
THE PENNANT

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



WWW.SDNCIMA.IMANET.ORG

February 2008

Date: Thursday February 28, 2008

Location: **Coco's Restuarant**

407 Encinitas Blvd,
Encinitas, CA 92024

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

Just East of the I-5 in Encinitas

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

Cancellations:

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

San Diego Association of Governments (SANDAG)

Tonight's speaker is a rare opportunity to hear from an individual who has first hand knowledge of one of the most influential government organizations affecting San Diegans' way of life. SANDAG is composed of the 18 cities and county governments of San Diego County. SANDAG serves as the forum for regional decision-making. SANDAG builds consensus, makes strategic plans, obtains and allocates resources, plans, engineers, and builds public transportation, and provides information on a broad range of topics pertinent to the region's quality of life.

About our Speaker:

Ms. Jarosz is a Research Analyst with the San Diego Association of Governments. Her specializations include demographic and economic forecasting for the San Diego Region, and regional quality of life research.

Her publications include a chapter entitled "Creating an Index to Evaluate a Region's Competitiveness" in Quality of Life Indicators: Best Practices as well as various *info* bulletins on San Diego region demographic and economic trends. Another article, "Using Assessor Parcel Data to Maintain Housing Unit Counts for Small Area Population Estimates," will appear in the published proceedings from the 2007 Applied Demography conference.

Ms. Jarosz holds a Bachelor of Science degree in Applied Economics from the University of Rhode Island and an M.A. in Demographic and Social Analysis from the University of California, Irvine.

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

President	Sandy Merein	858-485-0222	smerein@kforce.com
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Special Activities			
Regional Council Del			
Member Attendance	Sandy Merein	858-485-0222	smerein@kforce.com
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Social Events	Matt Dolman	760-746-3315 x207	mpdolman@cox.net
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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!

Last Chance to Convert to Revised CMA Exam

If you are an IMA® member who registered for the CMA® exam before July 2004 and have not yet completed the credential, the time to earn your CMA under the "old" exam program will soon expire.

As announced in previous editions of CMA Connection, November 30, 2007 is the last day that ICMA® will accept registrations for the "old" CMA exam program. Testing for the old version of the CMA exam will discontinue on December 31, 2007, and no extensions will be granted. If you are planning to register to take the old exam, do so quickly: ICMA cannot guarantee availability of exam appointments at Prometric Testing Centers.

If you have enrolled to take the old exam but have not yet completed any parts, consider simply switching to the revised CMA exam. The revised exam program offers distinct advantages over the previous version, including improved organization, questions containing more real-life situations, and a Part 4 with business-oriented essays. An added bonus: if you enroll for the revised exam before December 31, 2007, you will be exempt from the \$125 mandatory enrollment fee.

Please e-mail Priscilla Payne at ppayne@imanet.org to request a transfer to the revised CMA program.

Practicing Good Tech Etiquette in Meetings

You're in the middle of an important brainstorming session when your BlackBerry goes off. Is it OK to check your messages and respond or should you wait until the meeting is over? The verdict is still out, according to a recent Robert Half International survey. Eighty-six percent of senior executives said it is common for professionals to read and write e-mail messages in meetings. However, 31 percent of that group said they disapprove of the practice. Thirty-seven percent of those polled said it is acceptable to respond to e-mail only when the message is urgent, while 23 percent said it is OK if individuals excuse themselves and step outside before pecking away on their mobile device.

While the least disruptive option is to avoid using electronic gadgets during meetings, this is not always possible in today's fast-paced business environment. Therefore, consider the following tech-etiquette tips:

- **Remember that silence is golden.** Be discreet. Before walking into a meeting, make sure that all of your technology devices are set to vibrate mode. There's no better way to disturb fellow attendees than to make them listen to annoying beeping and pinging noises.
- **Consider your audience.** Be mindful of who is in attendance. While departmental colleagues might appreciate your need to immediately respond to pressing e-mails, clients or senior management who expect your full attention might be less forgiving of distractions.
- **Break the habit.** If you tend to behave like Pavlov's dog when your handheld gadget goes off, remind yourself that not every message warrants an immediate response.
- And when you receive a truly urgent message that requires you to type more than a short sentence, excuse yourself and quietly head for an exit.
- **Know when *not* to attend.** If you're in the midst of a critical project requiring constant communication, consider opting out of non-mandatory gatherings altogether.

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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.

IMA, Paul Sharman Recognized by SEC Chairman for XBRL Efforts

On September 25, 2007, U.S. Securities and Exchange Commission (SEC) Chairman Christopher Cox held a news conference in New York to announce the SEC's landmark developments in the use of extensible Business Reporting Language (XBRL). IMA[®] and Paul A. Sharman, ACMA, president and CEO, were acknowledged by Chairman Cox during his remarks for the association's efforts in this area.

"IMA has been one of the leaders in the advancement of XBRL and this public acknowledgement validates our strategy in interactive data," said Mr. Sharman, who also serves on the XBRL International Board of Advisors, a not-for-profit consortium charged with developing XBRL and its adoption.