



FogHorn



Institute of Management Accountants - **San Francisco Chapter**

FogHorn June, 2009

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Upcoming Events

Year-End Party & Round Table

Tuesday, July 21st – 6:00pm

at Protiviti Offices

50 California Street, San Francisco

- Panel discussion of recruiters --The State of Accounting Job Market
- Chapter's direction in 2009-10
- Mingle with your fellow IMA members -- Food and Drinks will be covered by the chapter

MS Excel Saturday Sessions

Macro & VBA:

Saturday, July 25th

For more info: www.excelinaccounting.com

CMA Study Group -- Part III

Starting Tuesday July 7th

at Golden Gate University

Contact Harry Massouda for details at

harry@resourceanddesign.com

The Changing Of The Guard



They say all things must come to an end. Like everything else, my time as President of the San Francisco Chapter of the Institute of Management Accountants must come to an end. I cannot begin to express to you the degree of gratitude I have for having the chance to serve as your president. This truly has been the most rewarding experience of my life up to this point.

I am thrilled to announce that for the third year in a row we have been an award winning chapter, having won the third place banner, and consequently the Macleod Award for being third place in the Stevenson Division. This is not only the first time the chapter has had three straight years of placements in the banner competition, but this is also the highest ranking our chapter has ever achieved in its 88 year history.

In addition we have also won the Silver Medal for 2nd place in the Newsletter competition. This is the second straight year that we have won an award for our newsletter.

I want to take a moment to thank the many people that have served on the board or have served the chapter over the last three years. Their efforts were very instrumental in the level of success that this Chapter has experienced.

To start, I would like to thank Milo Fleck, our Treasurer for the past three years. Milo has diligently kept our books, dealt with the many banking hassles that have come about as a result of the Patriot Act, and has diligently kept us up date with our annual filings and reports to National Headquarters.

I also wish to thank Terra Casey Seeley for providing us with the board room in which we conduct chapter business on a monthly basis. In addition, Terra has come through for us on numerous occasions when we found ourselves in a last minute dash for room space when lines of communication somehow got short circuited.

Barbara Wong has been wonderfully diligent in making sure the reports for all of the various activities got properly reported to National Headquarters, and Tashia Flucas has helped us conduct surveys in our efforts to help re-institute a technical meeting. There will be more on that to follow.

Arzu Smith is owed a considerable debt of gratitude for her efforts with the newsletter. Her efforts have led to first and second place awards for two straight years.

Thank you Colette Duncan for your efforts with the website for the chapter as well as for the ExcellInAccounting program.

Harry Massouda has not only kept the minutes for the board meeting as Secretary for the last three years, but he has also been running the CMA Study group for the last two years, two nights a week. These sessions have been running from two to three hours each night. His service to the chapter has been invaluable and is a major reason for our success in the chapter competition.

Finally, there is the crew that has put together our Excel Programs over the last three years, and particularly over the last year. I will try to give credit to all, but if I miss a few, please forgive me. I know that several people have selflessly given their time and effort to these programs. Among these are Heather Roche-Waldo, Stephen Tin, Shoru Hatamov, and of course John Hallett.

What can I say guys, your efforts have saved the chapter, have created an invaluable resource to our members, and have been an example for other chapters to follow in their efforts to re-invigorate membership participation. There was even an Excel Program offered at the National Conference this past year.

We once again are planning a year-end celebration as well as the first technical meeting in over three years. The meeting will be held at the Protiviti office, located at 50 California Street, in San Francisco on July 21st, at 6:00 p.m. There will be a panel discussion of recruiters to discuss the state of Accounting Job Market. We will also take some time to discuss with members ideas on what direction the chapter should head in. **Food and Drinks will be covered by the chapter.** See inside this newsletter for further details. This is bound to be very informative and be a great chance to mingle with your fellow IMA members and give your input on what you would like to get out of your chapter.

I am very pleased to be handing off the reigns to our new President, John Hallett. John not only came up with the original idea of the Excel Users Group, which saved our chapter from folding, but he has given so much of himself to make sure these programs have been successful.

I am also very pleased to see some of the members that have been participants in these programs stepping up to take a role on the board. Without these kinds of efforts, our chapter simply could not function.

On that note, I want to take one last opportunity to encourage all of you out there to consider serving the chapter either as a board member or as a volunteer to help our programs function. There are so many programs we would like to operate, but are limited only by the amount of effort we can get from our members in putting together these programs and executing them.

These programs of course include our Excel Users Group, our desire to reinstitute a technical meeting for education and networking, and hopefully we can expand on the Controllorship Course that was started on down in the South Bay. This is a truly novel idea that we are very excited about, but need people to help bring it to fruition. Please come by our year-end celebration to discuss these ideas more.

I wish to end by telling you all about what serving the chapter has meant for me. I started out slowly, by showing up to the board meetings and helping where I could. I eventually took on the role as secretary, taking the board minutes. I took this on because it seemed like something I could do with minimal effort. I then stepped in to re-start the newsletter partly as a chance to get my name out there in my business development efforts, and also for the satisfaction of taking this role on and improving upon it and placing my mark upon the chapter. I eventually stepped up to the role of president at a time when the chapter had lost direction and was on the verge of collapsing.

