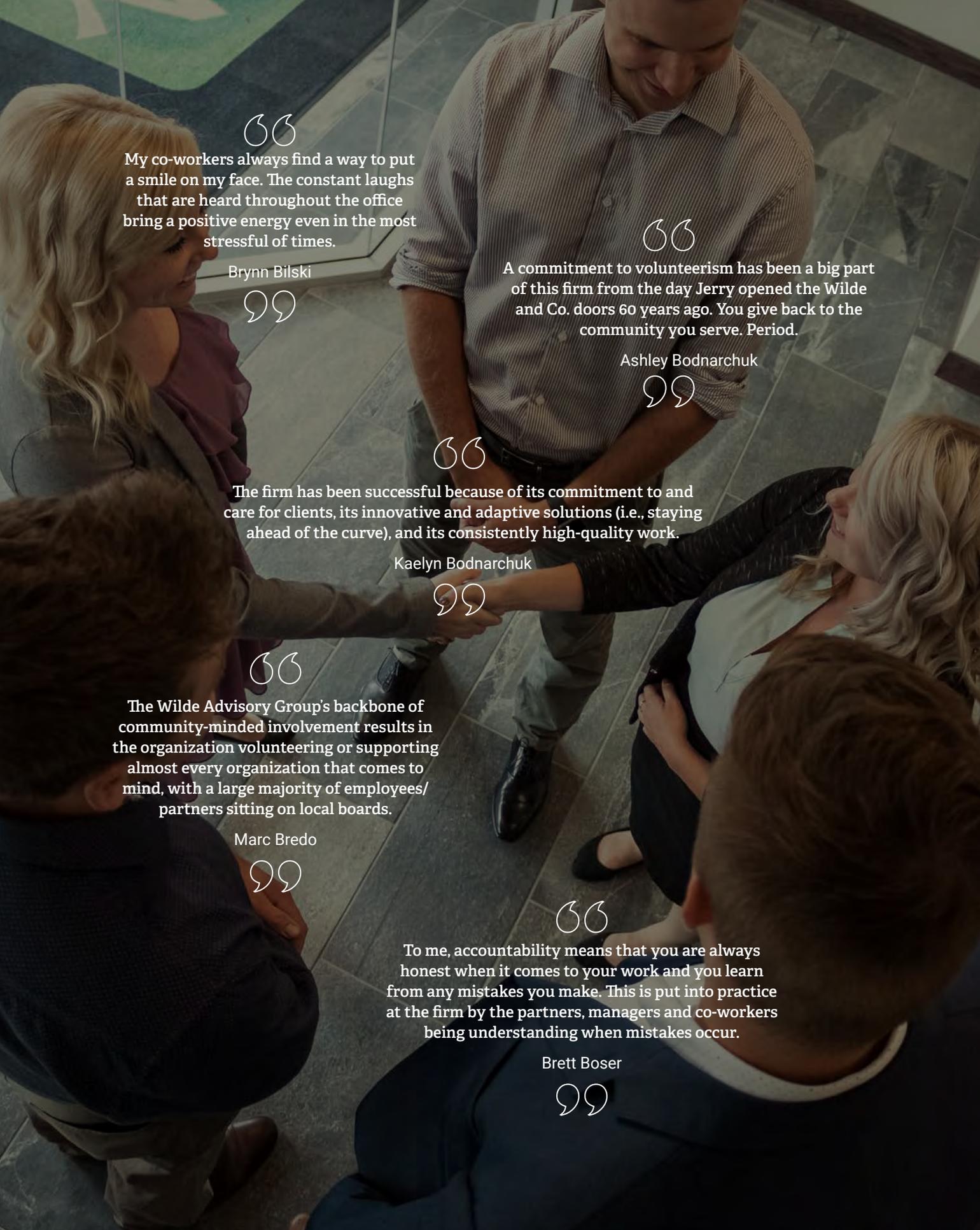


WILDE ADVISORY GROUP 60^{yr} ANNIVERSARY

**Celebrating 60 Years of
Accountability, Respect, and Abundance**





My co-workers always find a way to put a smile on my face. The constant laughs that are heard throughout the office bring a positive energy even in the most stressful of times.

Brynn Bilski



A commitment to volunteerism has been a big part of this firm from the day Jerry opened the Wilde and Co. doors 60 years ago. You give back to the community you serve. Period.

Ashley Bodnarchuk



The firm has been successful because of its commitment to and care for clients, its innovative and adaptive solutions (i.e., staying ahead of the curve), and its consistently high-quality work.

Kaelyn Bodnarchuk



The Wilde Advisory Group's backbone of community-minded involvement results in the organization volunteering or supporting almost every organization that comes to mind, with a large majority of employees/partners sitting on local boards.

Marc Bredo



To me, accountability means that you are always honest when it comes to your work and you learn from any mistakes you make. This is put into practice at the firm by the partners, managers and co-workers being understanding when mistakes occur.

Brett Boser



The Wilde Advisory Group celebrates 60 years of excellence

1962



Portrait of firm founder Jerry Wilde.

To thrive for six decades, a business needs a lot more than luck. According to a 2021 Statistics Canada report, fewer than one in three Canadian small businesses survive longer than 17 years. To beat those odds requires vision. It demands leadership. It relies on talent.

Above all, long-term success requires a commitment to people, whether those people are team members, clients, or the community a business serves.

For 60 years, the Wilde Advisory Group has put people at the forefront of everything it does. From serving clients that have relied on the firm for generations to mentoring new generations of inspired professionals, the Wilde team has proven that success is not measured by charts and graphs, but by the impact a business has on people.

On its 60th anniversary as an Alberta small-business success story, the Wilde Advisory Group celebrates the people that have shaped the firm's past and will determine its future.

It is to those people—many of whom can be seen in these pages—that this anniversary booklet is dedicated.

2022

Unless otherwise noted, all of the featured quotations in this booklet were provided by Wilde Advisory Group team members in early 2022.

Principal photography for this publication by Lynda Olsen.



Foreword by Ed Stelmach



Over the last 60 years, the Wilde Advisory Group has been a vital part of Vegreville and the larger community. For many of those years, I have had the pleasure of experiencing the firm's expertise and dedication first-hand—as a client and as a friend.

