



September 2 2021

MEDIA RELEASE

4-H Alberta Celebrates and Grows New Trailblazer Program with the Support of the Chartered Professional Accountants Education Foundation

4-H Alberta is thrilled to grow its partnership with the Chartered Professional Accountants Education Foundation (CPA Education Foundation) and is proud to announce the next level of the newly developed Trailblazer - Discover Your Entrepreneurial Path program.

The program launched as a very successful pilot in the spring of 2021, inviting 4-H Alberta members to discover their inner entrepreneur while providing them with the basic knowledge to start and build their own business. It was developed and presented in partnership with the CPA Education Foundation and its Hesje CPA Knowledge Centre.

Both organizations - the CPA Education Foundation as well as 4-H Alberta - strive to foster and mentor youth and young individuals to become future leaders in our communities by helping them access leadership development tools, resources, and financial aid to attend post-secondary education.

Having witnessed the success of the pilot program and the entrepreneurial fire it ignited in 4-H Members, the CPA Education Foundation will now double its generous funding to allow the program to grow into a provincial, project-based learning opportunity that will launch on October 1, 2021. This additional support will also establish them as one of 4-H Alberta's major funders in the Emerald Clover sponsorship category.

"We are extremely excited to further grow this amazing program," said Susann Stone, Chief Program and Delivery Officer at 4-H Alberta. "I had the pleasure of working with the CPA Education Foundation team on the initial program development and was honoured to include Mr. Brian Hesje in one of our Trailblazer sessions. This program touches on so many important learning components in a fun and exciting way which is so beneficial for our youth."

"We were delighted with the impact the program had earlier this year and to see how it sparked entrepreneurial creativity in the students," explains Rachel Miller FCPA, FCA, Executive Director of the CPA Education Foundation. "We're excited to officially launch Trailblazer this fall and are looking forward to seeing how it can support more of Alberta's youth in following their path toward entrepreneurial success. And we're grateful to funders like Brian Hesje FCPA, FCA,

Learn To Do By Doing

whose generosity makes it possible for youth to identify and realize their goals. I know Brian would agree with me in saying this is exactly why we continue to invest in youth across the province.”

"4-H Alberta’s new club year is just around the corner, and we look forward to helping our young members to become future community leaders while teaming up with strong partners like the CPA Education Foundation," added Kurt Kinnear, Chief Executive Officer at 4-H Alberta.

About 4-H Alberta

4-H Alberta is the new streamlined youth development body that combines the former three-party organizations that operated 4-H in Alberta; the 4-H Council of Alberta, the 4-H Foundation of Alberta, and the 4-H Section of Alberta Agriculture and Forestry.

4-H Alberta was developed after extensive consultation with Alberta's 4-H community. It involves a new governance, structure and operating model that is efficient and effective, and supported by a modernized constitution/by-law alignment to coordinate 4-H staff and volunteer roles, and build operational harmony for the growth of the 4-H youth leadership program in Alberta.

About Chartered Professional Accountants Education Foundation

The CPA Education Foundation is the charitable arm of the CPA profession in Alberta. The Foundation provides accounting education opportunities, and inspires and develops future Alberta CPAs. As a non-profit organization, our mandate is to strengthen the future of the accounting profession in Alberta through partnerships, support for business education and students, and the incubation of innovative ideas.

In March 2019, the CPA Education Foundation established the Hesje CPA Knowledge Centre, a virtual hub of resources and materials featuring Alberta CPAs sharing their unique perspectives and vast expertise on a wide range of topics and issues. The first of its kind in Canada, the Centre was made possible thanks to a generous gift from Brian Hesje FCPA, FCA, an accomplished Alberta business leader and community builder.

For more information, please contact:

Gordon Turtle
Senior Vice President, Communications
and Recruitment
CPA Education Foundation_
(780) 504-8015
gturtle@cpaalberta.ca

Shane Guiltner
Director, Marketing, Communications &
Technology
4-H Alberta
(403) 862-7105
shane.guiltner@4HAB.com
