



The Motivator

North Carolina Triangle Area Chapter #406
Institute of Management Accountants

December 2003

December 13, 2003 Seminars

Titles: Cost Seminar and Personal Development Seminar

Instructor: Lea Strickland

See below for the details of our next Professional Development Series seminar on Saturday, December 13th. It is a one -day seminar presented by Lea Strickland (F.O.C.U.S.). The seminar will consist of 2 parts (4 hours CPE each) on the subjects of Cost Control and Management, and Marketing Yourself. Additional information and registration information on our website at www.imanctriangle.org/2003_cpe_reg.htm

January 15, 2004 Dinner Seminar

Date & Time: Thursday, Jan. 15, 2004, 6 PM

Place: RTP Marriot, off Miami Blvd.

\$25 IMA Chapter #406 members as of the 1st of the current month; \$30 IMA -members; \$35 non-members –Register before 1/12

\$30 IMA Chapter # 406 members as of the 1st of the current month; \$35 IMA members ; \$40 non -members–Register after 1/11

Speaker: Andrew Thomure, Special Agent

Raleigh Field Office, FBI

Topic: Fraud

Field of Study: Audit

Recommended CPE: 1 Hour

Prerequisites: None

Level: Basic

Advance Preparation: None

Teaching Method: Lecture/Discussion

The North Carolina Triangle Chapter of the IMA is registered with the NC State Board of CPA Examiners as a sponsor of continuing professional education. Complaints or comments regarding registered sponsors may be addressed to the North Carolina State Board of CPA Examiners, PO Box 12827, Raleigh, NC 27605-2827



NC Triangle Chapter – 11/20/03 Community Service Event

Our IMA Toys for Tots event was a success! We collected over thirty toys and three check donations, all of which I delivered to Gunnery Sergeant Smith at the Raleigh Marine Corp's office on Friday the 21st.

“Gunny” Smith said our participation would definitely brighten some needy children's Christmas!

I would personally like to thank each of you for helping make this event a success!

Bob Boone, Director, Community Service

Mark your calendars for the 3rd Thursday of each month at the Marriott Hotel for dinner meetings and register for any of our meetings at our web site www.imanctriangle.org.

Dinner Meetings

Date	Topic/Event	Speaker
January 15, 2004	Fraud	Andrew Thomure, Special Agent Raleigh Field Office, FBI
February 19, 2004	Secrets of Effective Networking	Stuart Levine, Attorney, Levine Associates & host of ExecuNet
March 18, 2004	Software Trends <i>Student Chapter Night</i>	Bob Callanan Principal - Consulting Division with Thomas, Knight, Trent & King
April 15, 2004	Industry Leader <i>CMA/CFM Recognition Night</i>	Bob Bazemore, Corporate Controller, Progress Energy
May 20, 2004	Economic Update <i>Past Presidents Night</i>	Dr. Mike Walden William Neal Reynolds Distinguished Professor & Extension Economist for NC State University's Dept. of Agricultural & Resource Economics

CPE sessions

Date	Topic	Instructor
December 13, 2003 *	Cost Control & Management 4 hrs CPE	Lea Strickland
December 13, 2003 *	Marketing Yourself 4 hrs CPE	Lea Strickland
February 12, 2004 **	Workplace, Conflict, Harassment, Communication 8 hours of CPE	Stuart Levine
March 20, 2004 *	Financial Systems 4 hrs CPE	Lea Strickland
April 22, 2004 **	Leadership, Ethics, & Performance Measurement 8 hours of CPE	Stuart Levine

THIS AD SPACE IS AVAILABLE
GET YOUR MESSAGE OUT TO
HUNDREDS OF FINANCIAL
PROFESSIONALS IN THE TRIANGLE

For more information,

Please email tshimp@nc.rr.com

From the President

Dear Fellow IMAers !

We had another great speaker as well as a great attendance. Members enjoyed the talk given by James Gibson, Senior Vice President & CFO of Research Triangle Institute as he went further into the operations of not for profit corporations, such as RTI and how they are executing their corporate mission and RTI's goals and activities in Iraq to date, from helping to increase access to basic services to fostering the growth of local governance institutions and dialogue.

Do you have a certification? Did you fulfill all of your educational requirements last year? Our next Professional Development Series seminar is coming up on Saturday, December 13th. ***Please tell friends and co-workers of this local opportunity to obtain 8 hours of CPE before the end of the calendar year at a reasonable cost!*** It is a one-day seminar presented by Ms. Lea Strickland (President, F.O.C.U.S.). The seminar will consist of 2 parts (4 hours CPE each) on the subjects of Cost Control and Management, and Marketing Yourself ---The Debits and Credits on Your Career Income Statement. Additional information and registration information on our website at www.imanctriangle.org/2003_cpe_reg.htm.