When I served as Reeve of the County of Lamont in the late 1980s and early 1990s, the firm provided the auditing and financial expertise necessary to strengthen the County's financial position. That work was my first experience with Jerry Wilde, the firm's founder, and his colleagues. Over the years since then, I have relied on the firm's wisdom and guidance on many occasions. In fact, the firm currently donates its skills to the Ed Stelmach Community Foundation, and the entire province is the beneficiary of its generosity in providing these services.



Of course, there are many, many people in our community and across Alberta that have had opportunities to work with the tremendous team at the Wilde Advisory Group. The firm has a well-deserved reputation as a dedicated community partner, a leading employer, and a full-service firm that puts its clients first.

Above all, the Wilde Advisory Group represents what a business can achieve when it values its team members. When it establishes deep roots in its community. When it prioritizes excellence. When it respects every person who walks through its doors.

From everything I've seen over the years, the Wilde Advisory Group demonstrates all of those qualities every day. That's why I am so happy to extend my warmest congratulations to them upon reaching their diamond anniversary. Each of you at the firm can be proud of what you have achieved over the firm's 60 years of distinguished service, and what you will achieve in the years and decades to come.

Congratulations, team!

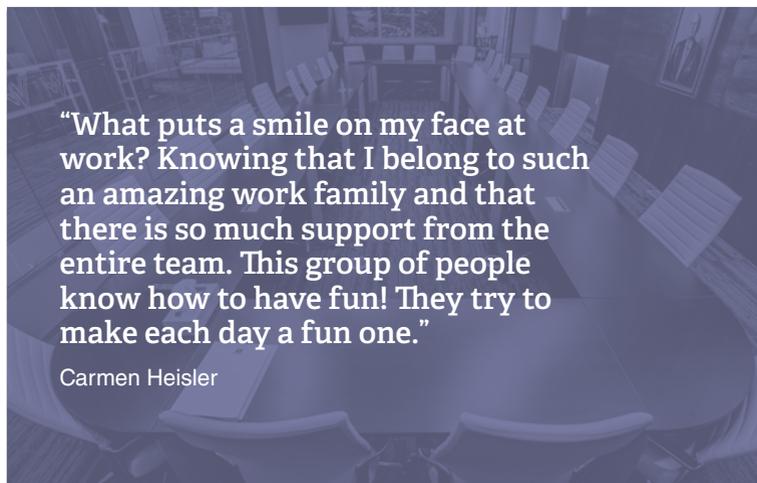
Sincerely,

Ed Stelmach
Alberta's 13th Premier



"As a junior at the firm, you don't expect to be respected; however, everyone here respects your opinion (even when wrong) and your time. No one treats you like they are above you."

Rogan Guidinger



"What puts a smile on my face at work? Knowing that I belong to such an amazing work family and that there is so much support from the entire team. This group of people know how to have fun! They try to make each day a fun one."

Carmen Heisler

The Firm's Core Values

At the Wilde Advisory Group, the team is guided by three core values—Accountability, Respect, Abundance—that form the foundation of what it means to be a team member. While each of these values resonates in its own unique ways, all three values complement and reinforce each other to create a seamless sense of mission for the firm.

Accountability

From its very first days under founder Jerry Wilde, the Wilde Advisory Group has maintained a solemn commitment to Accountability. This means accountability to clients, certainly, but also to fellow team members, to the communities the firm serves, and to oneself. By taking responsibility for one's actions and by putting others first, the men and women at the Wilde Advisory Group commit to accountability in all that they do.

Respect

At the Wilde Advisory Group, Respect means much more than being polite. It means being kind to everyone. It means recognizing that each person is unique and important. And, it means showing kindness and empathy for each other, even at the most-hecktic of times—in fact, especially at the most-hecktic of times. Respect is also demonstrated in how the Wilde Advisory Group honours the communities it serves.

Abundance

In his book "The Character Triangle", author Lorne Rubis observes that the value of Abundance stems from embracing generosity and optimism, and believing that the resources needed for personal fulfillment and business success are accessible to all that seek them. At the Wilde Advisory Group, Abundance is a value rooted in gratitude for the opportunities given to the firm and for the people who help turn those opportunities into success stories.

This handwritten ledger was started by firm founder Jerry Wilde when he was 14 years old.

Values-Driven Leadership



From the firm's earliest days, the first thing most people that have walked through the Wilde Advisory Group's front door have noticed is a sense of family. It's perceived as a feeling of warmth, informality and respect. It can be glimpsed in the smiles you get from everyone you meet in the office, and in the ways team members interact with other.

It comes as no surprise that the sense of family runs through every corner of the firm. That's because it starts at the top, led by Managing Partner Curtis Palichuk FCPA, FCA, ICD.D., and Partner Colette Miller FCPA, FCA, ICD.D. For over a quarter of a century, this duo of inspired leaders has helped to shape a culture in which people are at the centre.

"Treating everyone the same is important to us because every person is special," says Colette. "As a firm, we've always been focused on betterment, not competition. We strive to support every team member so that each person here feels valued and understood."



The nature of the connection between Colette and me is a rarity in business. It's vital to the firm's longevity and it has been the highlight of my career.

Curtis Palichuk





Colette and Curtis both agree that this emphasis on people has been a key to the firm's success over its 60-year history. "We always want to bring in smart people, of course," Curtis says. "But one of the things I've learned over the years is that communications skills, the ability to connect with others, and being kind are even more important attributes for anyone we hire at the Wilde Advisory Group."

Evident over the last 60 years is that hiring great people attracts other great people to the firm. And, as Colette notes, "When we say 'great people', we're talking about their competence. Their EQ. Their kindness. Their core values."

That kind of person has been essential in helping the firm remain relevant and contemporary through its evolution since 1962. "Early on in our days in leadership, we had to make changes with both staff and clients that didn't meet our firm values," Colette says. "We weren't going to thrive as a business if we had staff or clients that were negative or disrespectful." As Curtis adds, "we gave people the chance to succeed elsewhere, to find a place where their values aligned better."

