



FogHorn



Institute of Management Accountants - San Francisco Chapter

September , 2010 Newsletter

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Upcoming Events

Excel In Accounting
Intro to Macros
 October 23, 2010
 9 a.m. – 1 p.m.
Office of Robert Half
 199 Harrison St., Ste 1100, Oakland

JOINT ASWA & IMA MEETING
“Cloud Computing”
 5:30 p.m.
 Wednesday, September 15, 2010
 50 California Street, 17th Floor, San Francisco
 Members:20. Non-memebrs:\$25. Dinner
 Included. First 5 free: respond to
 info@sfima.org

Joint Meeting
“Success Without Compromise”
Ethics Training- 4 Hrs CPE
 Saturday, November 6, 2010
 9:00 a.m. – 1:00 p.m.
 50 California Street, 17th Floor, San Francisco

President's Message—By Jacob Sanders

Hello SFIMA Members

I'm honored to be your new SFIMA President for 2010 - 2011! I'm looking forward to meeting as many of you as I can, and helping make the SFIMA an organization you're proud to be a part of.

What's on Deck

The SFIMA has enjoyed successes in recent years, earning the highest ranking in its history and winning awards for the newsletter and website competitions.

The board is committed to building on our chapter's achievements, and we are dedicated to rebuilding our institutional knowledge after leadership transitions.

Our primary goal is to continue to offer the programs our member's value most, including the Excel training sessions, the CMA Study Group sessions, and other technical sessions.

One of my personal goals is that our members benefit from the chapter's improved use of technology. First, all members are invited to join our new LinkedIn group, the San Francisco Chapter of the Institute of Management Accountants, which will allow us to reach out to each other more effectively. Second, we hope to improve our websites, www.sfima.org and www.excelinaccounting.com, so that members will be better informed of chapter news and events.

Join the SFIMA Board

The SFIMA is an all-volunteer organization, and I applaud the board members and volunteers who contribute their time and insights.

There's room for you!

I encourage you to join the SFIMA leadership or volunteer for specific projects. You will get the chance to work closely with colleagues in your field and build your leadership experience.

The SFIMA board meets for one hour beginning at 6:00 pm on the 3rd Monday of each month in downtown San Francisco. If you're curious, attend a board meeting and find out more. Email us at info@sfima.org to let us know you'll be joining us.

FUTURE MEETINGS / UPCOMING EVENTS



The Association for
Accountants and
Financial Professionals
in Business

IMA Online News

IMA to co-sponsor Lean Accounting Summit; Special registration discount for members

Continuing a six-year tradition, IMA® once again this year is serving as Silver Sponsor of the 6th Annual Lean Accounting Summit, to be held at the Red Rock Resort in Las Vegas, NV, on September 21-22, 2010. In addition, IMA is offering special discounted rates to members who attend the event.

The 6th Annual Lean Accounting Summit - titled "Lean Management for 21st Century Operations" – will bring together leading practitioners, educators, and students from around the world to discuss the latest developments in the practice of lean accounting. Lean accounting is a costing methodology that helps accountants reduce costs and optimize value in their organizations; it is a shift in philosophy from traditional cost accounting to a system that measures and motivates good business practices in the lean enterprise.

This year's summit will feature keynote presenters Mike Hoseus (co-author of "Toyota Culture") and Mike Rother (co-author of "Leaning to See" and author of "Toyota Kata"). Summit sessions will be organized along three learning tracks, and attendees will have the opportunity to earn more than 20 CPE credits. In addition, IMA Chair Sandra B. Richtermeyer, Ph.D., CMA, CPA, will serve as the summit's emcee.

"This summit provides an excellent and unique opportunity for practitioners, educators, and students to learn more about the value of lean accounting, which has gained increasing popularity at many forward-thinking companies," said Dr. Richtermeyer. "IMA has been a sponsor of this summit since its very beginning in 2005, and we are once again proud to participate as a Silver Sponsor. Every year, this summit delivers a positive educational experience to those who attend as well as the chance to network with some of the world's thought leaders in the field."

As part of its sponsorship and for the fourth consecutive year, IMA will provide scholarships for 10 student-professor pairs to attend this event. Recipients were selected by a special IMA committee, with funding provided by the Association of Manufacturing Excellence (AME). To date, more than 80 individuals have benefitted from this Student-Faculty Scholarship Program.

IMA members receive 10% off the regular registration rate. Visit the Lean Accounting Summit website at <http://www.leanaccountingsummit.com/> and use promo code: IMA.

