

THE PENNANT

A Publication of the **San Diego North County Chapter**



WWW.SDNCIMA.IMANET.ORG

April 2008

Date: Thursday April 24, 2008

Location: Marie Callenders

515 W. 13th St.,
Escondido, CA 92025
760-741-3636

Times: 5:45 p.m. Reception
6:30 p.m. Dinner
7:30 p.m. Presentation

Cost: \$30 Members & Guests
\$15 Students

Menu

Menu to be provided at time of registration

Directions

[map](#)

RSVP to Bill Calder at 760-740-0552
or billcalder@theima.org

Cancellations:

Bill Calder at 760-740-0552 or
billcalder@theima.org

The Water Supply Seawater Desalination Conservation And how the San Diego Water District Works

Ever wonder how that water gets to come out of that faucet? Where does it come from? How does it get? Well tonight's your chance to ask some one who knows. Come join us as Teresa Penunuri, Community Relations Rep for the San Diego County Water Authority, speaks to us about how the Water District works, what we can do to conserve and what is being done to insure a reliable supply of water for San Diego.

Teresa Penunuri is the community relations representative for the San Diego County Water Authority. The Water Authority is the regional water agency that provides about 90 percent of all the water used in San Diego County, supporting a \$157 billion economy and the quality of life for over 3 million residents. Penunuri joined the Water Authority in February 2003.

Penunuri manages the community relations outreach plan. The purpose of the program is to establish and strengthen relations with various organizations throughout the San Diego region and educate business and community leaders, public officials and the general public about the Water Authority's mission, projects, programs and services. Penunuri also provides additional outreach opportunities by coordinating tours of the State Water Project, Olivenhain Dam and Reservoir, Diamond Valley Lake, the Colorado River Aqueduct and the Agricultural Lands of Imperial Valley. She also manages the Water Authority's Speakers Bureau program, and coordinates special events, meetings and briefings. Penunuri is also managing all community outreach for the 20 Gallon Challenge, the Water Authority's aggressive conservation program, whose goal is to save 56,000 acre feet of water this year.

Penunuri earned a bachelor's degree in sociology from the University of California, Santa Barbara. Penunuri is a native San Diegan and resides in Kensington.

**SAN DIEGO NORTH COUNTY
SERVICE YEAR 2007-2008
OFFICERS AND DIRECTORS**

President	Sandy Merein	858-485-0222	smerein@kforce.com
President Elect	Jessica Alfaro	760-212-3872	jalfaro@gltpas.com
Secretary	Cindy Boer	760-716-4585	cindyboer@sbcglobal.net
Treasurer	Bill Calder	760-740-0552	william.calder@sbcglobal.com
Admin Team Leader	Jessica Alfaro	760-212-3872	jalfaro@gltpas.com
Raffles	Bill Calder	760-740-0552	william.calder@sbcglobal.com
Employment	The Board		
Special Activities			
Regional Council Del			
Member Attendance	Sandy Merein	858-485-0222	smerein@kforce.com
Accounting Day			
Social Events	Matt Dolman	760-746-3315 x207	mpdolman@cox.net
Comm Team Leader	Jim Carr	858-427-4503	jcarr@lendersupport.com
Newsletter	Jim Carr	858-427-4503	jcarr@lendersupport.com
Roster	Terry Gelber	760-635-3952	tgelber@yahoo.com
Community Service	Matt Dolman	760-420-3544	mpdolman@cox.net
Public Relations	Matt Dolman	760-420-3544	mpdolman@cox.net
Manuscript	Terry Gelber	760-635-3952	tgelber@yahoo.com
Website	Cindy Boer	760-716-4585	cindyboer@sbcglobal.net
Prof Ed Team Leader	Marna Vaughn	760-471-5604	mvaughan.ima@cox.net
CMA/CFM	Jim Carr	858-427-4503	jcarr@lendersupport.com
Meetings	Ron Cantwell	760-803-9982	rcantwell@cox.net
Student Activities	Matt Dolman	760-420-3544	mpdolman@cox.net
Membership Tm Ldr	Ebony Reynolds	818-404-7884	ebony.reynolds@roberthalf.com
Member Acquisitions	Sandy Merein	858-485-0222	smerein@kforce.com
Member Retention	Regina Hulten		Rhulten@adelphia.net
Corp & Acad Devel			

Articles for the Newsletter should be received by the 15th of the Month
Submit Articles to: **Jim Carr** <mailto:jcarr@lendersupport.com>

BOARD POSITIONS OPEN

We have a number of Board positions still open. Serving on the Board is good experience for anyone who desires to gain experience in managing an organization. As a Board member, you will participate in the decision making process which provides the direction the Chapter will take in the future. Here is your opportunity to have an impact and see your ideas put into practice. Being a Board member can also enhance your resume when seeking that next step up the corporate ladder.

If you are interested, please contact Sandy Merein at smerein@kforce.com.

As a member of the Chapter, you are cordially invited to attend the Board Meetings as non-voting members. The Chapter holds a board meeting every month, usually the second Thursday of the month. Meetings begin at 6 PM and lasts for approximately two hours. If you are interested in seeing how the Board operates, contact Sandy Merein at the email address above. We would be delighted to have you attend and we'll even provide dinner as well!

Accounting Day
May 12, 2008
(7:30 AM to 5:00 PM)

Town & Country Convention Center
Hotel Circle North, San Diego, California

Our Mission

The purpose of Accounting Day is to promote the accounting/finance profession, to provide an opportunity for networking with peers from a cross-section of global organizations, and to provide quality continuing education.

Who Should Attend?