With that foundational principle in place, Curtis and Colette have led many changes at the firm to ensure it is at the cutting edge of the accounting profession. "The unification of the accounting profession in Canada in 2015, along with the rapid changes in the profession itself, created opportunities for us that we leapt at," Curtis notes. Chief among those opportunities was expanding the mandate of the firm from solely accounting into related areas such as legal, information technology, and business consulting.

While focused on staying at the forefront of the profession, the Wilde Advisory Group remains rooted in some time-honoured concepts. As Colette describes it, these concepts include a belief in benefitting from the alternative energies that each team member can access. "We're operating on a different platform, tapping into energies that traditional accountants are perhaps not aware of. That all helps us develop the personal equity of each team member, which is at the heart of our corporate culture."

Colette and Curtis recognize how well they complement each other as leaders and business colleagues. Blending people skills and business acumen, they exemplify what the Wilde Advisory Group has stood for over six decades of unprecedented success.



As a leader, I don't think in terms of profit and loss. Instead, I ask myself: How many people have we helped? How many careers have we launched?

Colette Miller



A Sense of Family

If you grow up in Vegreville, chances are you will be very familiar with the name, the Wilde Advisory Group. In some cases, such as Carmen Heisler's, that familiarity led to a career at the firm.

Born and raised in Vegreville, Carmen first became aware of the firm's presence as a student, where she met Colette Miller's children, Ashley and Luke—both of whom are now, along with their mom, senior team members at the Wilde Advisory Group. "I learned then that there was a great and wonderful family at the heart of this business, which made it easy for me to decide to join the firm when the opportunity arose in 2017."

As Administration Manager for the Wilde Advisory Group, Carmen has seen first-hand how the firm has been able to thrive for six decades. "Without a doubt, the key to success here has been how the firm puts people first," she says. "They're always asking, 'How can we make things better for people?' The care and concern they show for the team, clients and the community is beyond what anyone could expect."

As a lifetime member of the Vegreville community, Carmen is proud to be part of the Wilde Advisory Group work family. She values the contributions the firm makes to the town and admires how everyone at the firm respects the people of the community.

"When I started here, I was overwhelmed by how much they care about their people and their community," she recalls. "Five years later, I'm still overwhelmed by it."



The people here are truly a work family. They give you the opportunity to grow, to achieve your career goals.

Carmen Heisler





Faces of the firm in 2022



“The Wilde Advisory Group has been so successful over its 60 years because of its ability to adapt to trends in the business environment, and by often being a leader in adopting new trends first.”

Karla Hopper



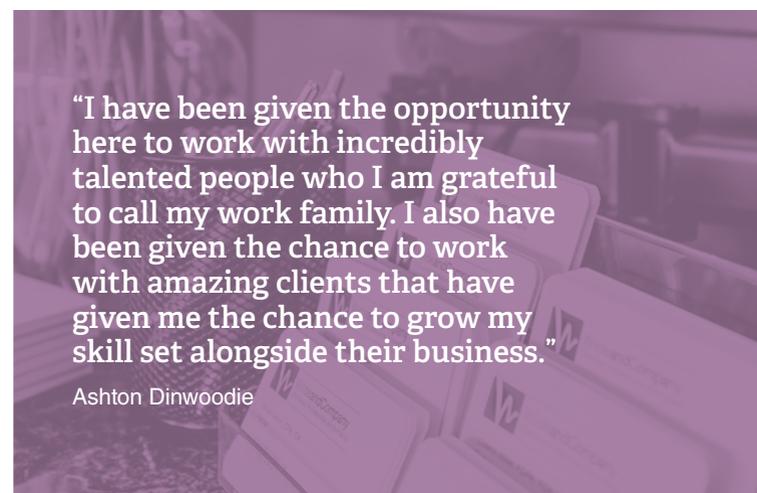
“From bottle drives to volunteer work to sponsoring 4H, at the Wilde Advisory Group you become one with the community. With many of the employees here being from farming families in a farm-forward community, it brings a different level of connection between the firm and the community.”

Leslie Katerenchuk



“A lot of work goes into making the firm a good place to work. Happy, fulfilled employees lead to good client interaction and happy clients.”

Aimee Campbell



“I have been given the opportunity here to work with incredibly talented people who I am grateful to call my work family. I also have been given the chance to work with amazing clients that have given me the chance to grow my skill set alongside their business.”

Ashton Dinwoodie



Generations of Achievement



Siblings Ashley Bodnarchuk and Luke Miller represent the third generation of Wildes to bring their talents to the firm. The grandchildren of founder Jerry Wilde, Ashley and Luke help form the bridge between the firm's proud past and its boundless future.

Ashley Bodnarchuk CPA, CA traces the firm's 60 years of success back all the way to the founder: her grandfather, Jerry Wilde. "Grandpa has been living the firm values since Day 1," says Ashley. "Through his community involvement and his belief in the concept of Generosity, he passed these values onto my mom (Colette Miller), who then embraced the concept of Abundance, which is ingrained in me. That in turn has been passed on to everyone at the firm."



The key to the firm's success has been team members living the core values every day. To us, those values are not just words on the wall.

Ashley Bodnarchuk



Since joining the firm full-time in 2006, Ashley has come to appreciate how important it is for the firm to have clients that share the firm's values and trust the people at the firm to reflect those values. "Clients know that with our firm, they're getting a caregiver, someone who wants to see their business succeed. And they know they're getting someone who is respectful of the community in which they live and work."

In reflecting on the firm's 60th anniversary, what strikes Ashley most is the gratitude she feels for those who came before her. "This anniversary is about honouring the builders, those who established the firm's foundation and its core values," Ashley says. "I feel a sense of reverence for these builders, for those who created the sense of belonging that is still strong today."

"The key to the firm's 60 years of success is 100 percent the relationships that the people here have built, both external and internal." That's the view of Luke Miller CPA, CGA, PAg, who heads up the Wilde Advisory Group's focus on culture and professional development. As a teacher, an accountant, and an agrologist, Luke brings unique and valuable perspectives to the firm's intentional emphasis on the importance of people. "So much of what makes this firm different is its generosity of spirit, its commitment to positivity and human potential," says Luke. "For the Wilde Advisory Group, little things are the big things, and taking care of the little things for people leads to big success."

