

THE PENNANT

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



WWW.SDNCIMA.IMANET.ORG

December 2008

Date: Thursday December 4, 2008

Location: Carver's Steaks & Chops

11940 Bernardo Plaza Dr
San Diego, CA 92128

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

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

East of the I 15 @ the Rancho
Bernardo exit

Menu

Menu to be provided at time of registration

Directions

West of I-5 at Palomar Airport Rd

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

Cancellations:

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

Expanding your Career in today's economic Climate

- The Job Search in today's economic climate
- Building your resume - for your current employer and your future employer
- Beating the online application system
- Creating Opportunities that do not exist - Internally and Externally
- Marketing Transferable Skills
- Mastering the Interview Process
- Tips & Tricks

Speaker: **Sandy Merein**

*7.5 years of Staffing Experience in San Diego Finance & Accounting

- Fortune 500 experience
- Executive Recruiting and Consulting experience

* Built and rebuilt 3 Finance & Accounting Practices, 2 from the ground up.

* Top Producer for a \$350 M Staffing Firm.

* Director for a publicly traded Billion organization – Kforce

- Currently responsible for Kforce's Consulting and Temporary Practice

* SDSU Alumni

* Former President of the IMA

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

President	Jessica Alfaro	760-212-3872	jalfaro@gltcpas.com
President Elect			
Secretary	Cindy Boer	760-716-4585	cindyboer@sbcglobal.net
Treasurer	Bill Calder	760-740-0552	william.calder@sbcglobal.com
Admin Team Leader	Jim Carr	858-427-4503	jcarr@lendersupport.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			
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
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Prof Ed Team Leader	Marna Vaughn	760-471-5604	mvaughan.ima@cox.net
CMA/CFM	Jim Carr	858-427-4503	jcarr@lendersupport.com
Meetings			
Student Activities	Matt Dolman	760-420-3544	mpdolman@cox.net
Membership Tm Ldr	Sandy Merein	858-485-0222	smerein@kforce.com
Member Acquisitions			
Member Retention			
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 Jessica Alfaro at jalfaro@gltcpas.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!

New IMA Listserv Helps Young Professionals Connect

As part of its continued commitment to the growing number of Young Professional members, IMA® is pleased to offer a new listserv especially for this audience. IMA's Young Professionals listserv is a free, subscription-based e-mail exchange that helps facilitate communication between members.

IMA members in the first ten years of their careers can meet like-minded members through this virtual community. Young Professional listserv members can share career development advice, networking tips, and best practices. It is a convenient way for young professionals to network and connect with other members.

For instructions about joining IMA's new Young Professionals listserv, visit https://www.imanet.org/pdf/listserv_inst.pdf.

The Young Professionals listserv is just one of many IMA special interest communities. For a complete list of listserves currently available, please visit https://www.imanet.org/communitites_email.asp.

Despite Uncertain Economy, Hiring Challenges Persist

Even in today's uncertain economic environment, employers report that there is ongoing demand — and tough competition — for skilled accounting and finance professionals, according to the *2009 Salary Guide* from Robert Half International. In fact, 72 percent of U.S. finance and human resources managers surveyed by Robert Half International are having difficulty locating highly qualified candidates. Talent shortages are particularly acute for staff and senior accountants, public accountants, and credit and collections specialists. Following are additional findings highlighted in the recently released guide:

Salaries Projected to Rise Modestly

Starting salaries in accounting and finance are expected to go up slightly in 2009. Tax accountant managers at large companies (organizations with more than \$250 million in sales), for instance, are expected to see some of the biggest gains with a 4.9 percent increase, to between \$76,500 and \$100,750. General accountant managers at midsize companies (\$25 million to \$250 million in sales) are forecast to receive a 4.1 percent boost, to a range of \$60,500 to \$79,500. Salaries of senior financial analysts at small companies (up to \$25 million in sales) also are projected to rise 4.1 percent, to a range of \$50,250 to \$64,000. (These are just three of the more than 250 accounting and finance positions listed in the *Salary Guide* that can be adjusted for more than 75 markets across the United States.)

Organizations Keeping their Eyes on Future Talent Pipeline

The anticipated retirement of millions of baby boomers is likely to have a significant impact on hiring needs in the years ahead. In a Robert Half survey featured in the *Salary Guide*, senior executives ranked baby boomer retirements as the trend that will most significantly alter the workforce in the next decade. Although many boomers are opting to remain longer in the workforce for quality of life and financial reasons, companies recognize the need to think ahead. To prepare for the eventual loss of top professionals, businesses of all sizes are keying in on the need to hire and groom the next generation of leaders. Public accounting firms are recruiting college students as early as their sophomore year, while retention efforts have focused on giving young professionals more career development opportunities and better work/life balance.

Strategic Staffing Embraced

More and more organizations are staffing strategically by thinking in terms of needs, not just jobs. Businesses are increasingly turning to project professionals to cost-effectively handle workload peaks and provide specialized expertise that doesn't exist internally. Concerned about making hiring mistakes, many companies use these temporary assignments as a cost-effective way to evaluate project professionals firsthand before extending full-time offers.

To request a complementary copy of the *Salary Guide*, please visit www.accountemps.com/FreeResources or call (800) 803-8367.

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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.