



The Association for
Accountants and
Financial Professionals
in Business

The Motivator

North Carolina Triangle Area Chapter #406

Institute of Management Accountants

August, 2011

From our Chapter President:

Is it me, or is this summer flying by? It is hard to believe that Labor Day is just around the corner. I hope you have been able to keep cool out there.

As we get ready to begin a new IMA year, we are pleased with the planning the Board of Directors has been doing.

Mark your calendars...

- The next Dinner Meeting will be on Thursday, September 15th, at the Hilton North Raleigh. Our speaker will be Eric Freedman, who is the Chief Investment Officer at CAPTRUST. He will be providing an Economic Update.
- The 2011 Carolinas Council Fall Conference will be held on Friday, October 14th, at Prestonwood Country Club. We are putting the finishing touches on the speaker line-up and will be publishing very soon!

Information for all up-coming events can be found on the Chapter website, which is www.imanctriangle.org. In addition to the September Dinner Meeting and the Fall Conference, we are working hard to finalize the remaining Dinner Meetings and Lunch & Learns. As soon as these topics are scheduled, we will let you know.

See you on September 15th!

Best regards,
Vance Josey
IMA #406 Chapter President

save the Date !!

Thursday Dinner Mtg.- North Raleigh Hilton	Lunch & Learn - Prestonwood Country Club
Enjoy your Summer. The next Dinner Meeting is September 15, 2011	Lunch & Learn series will resume in the Fall

Dinner Meetings

Dinner Registration Information

6:00 PM Registration & Social

6:30 PM Dinner

7:15 PM Speaker 9:00 Networking ends and Board meeting begins

Please register on line at our chapter website <http://www.imanctriangle.org/>

Directions to North Raleigh Hilton

3415 Wake Forest Road, Raleigh, North Carolina, United States 27609-7330

Tel: 1-919-872-2323 Fax: 1-919-876-0890

From RDU Airport, Charlotte and all points west: take I-40 East towards Raleigh, take Exit #289 (Wade Ave) and follow until Exit 4B for I-440 North/Hwy 64 Rocky Mount, follow I-440 to Exit #10 (Wake Forest Rd). Make Left at light off exit, hotel is 1/4 North on the left

From Hwy 64 West to exit for I-440 North at Tower Shopping Center. From I-440, take Exit #10 (Wake Forest Rd) make a right at the light off the exit, the Hotel is 1/4 mile north on the left across from Raleigh Community Hospital.

Lunch & Learn Registration Information

10:50 AM Registration

11:00 AM Seminar begins 1:30 PM Seminar ends

Please register on line at our chapter website <http://www.imanctriangle.org/>

The Prestonwood Country Club

Directions to Prestonwood Country Club

300 Prestonwood Parkway, Cary, NC 27513 Phone: (919) 467-2566

From RDU Airport Take I-40 East to Cary/Harrison Avenue exit (#287). Turn right on to Harrison Avenue and follow to Cary Parkway. Turn right onto Cary Parkway and follow for approximately 4.4 miles to High House Road. Turn right on High House Road and travel approximately .6 miles. Turn right onto Prestonwood Parkway. Follow Prestonwood Parkway straight to the Main Clubhouse.

From Raleigh Take U.S. 1 south towards Sanford. Take the Cary Parkway exit. Turn right off of ramp and travel approximately 6 miles to High House Road Turn left on High House Road and travel approximately .6 miles. Turn right onto Prestonwood Parkway. Follow Prestonwood Parkway straight to the Main Clubhouse.

From North Raleigh Take 540 south towards Cary. Take the 54 Morrisville exit going towards Cary. Continue on 54 to Morrisville Carpenter Parkway and turn right.. Turn left onto Davis Drive, then left onto High House Road. Turn left onto Prestonwood Parkway and follow it straight to the Main Clubhouse

From Research Triangle Park/Chapel Hill At the intersection of I-40 and Davis Drive, take Davis Drive south towards Cary. Continue on Davis Drive for approximately 9 miles. Turn left onto High House Road. Turn left onto Prestonwood Parkway and follow it straight to the Main Clubhouse.

Employment Opportunities – From the Chapter’s Employment Director

The Chapter serves its members by connecting those seeking positions with employers that have positions available. The Chapter’s Director of Employment is Chris McKittrick. For further information or to submit a resume please e-mail Chris at ctm1999@hotmail.com.