For Luke, another factor in the firm's success has been its optimism, which is part of the value of Abundance. "We push the question: 'How might we...?' When you look at business in that way, you open yourself up to endless possibilities."

For both Ashley and Luke, the firm represents the very best of what three generations—and more generations to come—can achieve when they put their values into practice.



I look at this firm as being a human potential incubator. It's this passion for people that has been the key to success over the firm's 60 years.

Luke Miller



Kranti Rajput



Nic Pittman



Training Excellence

Over its six decades, the Wilde Advisory Group has gained a province-wide reputation as a centre of excellence for the training of CPA candidates. Graduates from the firm's training program have been making their marks across the country since the earliest days of the firm.

Current CPA candidates Kranti Rajput and Nic Pittman are working to become CPA graduates themselves, and they have chosen the Wilde Advisory Group as the place to make that dream come true. In speaking about why they chose the firm as the organization in which to obtain their training, they both speak with one voice about what makes the firm so attractive to accounting students.

Kranti Rajput, a recent University of Alberta graduate, recognized the uniqueness of the Wilde Advisory Group even before she had met a single person who works at the firm.



The firm's keys to success over 60 years have been quality of work and building strong, positive connections.

Kranti Rajput



ABUNDANCE

"It was their corporate culture that came through on their amazing website that first attracted my interest," Kranti says. "The website focuses on their employees more than on what the firm can do to grow its business, and that was so different from other firm websites. And the reality has turned out to be way better than the website!"

CPA candidate Nic Pittman took a slightly different route to his current position. His first brush with the firm was working on the consulting side while an accounting student at Concordia University of Edmonton. "After my experience with the consulting role, doing my CPA training here seemed like a natural fit. The quality of the support system here was very evident right from the beginning."

Kranti and Nic are living examples of what the firm's culture leader Luke Miller means when he says the firm is a "human potential incubator." The firm believes in its candidates and does all

it can to help them achieve their career goals. Both Kranti and Nic are grateful for the support, kindness, mentorship and encouragement they receive from everyone at the Wilde Advisory Group. "What I really value about working here is that the structure isn't rigid. You can talk to anyone about anything, and everyone is willing to help you out," says Nic.

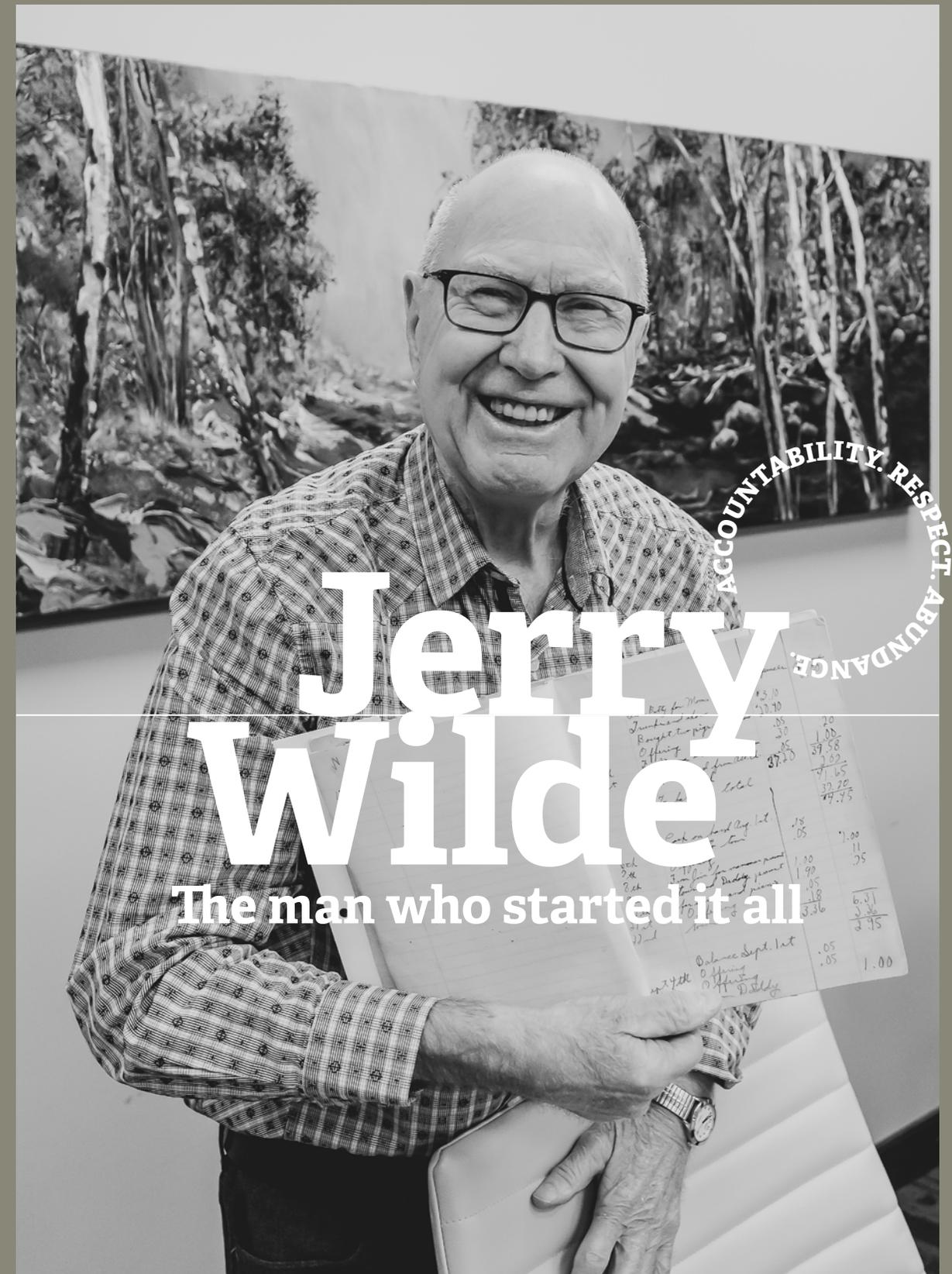
Kranti echoes that observation. "Even at the busiest times, I know I can approach anyone here and ask for help. No matter how busy they are, they'll put their work aside and ask 'How can I help you?' It is just such an open and supportive culture here."