This experience has been invaluable as I have had the wonderful opportunity of working with my colleagues in putting the chapter back on track, developed my leadership skills, experienced the joy of succeeding in turning the chapter into an award winning operation, and have made invaluable friendships. Oh yeah, I also found my wife who is on the verge of giving birth to our first child. This IMA stuff is cool man!!!

I want to thank you all once again for your participation in the chapter and for the opportunity to serve as your president. Good luck in all of your future endeavors.

I wish you all a very fond farewell!!!

EVENTS

Harry Massouda

Controller, Resource & Design
Board Member – SF IMA



Harry has been successfully running our CMA Study Program since 2007

CMA Study Group

Our CMA Review Course is ideal for members studying for the CMA test who wish to do so in a group setting.

To participate, a candidate will need to purchase a set of books and flashcards from Lambers. All parts of the Lambers System are offered at \$225.00, or you can get any single part for \$89.00. This is by far the most economical way to study for this exam that we have found, and we have received good reviews from others that have used the Lambers System.

We also suggest that you buy the Gleim questions. San Francisco IMA members are eligible for a discount through Gleim. So take advantage of this discount and get access to Gleim questions at a reasonable price.

How do we run our study sessions:

Participants first watch the Lambers lectures. This gives them the overview of the topic at hand. They then go over Gleim questions that are relevant to the topic of the day. This way they get a chance to interact with each other about questions while they enhance their learning.

Study Group for CMA Part 3 will start on July 7th at the Golden Gate University, San Francisco.

For more information, or to sign up for the CMA Study Group email list, please contact Harry Massouda, Director of CMA study group program, at: harry@resourcedesign.com or by phone at (415) 777-0202, ext. 249.

CMA Exam Part 3

Strategic Management

Time and Location:

- Every Tuesday, starting July 7, 2009 at 6pm
- Golden Gate University - 536 Mission Street , 3rd floor, Room 3321, (between 1st and 2nd streets)
- Street parking is free starting 6pm. Bart and Muni is half-block away

Topics covered:

- Working capital and inventory management
- Cost Volume Profit analysis
- Pricing and Marginal analysis
- Risk and Cost of Capital
- Discounted Cash Flows
- Capital Budgeting and Methods

Format:

- Pre-recorded DVD lecture by Lambers' CMA review followed by,
- Sample test questions with answer explanations from Gleim CMA review
- Group discussion on topics of interest

Duration:

- Study group class may be extended up to 2 hours depending on students' commitment
- It might take 6 to 7 weeks to cover Lambers' CMA Part 3 DVD study material

Costs & Pre-registration:

- Study group is sponsored by SFIMA, free and open to public
- Handouts and worksheets to supplement DVD material will be provided for pre-registration

For more information, or to sign up for the CMA Study Group email list, please contact Harry Massouda, Director of CMA study group program, at: harry@resourcedesign.com or by phone at (415) 777-0202, ext. 249.

SF IMA Excel Programs

Excel Certification Programs for 2008-09

SF IMA offers two Microsoft Excel Certification courses: *Specialist Program* for beginner to intermediate Excel users and the *Expert Program* for more advanced Excel users.

We have concluded both programs for the 2008-2009 year. We will repeat both programs for the 2009-10 year, so stay tuned to find out more about dates and location!

To give you an idea:

Specialist Program covers topics such as:

- Formatting an Excel Worksheet
- Formulas in a Worksheet
- Moving data in Excel
- Charts & Graphs and more!

Expert Program covers topics such as:

- Advanced Formatting Techniques
- Working with Templates/Workbooks
- Using Advanced Functions
- Working with Lists
- Using Excel's Analysis Tools
- Managing and Auditing Worksheets
- Collaborating with Workgroups
- Using Data from the Internet

These are hands on sessions. Participants bring their laptops so that they can practice while they learn.

All instructors are Certified Excel 2003 Specialist, Certified Excel 2003 Expert or experienced advanced Excel 2003 users.

Location:

TBD

Fee structure:

TBD

For more info visit:

<http://www.excelinaccounting.com>

Excel Saturday Morning Sessions

SF IMA is also offering **extended Saturday sessions** geared towards the career accountant.

These sessions will be offered in Oakland Area so that they are accessible to the members of the East Bay Chapters as well as the members of the San Francisco Chapter.

These sessions cover variety of topics that are interest to the career accountant. See the schedule below. Sessions start at 9:00am and last about three to four hours.

