

THE PENNANT

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



WWW.SDNCIMA.IMANET.ORG

June 2008

Date: Thursday June 26, 2008

Location: **Coco's Restaurant**

16759 Rancho Center Drive
Rancho Bernardo, CA 92128
(858) 485-9419

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

East of the I-15 off either the Rancho Bernardo or the Bernardo Center off ramps

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

Cancellations:

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

Fraud and the Accounting Profession

Mr. Basney holds the following professional credentials:

- Certified Public Accountant licensed to practice in the state of California (CPA);
- Certified Fraud Examiner (CFE);

Employment:

Mr. Basney is a shareholder in the Certified Public Accounting Firm of Mayer Hoffman McCann P.C., and is a Director of CBIZ Accounting, Tax & Advisory Services, LLC in San Diego. He is the Director in charge of the San Diego office's Forensic Accounting Services Group, which performs business valuation, litigation support, investigative accounting, and insolvency services. He has practiced public accounting since 1973 and received his CPA certificate in January of 1977. He has extensive experience in the tax, audit and consulting areas servicing a large number of clients in virtually every field of enterprise.

Litigation Experience:

Mr. Basney has qualified and testified as an expert witness on numerous occasions in cases involving accounting, valuation and tax matters before the Federal District and Bankruptcy Courts and California Superior Courts. Additionally, Mr. Basney has acted as a consultant to attorneys in both civil and criminal cases in Federal District Court, state courts, and the High Courts of Guam and American Samoa. Mr. Basney has testified in cases involving:

1. Business losses and economic damages in commercial litigation;
2. Business valuations in bankruptcy, family law and Superior Court matters;
3. Accounting principles and auditing standards;
4. Tracing assets in fraudulent conveyance and bankruptcy matters;
5. Income tax matters;
6. Determination of income in divorce and contractual disputes;
7. Damages from personal injuries, wrongful death, and wrongful termination
8. Arbitrations and litigation regarding losses in securities and investments;
9. Losses incurred due to premature lease terminations;

Mr. Basney has also been appointed by the courts as special master, conservator, and joint expert in matters of valuation and accounting. He has served as mediator and settlement referee in a number of cases involving accounting, valuation and financial issues. Mr. Basney has acted as accountant for trustees, debtors and creditors in numerous bankruptcy cases and has assisted in reorganizing both public and closely held businesses.

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

President	Jessica Alfaro	760-212-3872	jalfaro@gltpas.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
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			
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.

How to Write Winning Job Descriptions

The perfect hire starts with the perfect job description, which serves as the basis of your all-important job ad. After all, hiring mistakes often result from a job description that failed to capture the essence of the open position. Consider the following tips:

Cover the key components. Lead off your job description with the position title, followed by the department and to whom the person will report. Next is a two- to three-sentence overview of the general nature, function and purpose of the job. Then list the primary areas of responsibility (consider using bullet points to differentiate tasks), along with important periodic duties. Follow this by citing a list of the skills, attributes and educational background you desire.

Cut the clutter. While certain higher-level accounting and finance roles will likely require lengthier write-ups than others, don't go into excessive detail. The job description is meant to be a concise and clear snapshot — not an exhaustive laundry list of every minute aspect of the job.

Redefine roles when appropriate. When an employee first vacates a position, your instinct might be to dig up and dust off an outdated description. Your best bet, however, is to take the time to reexamine the role and identify what the position will require now and in the near future. Review your staff's mix of strengths and weaknesses and look for opportunities to fill skills and knowledge shortfalls as you revise the job description. Moreover, carefully review your team's current and anticipated workloads. You may find that instead of making a new hire to take on the duties described in the revised job description, it makes more sense to spread these responsibilities across the department and address gaps or heavy workload periods by bringing in temporary accounting professionals.

Don't box yourself in. Finally, don't be too rigid. Keep in mind that what you prefer in the "perfect" candidate might not be what is absolutely required to do the job effectively. Advanced academic credentials, for example, can function as helpful screening devices, but their absence shouldn't be a deal-breaker that prevents you from hiring an otherwise ideal applicant.

###

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.