Training future accountants is a contribution to the CPA profession that the Wilde Advisory Group embraces. Being committed to human potential in this way is another example of how the firm has lived its values of Accountability, Respect and Abundance over its 60 years.



The size of the firm really allows us to connect with our clients and build loyalty and relationships.

Nic Pittman



In the fall of 1962, a new small business popped up on 50th Street in Vegreville, Alberta. At that time, John Diefenbaker was Canada's Prime Minister, most of the world had never heard of The Beatles, and the population of Vegreville was 2,908.



“Don't ever speak down to anyone. People are always more intelligent than they will let on.”

Jerry Wilde

That new business—named J.P. Wilde, Chartered Accountant—was created by a young entrepreneur originally from Saskatchewan and more-recently a young professional from Camrose. He was the first Chartered Accountant to establish a practice in Vegreville. And from those earliest days, Jerry Wilde understood what it would take for his business to succeed.

“The keys to the firm's early success were community involvement and integrity,” Jerry says, reflecting back on the firm's origins from the perspective of 60 years later. “As a young accountant, I integrated into the community as best as I could by joining the Lions Club and other organizations. I met a lot of people that way, including many of my first clients.

“Along with those community connections, I always would strive to demonstrate integrity in my dealings with people,” adds Jerry. “At the beginning, many of my clients were Ukrainian farming families. In meeting those families, I always tried to honour their traditions and culture. I addressed the elders directly and showed them the respect they deserved. Those early days

showed me that respect for others lies at the heart of any successful business.”

It was clear that even when the firm was a modest one-accountant shop, the values that would come to define the firm—Accountability, Respect and Abundance—were very much at play. Jerry took accountability as seriously as he did respect, and as the firm began to grow, he sought out staff that would exemplify those values as much as he did. And, while money was sometimes hard to come by for Jerry in those early days, he learned that Abundance shows itself in many different ways.

“Vegreville has been very good to me and my family,” Jerry says, looking back at what Abundance meant to him as he built the firm. “The community embraced my accounting business right from the beginning. A big step forward for the firm in those first years was when the Town of Vegreville and the County of Minburn fired their national accounting firms and hired me as their auditor. That show of trust and confidence in a young accountant meant a great deal to me. Simply put, having them sign on as clients made the firm.”



Jerry joins members of the team for a photo shoot in April 2022.

Of course, lots of other milestones would follow as the firm expanded and the client list grew. “The firm evolved without a lot of pre-planning,” Jerry recalls. “The single-biggest plus for me over those years was my family. When my daughter Colette joined the firm, she and a few other team members brought the firm into the modern era. That was another major change for the firm.”

The addition of Colette was just the beginning of the family tradition within the firm. “I retired from a full-time role when I was 65 years old, and knowing that so many family members are here is what makes me the proudest when I look back at the last 60 years.”

Still a resident of Vegreville in 2022, Jerry’s eyes still sparkle when he talks about how he built the business that became the Wilde Advisory Group. The young man who arrived in Vegreville in 1962 remains evident in the older Jerry’s wry wit, his humility, and his gratitude for the life he has been able to live.

“In a way, I consider everyone at this firm to be part of the family. Retaining good people has always been a priority for the firm and me, and seeing the wonderful people here today, I am thankful for the success I have had.”

That success—so unforeseen when that young accountant from Saskatchewan took a plunge into the unknown by putting his stake in the ground on Vegreville’s 50th Street in 1962—continues to shape lives and communities 60 years later.



Opening Doors

Earning the CPA designation opens a lot of doors for young graduates from the CPA program. Opportunities often abound, and the designation can be a passport to success and prosperity anywhere across the globe.



“
Everyone here says
'good morning' to
me every day. It's
a small thing, but
it makes a huge
difference.”

Natasha Palichuk



With so many options available to newly-minted CPAs, making the choice to grow their careers at the Wilde Advisory Group is a decision often rooted as much in strong emotion as in standard career-planning methodology. And Randall Weber CPA and Natasha Palichuk CPA, MPAcc—two of the firm's most-recent CPA hires—are living proof that a firm doesn't need to have a global presence in order to attract the best and the brightest.

“For me, the biggest difference between the Wilde Advisory Group and other potential employers was the level of involvement of the partners in my career. They want us to be better, and they want to pass on their knowledge to the newer members

of the team,” says Randall, who joined the firm in January 2022. “When the partners, including the Managing Partner, are focused on my future career and personal growth, I know I made the right decision to join the team here.”

Natasha, who signed on with the Wilde Advisory Group in October 2021, tells a similar story. “I've got a family connection with the firm, so joining was in many ways like coming home for me,” she says. “And since I arrived, everyone has been so welcoming, warm and friendly. The team here support and help each other through easy times and hard times, and that makes a huge difference for me.”

Natasha had some experience at a large national firm before joining the Wilde team, and the difference was apparent to her on her first day. “Everyone here was so excited to get to know me, and involve me in social activities to make me feel at home. I remember one time, shortly after I started, I was at home alone during a major winter storm. People from the firm were calling me to make sure I had everything I needed to get through the storm and that I was okay. That kind of thing doesn't always happen at a big firm.”

Randall, too, has felt that personal touch that defines the Wilde Advisory Group. “I was driving back to Edmonton one time during a big storm, which delayed me by a few hours. When I finally did get to Edmonton, I saw I had an email from one of the partners, just checking to see if I had arrived safely. That told me pretty much everything I wanted to know about this firm.”

Forward-thinking. Gracious. Supportive. Committed. Trusting. These are just a few of the adjectives that Natasha and Randall use to describe the firm where they have both chosen to build their careers. “After 60 years of success, this firm definitely has a good thing going,” says Natasha. “It's amazing what they have achieved, and it's equally amazing for me to be part of its future.”