Our dinner speaker for January 15, 2004 is FBI Agent Andrew Thomure, speaking on the topic of Fraud. I know it will be a very informative presentation on Fraud as well as insight into his most recent involvement with the Meg Scott Phipps case. The pre-registration deadline is the Monday before the Thursday dinner meeting. This pre-registration allows us to plan the room size and setup we need for the meeting. Cancellations need to be in by noon of the day of the dinner if we are to successfully reduce our guarantee to the hotel.

Our IMA Toys for Tots event was a success! We collected over thirty toys and three check donations, all of which were delivered to Gunnery Sergeant Smith at the Raleigh Marine Corp's office on Friday, November 21st. Thank you for your generous donations ---you have definitely brightened some needy children's Christmas.

Have a safe and Happy Holiday Season and we look forward to seeing you again in 2004.

Kathy Santos-Rezendes
IMA Chapter #406 President

VISIT THE IMA CAROLINAS COUNCIL WEBSITE @www.imacarolinascouncil.org

The website has all the speaker and registration information.

ADVERTISE IN THE MOTIVATOR

Would you like to get your message out to 500 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 Teresa Muncer-Shimp, 859-5550 ext. 206, tshimp@nc.rr.com

LOG ONTO THE CHAPTER'S WEBSITE

The Chapter's web site can be found at www.imanctriangle.org. Keep up with the latest information about chapter events and upcoming CPE opportunities.

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 McKittrick at ctm1999@hotmail.com.

IMA Student Chapter Meeting Dates for Fall 2003

The Student Chapter invites all members of the professional chapter to take part in student chapter activities. All meetings are held at NC State, Nelson Hall, corner of Dan Allen Dr. and Hillsborough St.
7-7:30 Social, 3rd floor Accounting Department Lobby; 7:30 – 8:30 Meeting in Room 2406.

For fund raising - RBC CENTER VOLUNTEER DATES

- 1. Dec. 5th Friday Canes vs. Montreal Booth 104**
- 2. Dec. 27th Saturday Canes vs. Montreal Booth 104**
- 3. Jan. 3rd Saturday NCSU vs. Wilmington Booth 329**
- 4. Jan. 11th Sunday Canes vs. Ottawa Booth 114**
- 5. Jan. 18th Sunday Canes vs. Atlanta Booth 123**

Please email tshimp@nc.rr.com your availability for volunteering. Thank you for your time and support in advance.





Name:

Address:

Phone:

Alternate Phone:

Best time to contact you:

Email Address:

When Available to volunteer:

NC Triangle Chapter # 406 BOARD OF DIRECTORS**Competition Year 2003-2004**

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Student Chapter President (NC STATE)	Chrisy Cook	wchrisy@hotmail.com



North Carolina Triangle Area Chapter #0406

Professional Development Series

Earn Up to 8 CPE Hours on Saturday, December 13, 2003

- ? **Cost Control & Management Workshop –4 hrs. CPE**
- ? **Marketing yourself The Debits and Credits on Your Career Income Statement – 4 hrs. CPE**



North Carolina Triangle Area Chapter #0406

Professional Development Series

Institute of Management Accountants – RTP Chapter Announces:

Cost Control and Management Workshop

December 13, 2003

Cost Control and Management Workshop - 4 hours CPE

Marketing Yourself – Internally - 4 hours CPE

Lea Strickland, President of F.O.C.U.S. Resources, will lead workshops for the IMA CPE Series entitled "Focus on Cost Management" and "Marketing Yourself Internally". Ms. Strickland, an experienced financial and operational leader, will bring her sixteen years plus of experience in Fortune 500, Global 100 and early stage companies into the classroom to discuss how to control costs in companies large and small, and how to put you out in front.

The Cost Management course is given from a practitioner's perspective. Incorporating real world business examples, group discussions, and a review of the various cost methods including Activity Based Costing, Actual Cost Systems, and Throughput Cost Methods (Constraint Management Systems), the "Focus on Cost" workshop will enable participants to evaluate existing cost systems and identify opportunities for improvement in their companies. The methods taught are based on actual business experience and analysis of what new or changing companies need to meet business challenges. Participants will learn why cost control is preferred over cost reduction efforts.

For information on the workshop on marketing yourself, please see the [outline below](#)
To register for this workshop series, go to: www.imanctriangle.org

"Focus on Cost" and "Marketing Yourself" Workshops
December 13, 2003
LaQuinta Inn
Cary, NC

For More Information about this and other IMA Workshops contact:
Ronald J. Lowell
Vice-President of Community Relations, North Carolina Triangle Area
(919) 604-3575 Mobile ronlowell@solectron.com

About Lea Strickland and Focus Resources:

She is an active member of the Women Business Owners Network and the Council on Entrepreneurial Development and is a co-founder of the Entrepreneur Forum of North Carolina. Strickland also serves on the Town of Cary Zoning Board of Adjustments. For additional information, please contact Lea Strickland at (919) 210-7171 or lea@focusresourcesinc.com.