ExcelInAccounting

An IMA Sponsored Users Group Lead By Users For Users



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Oakland - East Bay Chapter

SFIMA Presents **Intro to Macros** **In Excel 2007**

Oakland – October 23, 2010 9am-1pm

There are frequently repeated tasks in using Excel but there are no default functions or icons available. Macros are the solutions.

Sample topics:

- Understanding Macros
- Creating Macro icon
- Shortcut keys
- Programming
- Tips & Traps

This is a hands on session.
Bring your laptop and follow along.

Space is limited!

[Register Now](#)

Each session

\$60 non-members/\$55 if preregistered

\$40-IMA members/\$35 if preregistered

Students rate same as IMA members

Complimentary light breakfast with coffee & bagels

4 hours CPE

For more information or to register:

www.ExcelinAccounting.com

Upcoming Sessions

Oakland

San Francisco

10/23/2010

11/13/2010

10/23/2010 Session Location:

Robert Half Office
1999 Harrison St., #1100
Oakland, CA 95612

11/13/2010 Session Location:

Golden Gate University
536 Mission Street, Room 3214
San Francisco CA, 94105-2968

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for your whole group!**

Contact us

excelaccountingadmin@gmail.com

Phone: 415-693-9630

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The Association for
Accountants and
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in Business

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*The San Francisco Chapters of American Society of Women Accountants and
Institute of Management Accountants present:*

CLOUD COMPUTING

The future is here

Presented by **Lew Tucker**, Vice President and CTO, Cloud Computing, at **Cisco Systems**; Advisor to **CloudScaling**, SF based cloud-creation company.

Mr. Tucker has two decades of achievements leading advanced technology ventures at SalesForce.com, Radar Networks and Sun Microsystems. As a core member of the first JavaSoft executive team and evangelist for the advancement of the Java technology platform he delivered Sun's technology strategy at conferences, industry panels, and financial analyst briefings. Before Sun Microsystems, Mr. Tucker was Director of Development and Advanced Software at Thinking Machines, Inc., where he conducted research into machine learning and contributed to the architecture and development of the massively parallel Connection Machine supercomputer.

Mr. Tucker holds a Ph.D. in Computer Science from Polytechnic Institute of Technology, and a B.A. in Biology from Cornell University. He has authored numerous papers on computer architecture, AI, and machine intelligence. Before entering the computer field, he was an Assistant Professor in Neurobiology at Cornell University Medical College and early pioneer in the use of computer technology for the mapping of brain function. Lew is a frequent guest speaker at technical and professional conferences (CloudConnect 2010 and CloudWorld 2009) and he writes for numerous publications.

Location: Protiviti Offices
50 California Street, 11h Floor San Francisco, CA 94111

When: Wednesday, September 15, 2010: 5:30 PM

Cost: Members: \$20. Non-members: \$25. Includes Dinner
Our meetings are open to everyone, women and men.

Need additional information? Contact: hospitality@aswa-sf.org or info@sfima.org

Ethics - For CMA's and California CPA's

Four CPE Hours

Training Date: November 6, 2010

Dear Members,

IMA San Francisco and Peninsula Chapters enthusiastically invites you to attend the Ethics Training on November 6, 2010.

The session meets the annual ethics training requirement of the California State Board of Accountancy for license renewal of the California Certified Public Accountants. For additional inquiries send requests to RenewalInformation@cba.ca.gov.

This ethics course is offered at the most affordable pricing. IMA Members - \$50; Non-Members- \$60; Walk-in on November 6th- \$75 pay at the door.

To register go to www.ima-paloalto.org/ethicsprogram.html.

The IMA proudly presents the Ethics Series: Success Without Compromise- Group Study. This course is designed to help management accountants improve their ability to drive business performance in the areas of decision support, planning, and internal controls.

Learning Objectives

After completing the IMA Ethics Series: Success Without Compromise- Group Study, participants will be able to:

*List and describe the Principles and Standards of IMA

*Evaluate the possible outcomes and implications of ethical and unethical behavior within the finance function.

*Apply the Standards of good ethical practice to an ethical dilemma to determine an appropriate course of action.

Course Content

Part 1: Learning the Facts

DVD Chapter 1: Introduction and Main Menu (10 minutes)

DVD Chapters 2 thru 10: IMA Statement of Ethical Professional Practice (30 minutes)

Part 1: Learning the Facts

DVD Chapters 11 thru 12: The Acquisition of InfoCom (15 minutes)

DVD chapters 13 thru 17/Group Discussion: A Closer Look (110 minutes)

Debrief: (5 minutes)

CMA Certification Study Groups

As most of you probably know, in 2010 the CMA Exam is transitioning from a 4-part format to the new 2-part format.

