
THE PENNANT

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



WWW.SDNCIMA.IMANET.ORG

May 2009

Date: Thursday May 21, 2009

Location: Claim Jumper

5958 Avenida Encinas
Carlsbad, CA 92008

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

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

FINANCING THROUGH EXTERNAL SOURCES

By

Gregory Hanson, MBA, CMA

Mr. Hanson has over 30 years of experience in financial management, reporting, and corporate development for both public and private companies in both large and small operations. For 20 years he has been the lead financial person in San Diego-based companies, working with Wall Street and other public and private sources in obtaining over \$300 million in financing for operations that have contributed to new jobs in the community.

Mr. Hanson is Founder and Managing Director of First Cornerstone, a provider of CFO, CEO and board-level services on a project basis for public and private companies in Southern California, a service he started in 1984. Also, beginning in mid-2008, Mr. Hanson became involved with the investment banking side of the business. Mr. Hanson is Senior Vice President for Brinson Patrick Securities Corporation, an investment banking boutique with offices in New York and San Diego.

**SAN DIEGO NORTH COUNTY
SERVICE YEAR 2008-2009
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
Public Relations	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.

The Benefits of Flexible Staffing

The economic downturn has created a shortage of many things, but staffing challenges aren't one of them. Today's uncertain business environment means accounting and finance managers need to be thoughtful about every personnel decision they make. Hiring the wrong people or hastily cutting staff levels too deeply can jeopardize quality and service levels, leaving clients disappointed when you need them the most.

One way to ensure that your workforce size remains in line with customer demand is to augment your full-time team with well-chosen interim professionals. Temporary staff can help you address unforeseen workload fluctuations by providing assistance on time-sensitive projects that demand immediate attention. Moreover, adopting a flexible staffing strategy enables you to easily expand or contract personnel levels with minimal disruption as business ebbs and flows. Here are some additional advantages of flexible staffing:

You'll save money. You'll turn some of your fixed costs into variable expenses by paying only for the human resources you need when they're truly needed, not year-round. You can minimize overtime expenses and lower the high costs associated with hiring, training and keeping employees on board.

You'll save time. Whether you're hiring for a full-time role or a mission-targeted temporary position, staffing firms can offer valuable assistance. Firms that specialize in accounting and finance staffing are experts on your local market, and they can save you time and resources in your search. Remember that it's not the hourly rate of the assignment that matters most but the overall cost of the project. Businesses can save money in the long run using a first-rate staffing firm because a higher quality candidate will finish the job more quickly and with greater accuracy.

You'll keep burnout at bay. Most companies today are having to ask staff to do more with less. But if employees are stretched too thin for too long, you'll notice a drop in morale, productivity, innovation and overall work quality. Bringing in temporary professionals to tackle highly specialized assignments or day-to-day responsibilities helps take the burden off your staff, freeing them up to focus on the most pivotal projects. As a result, you'll bolster retention of your core employees – especially important in preparing for when conditions begin to improve and your best people may be tempted by other opportunities.

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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.