A preview of current employment opportunities listed on our website:

Find links to IMA National's Job Bank, job sites and banks for the Raleigh-Durham area, and nationwide job sites and banks

Check out what IMA is co-sponsoring...

Certificate in Management Accounting (Offered by Duke University):

Duke University's **Certified Management Accountant (CMA) Certification Program** addresses the needs of managerial finance and accounting professionals as they meet the challenges of the new corporate accounting environment. IMA has recently updated the CMA Program's "body of knowledge" to reflect the variety of relevant business skills and abilities - including analyzing, managing, and evaluating business solutions - that professionals must possess to effectively contribute to the strategic success of an organization today.

*****Attention Future CMA's*****

Don't miss out on this outstanding learning opportunity and register today!
<http://www.learnmore.duke.edu/certificates/accounting/schedule.asp>
 or call 1-866-338-3853 to learn more about the program. **IMA members may enjoy a \$100 discount by enrolling in both classes upon registering.ID#**

Program Courses

Fee

0459 - 001	CMA 1 - Financial Planning, Performance and Control Dates: Thursdays, 6:00pm to 9:00pm September 29, 2011 - December 8, 2011 (30 Hours) Location: Duke University - Building and Classroom TBD	\$1,495
0459 - 002	CMA 2 - Financial Decision Making Dates: Thursdays, 6:00pm to 9:00pm February 16, 2012 - May 3, 2012 (36 hours) Location: Duke University - Building and Classroom TBD	\$1,495

Books and materials are included.

Curriculum

This two-part exam more closely aligns with the knowledge, skills and abilities that an accountant or financial professional in business uses on the job today – financial planning, analysis, control, and decision support. These skills are critical to the success of finance teams. The CMA exam updates will allow an employer to more readily understand the applicability of the CMA to a corporate career path and allow the candidate to more efficiently demonstrate the skills evidenced by the CMA. The goal of the new CMA program is to ensure that the CMA remains the most appropriate designation in the world for accountants and financial professionals working in business.

Members of the [Institute of Management Accountants](#) may receive a \$100 discount when they register for both courses. Please register by phone at (919) 684-6259 if you qualify for this discount.

For individuals that have questions regarding the transition please contact IMA Customer Service at 1.800.638.4427 or visit www.imanet.org for further clarification as to your exam status

Below is a matrix depicting the transition between exam formats you may find helpful when discussing your status with IMA customer service.

Current Exam Parts Passed	Parts Remaining in New Format
Part 1- Business Analysis	Part 1-Financial Planning, Performance and Control and Part 2-Financial Decision Making
Part 2- Management Accounting and Reporting	Part 2-Financial Decision Making
Part 2-Management Accounting and Reporting and Part 3 Strategic Management	Part T- Transition Exam
Part 3- Strategic Management	Part 1-Financial Planning, Performance and Control

Duke University's CMA exam preparation program offers both Part I and II and mirrors the new two part exam format. These courses are scheduled to align with the testing windows during which a candidate can sit for an exam at Prometric Testing Centers. CMA exam parts can be taken at Prometric Testing Centers during the following months:

January and February
 May and June
 September and October

The two parts offered are:

Part 1: Financial Planning, Performance and Control (30 hours)

- Planning, Budgeting and Forecasting
 Performance Measurement
 Cost Management
 Internal Controls
 Professional Ethics

Part 2: Financial Decision Making (36 hours)

- Financial Statement Analysis
 Corporate Finance
 Decision Analysis and Risk Management
 Investment Decisions
 Professional Ethics

ADVERTISEMENTS



ADVERTISE IN THE MOTIVATOR

Would you like to get your message out to 400 of the area’s accounting and finance professionals? We are planning on running ads in The Motivator. We are also looking for sponsors to pick up mailing costs of the monthly newsletter in exchange for exclusive advertising opportunities. If you are interested in taking advantage of these opportunities, please contact Daniel Benvie, 541-7207, dbenvie@rti.org



Strategic Finance is the flagship publication of the Institute of Management Accountants (IMA®), the world's leading association for management accounting and finance professionals. An award-winning monthly magazine, we provide the latest information about practices and trends in finance, accounting, and information management that will impact members (mostly controllers, CFOs, and their staffs) and their jobs. Our thought-provoking articles offer advice that will help financial professionals perform their jobs more effectively, advance their careers, grow personally and professionally, and make their organizations more profitable.

