



The Motivator

North Carolina Triangle Area Chapter #406
Institute of Management Accountants

November 2003

[November 11 Professional Development Series seminar](#)

Date: Tuesday, November 11th.

Speaker: Stuart Levine (Stuart Levine & Associates and host of ExecuNet)

The seminar will consist of 4 parts (2 hours CPE each) on the subjects of Leadership, Performance Management, Employment Law for Supervisors and Managers, and Behavioral Interviewing.

Additional information and registration information on our website at www.imanctriangle.org/2003_cpe_reg.htm.

November 20 Dinner Seminar

Date & Time: Thursday, Nov. 20, 2003, 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 11/17

\$30 IMA Chapter # 406 members as of the 1st of the current month ; \$35 IMA members ; \$40 non-members–Register after 11/16

Speaker: James Gibson, CFO, Research Triangle Institute

Topic: Not for Profit Corporations

Field of Study: Personal Development

Recommended CPE: 1 Hour

Prerequisites: None Level: Basic

Advance Preparation: None

Teaching Method: Lecture/Discussion

[December 13, 2003 Seminar](#)

Title: Cost Seminar

Instructor: Lea Strickland our website 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

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
November 20, 2003	Not For Profit Corporations <i>Community Service: Toys for Tots</i>	James Gibson, CFO, Research Triangle Institute
December 2003	Special Holiday Event	Details to be finalized
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
November 11, 2003 **	HR topics (Rescheduled from Sept) 8 hrs CPE (<i>see flyer at end</i>)	Stuart Levine
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 month's newsletter is sponsored by:



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the IMA and the talented
people behind it.

Hudson is one of the world's leading professional staffing, outsourcing and human resource consultancies. Our Accounting & Finance practice covers your accounting, audit, tax and finance projects. See where our talent takes you.

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From the President

Dear Fellow IMA'ers:

We opened the year with a great speaker as well as a great attendance. Over 50 people, including our peers from the Institute of Internal Auditors, enjoyed the presentation given by Peter Coode as he delved into the topic of Sarbanes Oxley that has become such a part of our profession after Enron.

Our next Professional Development Series seminar is coming up on Tuesday, November 11th. It is a one-day seminar presented by Stuart Levine (Stuart Levine & Associates and host of ExecuNet). The seminar will consist of 4 parts (2 hours CPE each) on the subjects of Leadership, Performance Management, Employment Law for Supervisors and Managers, and Behavioral Interviewing. Additional information and registration information on our website at www.imanctriangle.org/2003_cpe_reg.htm.

Our dinner speaker for November 20th is James Gibson, Vice President & CFO of Research Triangle Institute. Jim comes from a very broad background with various companies in CFO/Controller positions. Research Triangle Institute is a large not for profit organization that offers innovative research and development and a full spectrum of multidisciplinary services in health and pharmaceuticals, advanced technology, survey and statistics, education and training, economic and social development, and the environment.

Please join Bob Boone, Director of Community Service, and your fellow IMA members in helping needy children experience the joy of Christmas, and playing an active role in the development of our nation's most valuable natural resource – our children! Your participation can be in one of two ways (or both is greatly appreciated):

? Donation of a toy during the November IMA meeting – November 20, 2003

Bring a new unwrapped toy to the meeting!

? Donate by check – Make check payable to: Marine Toys for Tots Foundation

Bring your check to the November IMA meeting! -- They will be collected and turned over to the local coordinator and forwarded to the Marine Toys for Tots Foundation, PO Box 1947, Quantico, VA 22134

Visit our website 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.

See you at dinner!

Kathy Santos-Rezendes

President

NC Triangle Chapter # 406

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.

NC Triangle Chapter -- Community Service Event November 20, 2003 Toys for Tots Collection

Please join your fellow IMA members in helping needy children experience the joy of Christmas, and playing an active role in the development of our nation's most valuable natural resource-- our children! (*See Brochure in newsletter.*)

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 ctctm1999@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.

November 8 & 9 IMA Student Conference in Indianapolis, ID

November 12

Topic – Information session on CMA/CFM

Promote participation in Student Video Case Competition

December 1 - Holiday Social

Tentative – Charlie Goodnight's Comedy Club for dinner and a show

NC Triangle Chapter -- Community Service Event

November 20, 2003

Toys for Tots Collection



Please join your fellow IMA members in helping needy children experience the joy of Christmas, and playing an active role in the development of our nation's most valuable natural resource – our children!

The **mission** of the U.S. Marine Corps Reserve Toys for Tots Program is to collect new, unwrapped toys each year and distribute those toys as Christmas gifts to needy children in the community in which the campaign is conducted. The primary **goal** of Toys for Tots is to deliver, through a shiny new toy at Christmas, a message of hope to needy youngsters that will motivate them to grow into responsible, productive, patriotic citizens and community leaders.