Accounting Day is designed for most all accounting and finance professionals. You may meet entry level accountants, accounting managers, controllers, CFOs and variations on these professions. You will meet accountants from the corporate world, as well as those in City, County, State and Federal Government. The sessions are quite diverse and are of interest to all.

In some cases, special mention is made about CPAs. While this event is not intended as a CPA event, it is an excellent opportunity for CPAs to obtain quality CPE at a great price. The CPA profession has very high standards for CPE. As such, we have designed the Tracks to follow the CPA profession. This ensures the hours benefit CPAs but we also found that these Tracks work well in assisting everyone in understanding the nature of the materials to be presented.

For more information and to register online go to www.accountingday.org

Registration fees:

\$130; \$45(Student) if register by May 3rd

\$150 if register after May 3rd.

Contact: **Jim Colville, Chairman - or - Cecelia Trinidad at Phone Number 800-491-7700**

Copyright © AccountingDay.org. 2008. All Rights Reserved

Tips on Managing Generation Y Employees

For the first time in history, four generations spanning a six-decade age range are working together in team settings. And one of the greatest challenges today's leaders face is managing this diverse workforce. While the baby boomers and Gen-Xers have by now become essentially known quantities, employers are still striving to figure out what makes Generation Y "tick." With their unique priorities, perspectives, skill sets and work styles, the Millennials are unlike any group to come before them in many respects.

To gain insight into what motivates and inspires Gen Y, Robert Half International and Yahoo! HotJobs recently commissioned a national survey of more than 1,000 workers ages 21 to 28. Following are tactics based on our findings that you can use to help you better manage these employees:

Remain in close contact. Gen Y grew up with ongoing supervision and validation from parents, teachers and other authority figures. Many will likely look for similar guidance and frequent feedback from you. In fact, 35 percent of Millennial workers want to communicate with their bosses several times a day, while 25 percent want to touch base at least once a day. Gen Yers value timely critiques, open-door policies, advice and candor. Given their communication needs, consider giving periodic "spot reviews" as projects are completed instead of waiting until annual-review time to offer assessments.

Provide learning opportunities. Perquisites such as in-house training opportunities, paid time off to attend professional development events and mentoring initiatives greatly appeal to Gen Y. Because nearly three-quarters of respondents said it's likely they will go back to school to obtain another degree, consider launching (or expanding) tuition-reimbursement programs.

Mix it up. Give Millennial workers a range of assignments that enable them to stretch their skills and make an impact. Gen Y grew up with a high level of stimulation, ranging from videogames to the Internet to countless extracurricular activities. The more diverse their jobs, the more likely you are to keep them challenged, engaged and with your organization.

###

Accountemps is the world's first and largest temporary staffing service specializing in the placement of accounting, finance and bookkeeping professionals. The company has more than 350 offices throughout North America, Europe and the Asia-Pacific region, and offers online job search services at www.accountemps.com.

QuickBooks[®] connects to budgeting/forecasting software with new product from Centage.

Natick, Mass. Small and mid-market businesses using QuickBooks financial software for accounting now have easy connectivity to Budget Maestro, a leading budgeting and forecasting solution. Centage, an Intuit Developer Network Member, has introduced Link Maestro. for QuickBooks, a data integration tool that provides fast and easy transfer of critical financial information from QuickBooks Pro, Premier, and Enterprise Products, 2005 to 2007 editions, into its Budget Maestro solution. The automatic exchange of financial information streamlines data analysis, improves accuracy by eliminating manual data transfer and speeds the monthly analysis of key metrics like budget to actual results. Budget Maestro supports the full business management cycle of budget development, comparing actual results to plan, re-forecasting, contingency and what-if scenario planning, as well as virtually unlimited financial and management report generation. www.centage.com

Learning That Matters

Rapid change, increased workloads, and training budget reductions ... we know our members need targeted, just-in-time learning that matters. IMA's Professional Development offerings focus on meaningful information, active and distributed learning methods delivered in multiple ways to suit your needs. Our offerings are about a whole lot more than content delivery ... they're about helping you ensure your investment in learning constantly improves your on-job performance.

Find out more about how to boost your career using IMA's customized [CMA Learning System](#) exam prep and continuing education program.

Explore our anytime, anywhere [CPE Self-study](#) courses available through IMA's Professional Education Center.

IMA Membership Benefits

Among IMA[®]'s array of member benefits, IMA U.S. members and their organizations can take advantage of special discounts on a variety of business products and services from leading brands. For more information, please visit the **Member Program & Benefits** section of IMA's website at http://www.imanet.org/membership_benefits_discounts.asp. (Discounts are available through this web page.)

STUDENT MEMBERSHIPS

Are you a student? Would you like to meet individuals who can help with your job search after graduation? Do you want to meet experienced professionals in the field of Accounting? Then join the IMA. The IMA is an organization which promotes the professionalism within the Accounting field. Here you can meet professionals who are actually practicing what you are learning. A student membership costs \$37 per year.

As an added bonus, if you join the IMA, the North County Chapter will host the first technical meeting you attend and if you join the Chapter Board, we'll host two technical meetings at no charge to you.

Contact Sandy Merein at smerein@kforce.com for membership information.

New Statement on Management Accounting Explores Ethical Conduct

In the business reality of the 21st Century, where knowledge management and intangible assets are key sources of competitive advantage, the individual behavior of employees – from top management to front-line workers—can make or break an organization's reputation. To further the study of the issue of ethical business conduct, IMA[®] is pleased to release its latest Statement on Management Accounting (SMA): *Values and Ethics: From Inception to Practice*.

The new SMA can be downloaded free of charge at IMA's website at www.imanet.org/smas.