COST METHODS IMA Seminar Series

I. Overview

An overview of the types of cost methodologies currently in use with real world examples of the most commonly used. Cost methods discussed include:

- ? Standard
- ? Actual
- ? Job
- ? Project
- ? Process
- ? Direct/Variable
- ? Target
- ? Joint/By-Product
- ? Activity Based
- ? Throughput
- ? LIFO/FIFO/Moving Average

II. Selection of Cost Methods:

- ? Cost Methods determined by business needs and operations
- ? Are the products commodities, near commodities, unique or a combination?

III. Matching Costs to Business Model

IV. Understanding Different Cost Methods

V. Real World Experience

VI. Cost Control versus Cost Reduction

VII. Discussion and Wrap-up

Seminar Leader Credentials:

Lea Strickland has over 16 years experience in financial and operational leadership positions with Fortune 5, 100, and 500 companies, as well as Global 100 companies including, Ford Motor Company, Visteon, Solectron, GKN PLC, and various technology start-ups.



Marketing Yourself

The Debits and Credits on Your Career Income Statement

- | | | |
|---|--|---|
| <p>I. What do you want?</p> <p style="margin-left: 20px;">a. Yourself</p> <p style="margin-left: 20px;">b. Your Family</p> | | <p style="margin-left: 20px;">c. Your Career</p> |
| <p>II. What do your "stakeholders" want?</p> <p style="margin-left: 20px;">a. Your Family and friends</p> <p style="margin-left: 20px;">b. Your Business</p> <p style="margin-left: 20px;">c. Your Peers and Colleagues</p> | | <p style="margin-left: 20px;">d. Your Boss</p> <p style="margin-left: 20px;">e. Your Subordinates</p> |
| <p>III. Clear Priorities and Objectives</p> <p style="margin-left: 20px;">a. Find your passion – what you want not what others want for you</p> | | <p style="margin-left: 20px;">b. Find your measure of success</p> <p style="margin-left: 20px;">c. Find your goals</p> <p style="margin-left: 20px;">d. Find your measure</p> |
| <p>IV. Define where you are today</p> <p>V. Find out where others think you are</p> <p>VI. Understand the opportunities and challenges</p> <p style="margin-left: 20px;">a. From here to where</p> <p style="margin-left: 20px;">b. Steps</p> <p style="margin-left: 20px;">c. Actions</p> <p style="margin-left: 20px;">f.</p> | | <p style="margin-left: 20px;">d. Timeline</p> <p style="margin-left: 20px;">e. Team</p> |
| <p>VII. Understanding Marketing Tools for Internal and External Use</p> <p style="margin-left: 20px;">a. Visibility – it is ability its being seen that counts (and stinks)</p> <p style="margin-left: 20px;">b. PR</p> <p style="margin-left: 20px;">c. Volunteering</p> | | <p style="margin-left: 20px;">d. Mentoring Up and Down the Ladder</p> <p style="margin-left: 20px;">e. Community Involvement</p> <p style="margin-left: 20px;">f. Brag!</p> <p style="margin-left: 20px;">g. Ethics and Etiquette</p> <p style="margin-left: 20px;">h. Perception</p> |
| <p>VIII. Skill Set Required</p> <p style="margin-left: 20px;">a. Current Level</p> <p style="margin-left: 20px;">b. Desired Level</p> <p style="margin-left: 20px;">c. Action Steps</p> <p style="margin-left: 20px;">d. Credentials</p> <p style="margin-left: 20px;">g.</p> | | <p style="margin-left: 20px;">e. Need not apply – getting around the obstacles</p> <p style="margin-left: 20px;">f. Inner circle, Outer Loop</p> |
| <p>IX. Jumping Ship or Changing Track</p> <p style="margin-left: 20px;">a. Internal Opportunities</p> <p style="margin-left: 20px;">b. External Opportunities</p> | | <p style="margin-left: 20px;">c. Resumes</p> <p style="margin-left: 20px;">d. Networking</p> |
| <p>X. Packaging Required – S – S – A – A – A- V - Y</p> <p style="margin-left: 20px;">a. Style</p> <p style="margin-left: 20px;">b. Skills</p> <p style="margin-left: 20px;">c. Ability</p> <p style="margin-left: 20px;">d. Accountability</p> | | <p style="margin-left: 20px;">e. Access</p> <p style="margin-left: 20px;">f. Visibility</p> <p style="margin-left: 20px;">g. YOU</p> |

