

# THE PENNANT

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



[WWW.SDNCIMA.IMANET.ORG](http://WWW.SDNCIMA.IMANET.ORG)

**January 2008**

**Date:** Wednesday, January 16, 2008

**Location:** La Jolla Marriott

4240 La Jolla Village Dr, La Jolla, CA  
(858) 587-1414

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

**Cost:** \$70

#### Menu

For Dinner, you may **register via e-mail** [pierpoint2@cox.net](mailto:pierpoint2@cox.net), or call Paul Pierpoint at 619.231.5953

#### Directions

**Register via e-mail** [pierpoint2@cox.net](mailto:pierpoint2@cox.net), or call Paul Pierpoint at 619.231.5953 or FAX 619.231.5958. You may call in your credit card payment to Paul at 619.231.5953 or SDFEI can invoice you. **Your choice.**

Reservation cutoff date is Close of Business Monday January 14. Visa, Mastercard, AMEX and Discover cards are welcome.

**Cancellations:**

SDFEI is delighted to welcome you and North County IMA to register to attend SDFEI's "Dinner with SEC".

#### James Kroeker Highlights SDFEI's "Dinner with SEC"

Leading off SDFEI's 2008 educational effort, "Dinner With SEC" will feature SEC Deputy Chief Accountant James Kroeker as guest speaker Wednesday, January 16 at the La Jolla Marriott.

IMA-North County members are invited to attend the meeting. Dinner, educational session and parking are \$70. See registration instructions below. Timeline: Reception at 5:45pm; Dinner at 6:30pm; SEC Presentation at 7:30pm.

Representing SEC and Chief Accountant Conrad Hewitt, Mr. Kroeker is responsible for resolution of accounting issues, rulemaking projects, and oversight of private sector accounting standard-setting efforts. He was with Deloitte and Touche, LLP where he was a partner in the firm's National Office Accounting Services Group and responsible for providing consultation and support regarding the implementation, application, communication and development of accounting standards, including disclosure and reporting matters. From August 1999 to June 2001, Mr. Kroeker served as a Practice Fellow at the Financial Accounting Standards Board, where he assisted in the development of accounting guidance related to evolving accounting issues.

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

<b>President</b>	<b>Sandy Merein</b>	858-485-0222	<a href="mailto:smerein@kforce.com">smerein@kforce.com</a>
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Employment	The Board		
<b>Special Activities</b>			
Regional Council Del			
Member Attendance	Sandy Merein	858-485-0222	<a href="mailto:smerein@kforce.com">smerein@kforce.com</a>
Accounting Day			
Social Events	Matt Dolman	760-746-3315 x207	<a href="mailto:mpdolman@cox.net">mpdolman@cox.net</a>
<b>Comm Team Leader</b>	<b>Jim Carr</b>	858-427-4503	<a href="mailto:jcarr@lendersupport.com">jcarr@lendersupport.com</a>
Newsletter	Jim Carr	858-427-4503	<a href="mailto:jcarr@lendersupport.com">jcarr@lendersupport.com</a>
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Meetings	Ron Cantwell	760-803-9982	<a href="mailto:rcantwell@cox.net">rcantwell@cox.net</a>
Student Activities	Matt Dolman	760-420-3544	<a href="mailto:mpdolman@cox.net">mpdolman@cox.net</a>
<b>Membership Tm Ldr</b>	<b>Ebony Reynolds</b>	818-404-7884	<a href="mailto:ebony.reynolds@roberthalf.com">ebony.reynolds@roberthalf.com</a>
Member Acquisitions	Sandy Merein	858-485-0222	<a href="mailto:smerein@kforce.com">smerein@kforce.com</a>
Member Retention	Regina Hulten		<a href="mailto:Rhulten@adelphia.net">Rhulten@adelphia.net</a>
Corp & Acad Devel			

**Articles for the Newsletter should be received by the 15<sup>th</sup> 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](mailto: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](mailto:ppayne@imanet.org) to request a transfer to the revised CMA program.

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## 2008 Salary Outlook

Be prepared to boost starting salaries if you want to keep pace with your competitors in 2008. Business expansion and recurring compliance initiatives continue to fuel demand for highly skilled accounting and finance professionals, according to the recently released *2008 Salary Guide* from Robert Half International.

The competition for skilled candidates is prompting many organizations to offer more lucrative compensation packages. In fact, starting salaries for accounting and finance employees are expected to increase an average of 4.3 percent, according to the annual guide. Employers also are attempting to woo job seekers with perks such as signing bonuses, incentive compensation, tuition reimbursement and plentiful vacation days.

Following are more detailed insights from the *Salary Guide*:

- In corporate accounting, entry-level financial, budget, treasury and cost analysts at large companies (organizations with more than \$250 million in sales) should enjoy the biggest gains in base pay in 2008, with the average starting salary projected to rise 6.9 percent, to between \$38,250 and \$47,500 annually.
- In financial services, hedge fund accountants can anticipate a 6.5 percent increase, to a range of \$46,250 to \$64,500.
- In banking, commercial lenders with more than five years of experience should see their salaries go up to between \$82,000 and \$107,500, a 4.7 percent increase.

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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](http://www.accountemps.com).*

**QuickBooks<sup>®</sup> 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](http://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<sup>®</sup>'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](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](mailto: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<sup>®</sup> 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.