In thinking about the 60-year milestone, Randall is struck by the firm's integration into the community. “This is not just a business here in Vegreville. This is a firm that is deeply involved in this part of the province. Everyone here volunteers in one way or another in order to give back. They care about the people they serve.”

Randall and Natasha are just two of the countless young professionals that have been given opportunities at the Wilde Advisory Group to achieve their goals and dreams. For 60 years, the firm has been in part defined by its commitment to its people and its generosity in helping careers grow.



“
Here, even the Managing Partner walks around every day to say
'good morning' to everyone. That doesn't happen everywhere.”

Randall Weber



Putting Down Roots



Mike Marcaccio

Deb Febrouski

The Wilde Advisory Group's 60th anniversary is not the only milestone being celebrated at the firm in 2022. The year also marks the 25th anniversary of Principal Deb Febrouski's tenure with the firm—a milestone that makes Deb very proud.

"I moved to Vegreville in 1997 to get married and start a new phase of my career. I was lucky enough to get hired by the Wilde Advisory Group, and joining this team is a decision I have never regretted," says Deb, who is a CPA, CGA.

A favourite memory for Deb from her first few years with the firm is how the leadership team encouraged her as she worked to complete the process to earn her accounting designation.

"They were supportive beyond belief," she recalls, emphasizing that "through that whole process, they never made me feel like I was less than them, professionally or personally. I was an equal, even before I had my designation. And when I did complete my designation, so many people from the firm drove all the way to Calgary to be a part of my convocation ceremony there. I can't tell you how much that meant to me."



When I first joined the firm, I was struck by how much confidence the leadership had in me. It was more confidence than I had in myself.

Deb Febrouski



From her vantage point as a longtime team member, Deb has seen firsthand what has made the firm so successful over its six decades. "This firm is completely people-focused and client-obsessed. They care so much for team members and clients alike. They care for people's families and for the community as a whole. That is something that hasn't changed a bit in my 25 years here."

Deb remembers a very vivid instance of how that caring approach to the team shows itself. "When I was getting ready to return to work after being on leave to care for my firstborn child, Colette had me come to the office one day to do some preparation work for my return," remembers Deb. "She asked me if I was ready to leave the family at home and come back to the office, at which point I burst into tears. Intuitive as always, Colette said, 'I don't think you're ready' and offered to let me start back at work on a part-time basis, even though I had used up all of my available maternity leave time. That flexibility, that act of kindness, said so much about the value this firm places on family. And ever since then, the firm has celebrated with me for each of my children's personal milestones."

It's the way that the Wilde Advisory Group lives its values and puts its principles into practice that has kept Deb at the firm for a quarter of a century. "Anyone who lands here should feel lucky," says Deb. "I have never looked back once during my 25 years here. And, I look forward to finishing my career with this incredible team."

When Mike Marcaccio CPA, CA made the decision to join the Wilde Advisory Group in 2008, it wasn't just about taking a job. For Mike and his wife, joining the firm meant moving thousands of kilometres away from their home back east and starting a new life in Vegreville. It was a big move, and it's one Mike hasn't regretted for a second.

"I knew from my phone interview with Renee Senko that this was a place I wanted to be," says Mike. "The partners I spoke with were genuine and sincere, and they put me at ease right away. I could tell that in joining the firm, I was joining a family."

That feeling of family became more apparent for Mike shortly after he arrived in Vegreville and started working at the firm. "On one of my first days, I was introduced to Mr. Wilde. I told him I was



When we came to Vegreville and the Wilde Advisory Group, my wife and I said to each other, 'We'll stay for a year and see if we like it.' That was 14 years ago.

Mike Marcaccio

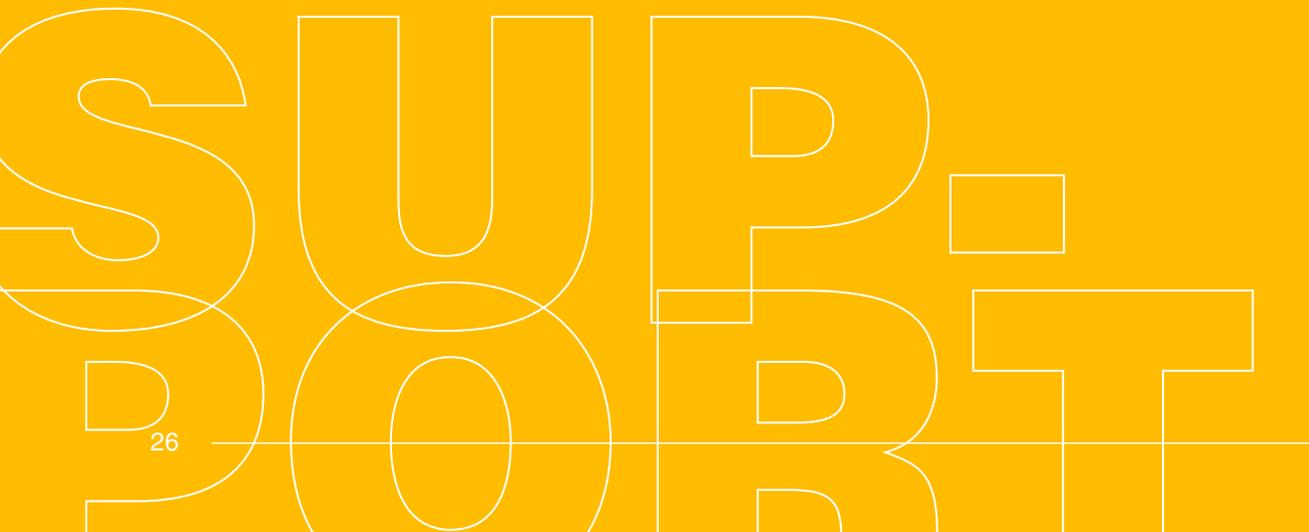


from a small town back east and he replied, 'Me too! I'm from Saskatchewan.' He then invited me over to his home for dinner. It's not too often that the founder of a firm invites the new guy over for a meal. That really meant a lot to me."

