel Chapter

Date: Monday, February 2, 2009

Time: 11:15 a.m. – 12:20 p.m. (EST) Luncheon / 12:30 – 1:30 p.m. (EST) Interactive Broadcast

Location: Ontario Investment & Trade Centre, 250 Yonge St., 35th Floor, Toronto, Ontario, M5B 2L7

Note: *Photos and interview opportunities will be available. Media must carry photo identification.*

Complimentary VIP passes to attend in person are available on a first-come, first serve basis.

For more information visit www.directengagement.com

Direct Engagement offers variety of targeted interactive programming that merge the worlds of social computing with WebTV presenting relevant and pressing information that addresses today's economy and small businesses.

CGA Ontario is a self-governing body that grants the exclusive rights to the CGA designation, and controls the professional standards, conduct and discipline of its members and students in the province of Ontario. Certified general accountants (CGAs) are committed to meeting the needs of their businesses and organizations with strategic insight, leadership and demonstrated abilities. In Ontario, there are more than 19,000 CGAs and approximately 9,000 students working towards their designation.

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