Your participation can be in one of two ways (or both is greatly appreciated):

- ? **Donation of a toy during the November IMA meeting – November 20, 2003**

Bring a new unwrapped toy to the meeting!

- ? **Donate by check – Make check payable to: *Marine Toys for Tots Foundation***

Bring your check to the November IMA meeting! -- They will be collected and turned over to the local coordinator and forwarded to the Marine Toys for Tots Foundation, PO Box 1947, Quantico, VA 22134

Thanks in advance for your participation in this worthwhile Community Service event! Should you have any questions, please let me know.

Bob Boone, Director Community Service (919) 571-7828 or rdboone2000@yahoo.com.

FUND RAISING VOLUNTEERS NEED

This year (2003-2004) we have the opportunity to raise \$\$\$ for the IMA NC Chapter. We will need volunteers to cover 2 events a month. We are looking for individuals who can work a concession stand for hockey season and also for other events at the RBC Center. We will know the schedule a month in advance. You may ask why should I volunteer??? Two reasons one to help fund educational projects for the chapter and two for expanding your network!!! Benefits to you - It will look good on your resume and you will be provided a free dinner and access to see events Free!!! Check our website for the details www.imanctriangle.org

If you are interested in volunteering and supporting your chapter, please contact Teresa Muncer-Shimp, 677-7803 or cell 270-5746, tshimp@nc.rr.com

IMA Applications for Volunteer For fund raising



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**

President	Kathy Santos-Rezendes	kas@rti.org
Carolina Council Delegates	Phil Horton Ron Lowell	phil.horton@wellsfargo.com ronlowell@solectron.com
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Director Program Registration	Jennifer Coltrane	jennsh@prodigy.net
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Vice Pres. Communications	David Roth	david.roth@smtresource.com
Director Newsletter	Tim Romocki	tim.romocki@treasurer.state.nc.us
Director Public Relations	Nancy Smith	nancy.e.smith@mci.com
Director Website	Kathy Santos-Rezendes	kas@rti.org
Director Roster	Sue Durphy	sue.durphy@ajilonfinance.com
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 Tuesday, November 11, 2003

- ? **Leadership – 2 hrs. CPE**
- ? **Performance Management – 2 hrs. CPE**
- ? **Employment Law for Supervisors & Managers – 2 hrs. CPE**
- ? **Behavioral Interviewing – 2 hrs. CPE**

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

Earn Up to 8 CPE Hours on Tuesday, November 11, 2003

The Speaker

Stuart Levine (Stuart Levine & Associates) has more than 25 years experience as an attorney, trainer, executive search consultant and human resources executive. He is a member of the North Carolina Bar Association and currently serves on the North Carolina SHRM State Council as the Co-Chair of the Professional Emphasis Group. He graduated from the University of Florida with a degree in Business Administration and received his JD from the University of Florida School of Law. In addition to offering a wide range of HR consulting and career planning services, Stuart Levine & Associates hosts monthly ExecuNet networking meetings in Raleigh and Charlotte. These meetings focus solely on helping executives and professionals improve their networking skills, make important contacts and share information with others from different industries and functions. More information is available at www.levineassociates.net

The Topics

Leadership – 2 hours

Leadership is the glue that holds teams together and gives them purpose and vision. Designed for team leaders at all levels of an organization, this program covers the characteristics of a successful leader, the importance of trust, how to effectively set expectations, performance management and leading organizational change.

Performance Management – 2 hours

Designed for supervisors and managers, this program emphasizes the importance of keeping employees motivated. Topics covered include setting meaningful objectives, giving feedback, preparing and delivering performance appraisals, and managing difficult employees.

Employment Law for Supervisors and Managers – 2 hours

This program covers the legal issues supervisors and managers face in today's litigious society. Topics covered include the pre-employment interview, employment discrimination laws, sexual harassment, wage and hour laws, the Family and Medical Leave Act, the Americans with Disabilities Act, and documenting disciplinary conversations.

Behavioral Interviewing – 2 hours

The costs associated with hiring the wrong person for a job is staggering. This program explains interviewing practices that dramatically improve the likelihood of hiring the right person for the job. Topics covered include 5 steps to a successful interview, determining critical job requirements, the behavioral interview process, obtaining information in a legal manner, and accurately analyzing responses to interview questions

Time: 8:30 AM – 5:00 PM.

Place: NC Bar Association, 8000 Weston Parkway (www.imanctriangle.com for registration/directions)

Chapter Members: \$30 per topic; \$50 for two topics; \$90 for 3 or more topics (includes box lunch).

IMA Non-Chapter Members: \$35 per topic; \$55 for two topics; \$100 for 3 or more topics (includes box lunch).

Non-Members: \$40 per topic; \$65 for two topics; \$120 for 3 or more topics (includes box lunch).



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:

An active community leader, Strickland is a popular speaker for a number of business forums. 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> |