That genuine approach to people that everyone at the firm embraces has been a huge factor in the firm's success for 60 years, according to Mike. "It's

not just about generating profit," he says about the firm. "It's about treating people well, about becoming a trusted confidante for clients, and about being an active member of the community."

For Mike, that adds up to a winning formula. "Any success I have in the future will come because of the foundation I have been able to build here at the Wilde Advisory Group."



Partners in Growth

Becoming a partner at an accounting firm is a major step in a CPA's career. It's a milestone characterized by both prestige and added responsibility.



Taking on a partnership is a big decision for any professional. And as Kyle Bodnarchuk CPA, CA, Marc Bredo CPA, and Renee Senko CPA, CA learned soon after moving into partner roles, the Wilde Advisory Group was the perfect place for them to make the leap. All three of them began with the firm as students training as professional accountants, and making a long-term commitment to the firm is something that makes each of them proud.

As partners, each of the trio has clearly-defined responsibilities. A priority for Renee, who became a partner with the firm in 2004, is to help seek out the very best new talent for the firm. "A big part of my job is to look for the brightest young stars in the accounting profession as well as other professions needed here at the firm," Renee says. "What I think sets us apart from other firms looking to hire is the importance this firm places on its values. It is essential that any new team members believe in and live the same core values as everyone else here."



**All of us here live and breathe the values of the firm.
We're here to look after one another and our clients.**

Renee Senko



VALUES



Staying open to change has been the key to 60 years of success for the Wilde Advisory Group.

Kyle Bodnarchuk



Finding that right fit doesn't only apply to prospective new employees. As Kyle points out, matching each client with the right team member is an important part of a partner's duties at the Wilde Advisory Group. "We serve our clients best when the team members working with them understand their business and connect with them on an authentic, personal level," says Kyle, who assumed a partner role in 2012. "Getting that fit between client and firm is all part of relationship management, which lies at the heart of being a partner at this firm. In fact, I would say being a partner is all about relationship management."

Marc echoes the views of Kyle and Renee when it comes to the concepts of fit and business relationships. As a partner since 2021, Marc has quickly learned what makes a partnership at the Wilde Advisory Group different from a typical partner role. "It's so different here compared to a firm in any city," notes Marc. "The Wilde Advisory Group views clients as people, not numbers. We spend time getting to know our clients. That might mean hanging out with them sometimes, or even going on the occasional fishing trip with them. These connections are real, and they're meaningful to both parties."

As senior leaders at the firm, Renee, Marc, and Kyle share a common commitment to, and belief in, what the Wilde Advisory Group stands for. In reflecting on the meaning of the firm's 60th anniversary, each of them emphasizes the importance the firm places on growing its own team. "The opportunity for career and personal growth here is what has set the firm apart since its earliest days," says Renee. "As well, the level of community involvement by the firm and each person who works here has been vital to the firm's success. It's such a big part of who we are."

For Marc, the commitment to staying contemporary has been a key to the firm's longevity. "Whether it's moving to a paperless environment or staying on top of the latest trends in accounting, our team is committed to constant evolution and adaptation."

Or, as Kyle puts it in thinking about the anniversary, "This firm to me means opportunity. I can't imagine being anywhere else."



I came from the city to join the firm. After being here, I don't think I could ever move back to the city.

Marc Bredo





60 Years of Smiles, Service, and Successes.

For six decades, the fortunes of the Wilde Advisory Group have been determined by the quality of its people. Here are a few faces from the firm's first 60 years.



Client-Focused

No small business can succeed without first earning—and then retaining—the trust of clients. For the Wilde Advisory Group, dedication to clients has been a key to consistent success for 60 years.

Serving clients with care and expertise is a priority for everyone at the firm, including Grayson Soprovich CPA and Brett Boser CPA.

“Given my background growing up and working on a farm in this area, I now get to work with a lot of farms as clients,” says Grayson. “And what I’ve heard from clients since I joined the firm full-time in 2017 is that they appreciate the firm’s commitment to the community. They see the firm sponsoring events and the staff volunteering throughout town. And that familiarity helps create a lot of trust between client and firm.”

That trust is deserved, notes Brett. “Clients tell me that they place a high value on the ‘above and beyond’ level of services the firm provides,” he says. “We don’t just want a client’s books to be in good shape. We want to do whatever we can to help that client succeed. Our success is an extension of their success, and everyone here is dedicated to valuing each client and getting to know them as much as possible.”

Both Brett and Grayson believe that the range of services available from the Wilde Advisory Group is another factor that has contributed to the firm’s

success. By offering services beyond traditional accounting, the firm can better meet the evolving needs of their clients. This full-service philosophy has been a guiding principle for the firm since Jerry Wilde first opened the doors in 1962. And, if there’s a service that the firm can’t provide, then it is able to use its deep connections in the community to point clients in the right direction for the resources they need.

Being part of the firm’s 60th anniversary celebrations means a lot to Grayson and Brett. “The Wilde Advisory Group has been so good to me,” Grayson says. As proof of that, he points to the flexibility the firm shows so that Grayson can take care of another priority in his life—working on the family farm. “They let me take time off in October so that I can help on the farm at a busy time. That tells me a lot about the leadership here.”

For Brett, the firm’s dedication to clients is something that continues to impress him at the firm’s 60-year mark. “To the team here, clients aren’t just a number. They are our neighbours and friends, and this firm believes in each of them.”

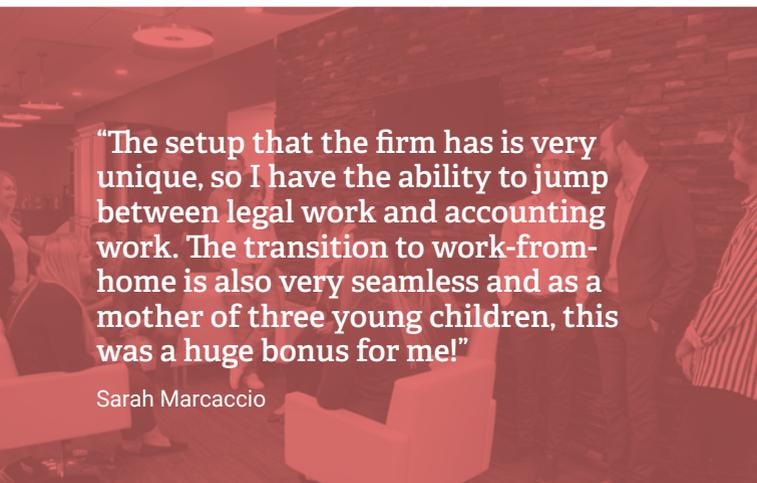
Brett (left) and Grayson (right).