We had halted the SFIMA-sponsored CMA Study group until updated study materials were available. Now that they are we'd like to resume this important program, but first we have to know how many members are interested in being part a CMA study group for the new 2-part exam.

If you are interested, please let us know by emailing info@sfima.org.

From Gleim CMA Review

What it takes to PASS

So you've decided to tackle the CMA exam... now what?

What ingredients come to mind when you think of all the things necessary to be successful on the exam? Some review materials and the thought of carving out some time to study with your ever-so-packed schedule may immediately occur to you. But what about your confidence?

Confidence is crucial in your pursuit of a professional certification. Confidence corresponds with your determination to pass the CMA exam and thus directly affecting your commitment to proper preparation. Your level of commitment also has a symbiotic relationship with your attitude. A positive attitude while preparing for and taking the exam aids retention of information and improves reasoning ability. The best way to develop this positive attitude is through a successful preparation program. Success tends to breed success. All things being equal, individuals with a well-founded expectation of accomplishment will outperform their pessimistic peers.

Remember the story "The Little Engine that Could?" The train believed it could make it up that massive mountain. It kept saying, "I think I can, I think I can." And as the little engine got closer and closer to the top of the mountain, it started shouting, "I know I can, I know I can!" The result was that the little engine climbed over the mountain. You must remain committed by having complete confidence in yourself while possessing a positive attitude. Such determination to succeed will help you overcome any treacherous pitfalls and shortcomings that you may encounter as you conquer the mountain, which is the CMA Exam.

The Gleim CMA Review System includes a Personal Counselor (a real live person!) who will help you devise a study plan that is specific to your unique situation. This "study coach" will ensure that you establish attainable goals and keep you on "track." They are there every step of the way to provide encouragement, instill confidence, and ensure your success.

Gleim is committed to helping you accomplish your goal of passing the exam and becoming a CMA. Your San Francisco IMA Chapter has partnered with Gleim to ensure your success on the CMA exam! Working together, we will provide you the necessary tools to prepare for this difficult exam.

As a San Francisco Chapter member, you receive significant discounts on the Gleim CMA Review materials and Gleim CPE. Contact Melissa Leonard at 800.874.5346 ext. 131 or melissa.leonard@gleim.com to take advantage of the offer or if you have any questions.

Do you have feedback on what you have read or suggestions on future topics? Maybe you are studying for the exam or have recently passed and want to share tactics you used. Email Gleim at imachapters@gleim.com with your comments.

PASS THE CMA EXAM!

GLEIM CMA[®] REVIEW SYSTEM

**IMA Chapter members
receive significant discounts on
CMA and CPE purchases!**



System includes:

- Personal Counselor
- Gleim Online
- Test Prep Software
- Test Prep for Windows Mobile
- Essay Wizard
- Audio Cds
- Books
- 18-mo. Product Replacement

**Contact Melissa Leonard at:
800.874.5346 Ext. 131
melissa.leonard@gleim.com
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WEBSITE / NEWSLETTER UPDATE

Newsletter

It has been a while since we put out a newsletter. However, we are looking forward to starting the process up again on a regular basis. Is there anything that you would like to see in the newsletter that you think would be of benefit to the membership? Please feel free to email us at info@sfima.org

As usual, do you have a position available that you would like to advertise? Are you looking for a position? We offer free advertising to our members as well as to companies offering positions.

This is intended to be a service to our membership and not as free advertising for recruiters. The San Francisco IMA does offer advertising to others at reasonable rates, however.

Website

Please check out our website at www.sfima.org for more information on Chapter activities.

If there is something you feel should be on the website that isn't, please feel free to email us at info@sfima.org

As e-mail has become our primary method of communicating with the chapter regarding upcoming events and other items of importance, it is crucial that we have current contact information. If your e-mail address has changed recently, or if you would prefer that we send our communications to a different address, please take the time to go to our website to update your contact information: <http://sfima.org/contact-update.htm>

Suggestions

As we changed our meeting format to better serve the chapter members interests, we currently have an agenda that is more narrowly focused than it has been in the past. Recognizing that there are other subjects and topics that various members of the chapter may have an interest in seeing addressed, we are very open to suggestions and ideas on how we can better serve the membership in their pursuit of their professional endeavors. After all, it is what we are all about.

If you would like to see the chapter pursue other ideas, please feel free to email us at info@sfima.org