More than 60,000 accountants and financial professionals look to IMA for programs and services to help expand their financial management skills, enhance their organization’s performance, and empower their career potential.

Subscriptions to *Strategic Finance* are included in members' dues. [Join IMA](#) today to start your subscription and receive all the other valuable membership benefits.

Message from the Chair



Increasing the ROI of CMA Certification

By Brian L. McGuire,
Ph.D., CMA, CPA, CBM,
CITP

The CMA has always been considered and excellent certification, but how we have several new opportunities to demonstrate its value.

The CMA® (Certified Management Accountant) credential is about to turn 40, and it's more in demand than ever. It was created as a professional certification that would give practicing management accountants (mostly those accountants working inside businesses rather than externally) an opportunity to demonstrate their proficiency in the knowledge, skills, and abilities needed to keep an organization's financial operations running smoothly and correctly. It has become the "gold standard" or the premier certification in this area, and CMAs can be found at all levels of a business—from beginning accountants to supervisors to controllers, CFOs, and CEOs.

But the CMA is more than a symbol of excellence. It's evidence of significant career opportunities. That evidence includes the recent results of the IMA® 22nd Annual Salary Survey, which appeared in the June issue of this magazine. The survey found that the average total compensation for those holding the CMA certification is \$131,395, which is more than 20% higher than for those without certification. This financial advantage also extends to young professionals and those outside the U.S. For example, the survey revealed that CMAs in the 19-29 age group earn 14% more than their noncertified peers. In addition, according to IMA's first Middle East salary survey, conducted last year, CMAs in the Middle East earn one-and-one-half times more than noncertified professionals.

Why is the certification so highly valued? Partly because it keeps up with the changing marketplace. As most IMA members know, the CMA exam was significantly retooled in early 2010 to place more emphasis on the skills that are in highest demand in today's complex and challenging business environment, such as financial planning, analysis, control, and decision support. The demand for these skills — and the validation that holding the CMA certification brings — is demonstrated by the sheer number of individuals who sat for and passed the exam this past fiscal year. Worldwide, for the year ended June 30, 2011, the ICMA® (Institute of Certified Management Accountants) administered approximately 19,000 CMA exams and certified a record-breaking 2,000 new CMAs. And the number of exam candidates keeps growing.

Nevertheless, IMA believes it needs to improve the penetration and visibility of the CMA program. One way we're doing this is by expanding our network of live instruction CMA training providers in the U.S. During the past fiscal year, we increased the number of these providers by 75% compared to the previous year. Live instruction offers an excellent way for CMA candidates to prepare for the exam because they have the support and structure of a traditional classroom learning environment, which is a method that strongly appeals to busy professionals.

In tandem with this effort, IMA has added several new corporate partners who offer onsite CMA training for employee groups. Organizations that have or recently have had such programs in place include industry leaders such as Microsoft, Xerox, the Defense Finance and Accounting Service (DFAS), IBM, Johnson & Johnson, and Omnicom. Their decision to offer CMA review courses for their finance and

accounting staff attests to the value they place on the certification.

In addition, IMA is working to promote the CMA at a more "grassroots" level. For example, we recently initiated a program called "CMA Champions." The goal of the program is to encourage active and new CMAs to promote the certification within their organizations and to help build CMA brand awareness. Participation occurs via IMA's *LinkUp IMA* social media site, where CMAs are encouraged to talk with their colleagues about the credential and to help them understand the benefits of certification. "CMA Champions" is also a great way for IMA's certified members to increase the return on their own professional investment. Any current CMA can join the program, so, if you are interested, please visit <http://linkupima.com/groups/6e7a303134/> about to learn more. As of this writing, about 80 CMAs are already members, and the number is increasing daily.

Finally, IMA has launched a new CMA "microsite" (www.imanet.org/cma) within the main IMA website. This new site gives CMAs and CMA candidates better access to key resources and tools, and it covers such topics as CMA exam procedures, how to get started in the CMA program, and "frequently asked questions" about the certification. The site also addresses the various CMA exam study options, the new "CMA Champions" program, and the value of the certification to individuals and employers.

Today more than ever, it's a great time to be a CMA!

I welcome your thoughts on this or any other subject. Please contact me at bmccguire@imanet.org

Institute of Management Accountants NC Area Chapter 406 Board of Directors Competition Year 2011-2012