Remaining sessions for Saturday Intensives are:

Sessions start at 9:00am

Date*	Topic
6/27/2009	Sums/IF/Conditional Formatting
7/25/2009	Macros & VBA
8/15/2009	Fx Functions
9/19/2009	Import/Expert Data

*Dates might be subject to change. Please get the most updated schedule at: www.excelinaccounting.com

Location:

Robert Half Offices in Oakland

Fee Structure: *If you register for all eight sessions at once before January 17 th, you will get one free session.*

Per session fee for IMA members: \$30

Per session fee for non-members: \$45

All 8 sessions for non-members: \$210

All 8 sessions for non-members: \$315

For more information on how to register please visit www.excelinaccounting.com

If your name is not on our Excel User's email list, send an email to Stephen Tin, coordinator for the SF IMA Excel Programs, at:

excelaccountingadmin@gmail.com *This way you will always get the latest information about our Excel classes.*



Deborah Walker, CCMC

**Certified Career
Management Coach**

(888)-828-0814

Deb@alphaadvantage.com
www.alphaadvantage.com

Road Map for Long-Distance Job Searches

Finding a job in the city where you live is hard enough; trying to find a job hundreds or even thousands of miles away can be even tougher. Not only are you fighting against the job market in a city you don't know, you're also dealing with three big challenges:

Challenge #1: Lack of a business network in the new city

Whether you realize it or not, many job openings are filled before they even become public knowledge. This hidden job market consists of business and professional contacts who may let you know of job openings in their area or even offer you a referral. But how do you break into the hidden job market in a long-distance job search?

Solution: A career coach can help you identify potential networking opportunities—even in a long-distance job search. By developing and using a networking strategy, you will be able to make meaningful contacts in your chosen city. And knowing someone in the right company or industry can make the difference between wanting the job and getting the job.

Challenge #2: Reluctance of employers to choose outside talent

When an employer can choose among many qualified candidates who are already local, why should he choose you? Outside talent actually represents a greater risk to employers for a number of reasons. Reimbursing relocation costs and ensuring a good fit for the employee in both the job and the region can be costly. And what if the employee moves, then doesn't like the area? How do you get an employer to take a chance on you?

Solution: A high quality resume can help showcase how you are actually adding value for the employer above and beyond the local candidates. A effective resume will:

- Demonstrate your superior industry knowledge
- Highlight your strong transferable skills
- Show proof of value through accomplishments with real bottom-line results

Invest in the services of a resume coach to help you craft a targeted marketing message that gets you noticed as a top candidate by employers, no matter how many local people apply.

Challenge #3: Long-distance interviews

There are a lot of downsides to long-distance interviews, both for you and for your potential employer. Someone has to pay the cost of travel. You have to maintain confidentiality without arousing your current employer's suspicions as you take time off for the interview. And the time involved is much different than just taking a long lunch. Is it worth it for you to use up your valuable personal leave for a gamble that might not pay off?

Solution: There are many interview strategies that can actually help you maintain the confidentiality of your job search and use the travel/interview time to maximum efficiency. Hiring a career coach to tailor these strategies to your particular job search situation can make your job search shorter and more effective. With the guidance of a career coach, you can minimize your risk while improving your job search skills.

While no one enjoys embarking on a long-distance job search, there are many ways to make it easier on yourself. Investing in career and resume coach can make your job search easier by providing you with a road map to get you exactly where you want to be. With this valuable tool in your back pocket, you'll travel the career roads with ease, no matter which city or job you choose. And that type of guidance is always worthwhile.

MEMBERS CORNER

Winners of Starbucks Gift Cards!

You must have noticed that we've been giving out a \$10 Starbucks gift card to the reader who first correctly answers the questions we put out with the newsletter each month.

This month's questions are:

- 1- When and where is the Year End Party?
- 2- Which CMA part will the next CMA study group will cover?
- 3- Who is the new VP of Education of SF-IMA?
- 4- What awards did SF-IMA win in 2008-09?
- 5- What Excel topic will the Saturday session in July cover?

Email John Hallett with your answers at:
jhallett@well.com

Suggestions & Items to Contribute to the Newsletter

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, or contribute items to the newsletter, please feel free to contact John Hallett at jhallett@well.com

Or better yet, come to one of the board meetings to give your feedback.

This Newsletter is for all of us to stay in touch and stay connected!

Looking forward to hearing from you.

In coming Board Members SF-IMA 2009-10

We would like to thank and welcome all the members who stepped forward to take leadership roles in our chapter for 2009-10:

PRESIDENT: John Hallett

VP of Education: Shoru Hatamov

Membership Outreach:
Tashia Flucas & Terra Casey Seeley

Treasurer: Stephen Tin
Secretary: Milo Fleck
CMA Study Group Coord.: Harry Massouda
Excel Programs Coord.: Stephen Tin
Director of Newsletter:
Director of Website:

Year-End Party & Round Table

**Tuesday, July 21st – 6:00pm
at Protiviti Offices
50 California Street, San Francisco**

Come joins us while we celebrate the end of 2008-09! The chapter will provide food and drinks while the members can enjoy a round-table discussion led by recruiters.

Take this chance to contribute your ideas on where you would like to see the chapter go in our new season.

- Panel discussion of recruiters --The State of Accounting Job Market
- Chapter's direction in 2009-10
- Mingle with your fellow IMA members -- Food and Drinks will be covered by the chapter

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



**Contact Chad Murray at:
800.874.5346 Ext. 222
chad.murray@gleim.com
gleim.com**