TRUST



Faces of the firm in 2022



For 60 years, the team at the Wilde Advisory Group have brought the firm's values to life in all of their dealings with clients. As a result, the firm has earned the trust and friendship of a wide range of clients—clients from down the street or from hundreds of miles away. Here's what some of those clients had to say about the firm as it celebrates 60 years of service.

"I have had the comfort and pleasure of working with the firm for over 15 years. Partners, including Jerry Wilde, have been personal business and life mentors as we grew our family, my business, our professions, and our properties. Thank you, Wilde Advisory Group, for being in our corner."

Kimberly Katerenchuk
Owner, Tapping Health Inc.

"The Wilde Advisory Group have been forward-thinking innovative, and strategic with respect to their growth. However, they have not strayed from the founding principles pioneered by Jerry Wilde 60 years ago. They have retained their integrity, loyalty, and confidentiality to their clients—clients who eagerly become a part of their family."

The Mazankowski Family

"The firm has a great combination of sophistication as well as personalization. As a customer, you get service and advice that is every bit as good as the big accounting firms, but it comes in a personalized package."

Dave Mowat
Retired CEO, ATB Financial

"I believe a big reason for the firm's success over the past 60 years has been that personal approach they take with their clients. They have also obviously focused on creating a very positive workplace that is reflected by the quality of the people in their organization. Congratulations on your 60th anniversary and thanks for providing outstanding accounting and support to us over the past 20+ years!"

Dave Johnston
The Fishin' Hole

"As a 25-year client, the firm's values I see that have been fundamental to the longevity and success of the firm are their commitment to competence, dedication to the community they serve, belief in family, and the steady, strong leadership and vision of their partners."

Kyla Walker-Makowecki
Principal, EnviroMak Inc. Environmental Management Consultants

"The laughter heard in the hallways is not something you expect from an accounting firm. Their focus on bettering the community through volunteering and financial support is greatly appreciated."

Adam Bilyk
Investment Advisor, Bilyk Financial

"Congratulations! Celebrating the firm's 60th anniversary is such an accomplishment that you should be very proud of. It is well-deserved, as everyone at this firm puts in hard work and dedication. It is not an easy feat."

Trev Semenuik
CEO, Vegreville Plumbing and Heating Ltd.

"Back in the 1980s my dad (Ed Bilyk) ended up in emergency surgery during tax season. We had a small firm that did about 700 tax returns a year. When Jerry Wilde found out Dad was sick, he called me and asked how many of his staff I would need to finish off the tax season. This is the type of people that make the Wilde Advisory Group so special, above and beyond."

Joe Bilyk
Managing Partner, Bilyk Financial

Final Thoughts on 60 Years of Achievement



““
Our team focus is what has kept the Wilde Advisory Group relevant for 60 years. And it's what will keep us relevant for the next 60 years.
Curtis Palichuk
””

““
By being a team-first organization, our clients get great value from us. Always putting the team first as an intentional corporate philosophy leads directly to client success.
Colette Miller
””



For 60 years, the Wilde Advisory Group has stood for values that represent the very essence of Alberta. The men and women at the firm hold themselves accountable. They show respect to each other and to everyone whom they serve. And, they feel gratitude for the abundance with which they are blessed. It is these values that make the firm a quintessentially Albertan success story.

Six decades of continued growth and success don't happen by accident, at an accounting firm or anywhere else. It only happens when values are not just words but are fundamental to the character and behaviour of everyone at the firm.

On the occasion of its 60th anniversary as an Alberta leader in accounting and associated services, the Wilde Advisory Group thanks: the Town of Vegreville and surrounding community for welcoming us into this beautiful part of the province and for blessing us with friendship and kindness; our many clients over the years for giving us their trust and their business; and, above all the team members, past and present, that have given so much of themselves to help the firm grow, that have shared their lives and their families with us, and that have shown each and every day that values are not simply words on the wall.

To them, and to anyone that has been a part of our firm at any time since 1962, we are thinking of you as we celebrate 60 years of adventure, fun and caring—all inspired by the vision of one young man who took a chance in 1962.

WILDE ADVISORY GROUP



Team members gather for a photo in May 2022.



Every time Mr. Wilde is in the office, he always makes a point of seeing how I am doing and of course tells me, 'Daphne, it's Jerry to you, not Mr. Wilde.' LOL, that always puts a smile on my face!

Daphne Miller



We are always working on enhancing our personal brand through the variety of experiences at work and personal development at our fun PD sessions. And whether you're the new kid on the block or an accounting wiz, you have the encouragement and support of your teammates here.

Stefanie Ogradnick



Our employees have so many awesome opportunities to volunteer throughout the community with the support of the firm. So many employees sit as board members or help out with various volunteer projects.

Ashley Rinke



When I came to Vegreville for my second interview with the firm, I immediately fell in love with the place and the people. Life circumstances took me away from WAG for a while. However, I have recently returned and it felt like 'returning home'. I am immensely grateful for the opportunity to work with such a great group of people.

Rena Thiessen



There is a connect-before-content mantra here that really shows the value the firm places on clients as well as staff. Clients who feel valued at a personal level as well as a business level keep the firm growing and successful.

Randall Weber



My first thought after I was introduced to the team on my first day was: wow, these people are kind, welcoming and positive. As the days go by, I have more good things to say. That's how I know I'm lucky to be working here.

Kranti Rajput



Thirty years ago, when I met Jerry and Colette, I decided this was the perfect first job in my accounting career. The rest is history!

Renee Senko



I know I will be supported by the crew here in anything that I take on, work-related or otherwise.

Nic Pittman





Wilde Advisory Group

Accounting | Law | Consulting | IT

