

Memorandum

To: Golden West Council Team
From: Robert Hulin, GWC President-Elect and Communications Team Lead
Date: May 2, 2006
Re: GWC Quarterly Report Summary

President's Report

Chapter Liaison Activities

I attended the April Silicon Valley Technical session and the emergency Peninsula- Palo Alto Board meeting.

Council Award of Excellence Submission

We submitted (included with this document) our application for the Council of Excellence Award and highlighted our Hawaii conference as an activity above and beyond the normal operations of a council. I mentioned the following other highlights: bylaws, teleconferencing, past president's luncheon, etc.

Student Chapter Activities

I gave a presentation to students on May 3rd at the San Jose State University chapter meeting. Topic: Don't Forget About Us after You Graduate

Nominating Committee Activities

Along with the rest of the committee, we finalized the 2006-2007 Board of Directors slate to be presented at this meeting.

Speaker Database Subcommittee

I am currently working with Wesley Fachner to put together the first draft of our Speaker Database.

Annual Conference

I am scheduled to attend a training session for incoming Regional Vice presidents on June 16th and will be attending the next National Board Meeting with Wesley

President – Elect Report

Chapter Liaison Activities

In the last Quarter I attended a Diablo Valley Chapter Board and Technical Meeting, a Silicon Valley Chapter Board meeting, and an emergency Peninsula Palo Alto Chapter Board Meeting. The Hawaii Chapter' Website is now on line

The National Council and Chapter Service Team has continued providing information in their Presidents Newsletter regarding the counting of CPE credits for Chapter members. In reviewing the last quarter's report on CPE, an effort will be made to review all of the Council's Chapter CPE for the year.



Nominating Committee Activities

I participated in the 2006-2007 Board of Directors Nominating Committee meetings and discussions providing scope and direction for the 2006-2007 IMA Fiscal Year. Election of the 2006-2007 Board of Directors will be at this Meeting.

Leadership Training

The Leadership Training Session is scheduled for the morning of May 6th. All arrangements have been made and we are scheduled to have 43 attendees at the seminar. I would like to thank Jacqui Anderson and Linus Li of the Sacramento Chapter for assisting with this event.

VP Administration Report

During this last quarter I meet with the President-Elect to formulate the beginnings of the Strategic and Tactical plan for the forward direction of the Council.

VP Education Report

Jack Fingerhut, President of Smart Pros, called because he is unhappy with the way that we have been proceeding with our FMN Tape Series, although we are technically within compliance with the IMA/FMN agreement. This is very surprising, as he and I had chatted about how we intended to and have been running the sessions. In fact, Jack had originally seemed quite eager to assist, and he has been personally handling the shipping of tapes to me over the past 6 months. I have kept Jack informed about how the sessions are attended, etc.

I'm not sure what has happened to change Jack's opinion of our series offerings.

In any case, Jack and I talked at length. Jack is trying to figure out a way to help us offer the tapes at a reasonable cost to the chapters. We discussed various ways of minimizing expenses, and Jack will be back in touch with me within the next couple of days, hopefully before Saturday's meeting.

The most likely proposal is to allow 4 chapters to buy a subscription and share it. Jack is trying to get a waiver to allow us to show the tapes in different locations, which is against current contract terms and conditions. Right now, the FMN contract says that one has to buy a \$5000 subscription for each and every geographic location. I have explained to Jack that none of the chapters that I work with have funding to do that.

In other words, Jack is trying to negotiate with FMN that 4 chapters can contribute to the cost, and then show the tapes in their own locations. The plus side is that we would have current, not 6-month-old, tapes. The downside is that the ability to make money for the chapters' benefit is pretty much taken away, although there is still some margin if we increase the offering price of the sessions. Attendees in the East Bay series have already offered to pay \$50/session for the 4 hours of CPE, double the current cost per attendee. I think that the East Bay will be fine, but am not sure about the growth potential for the PPA Chapter.

If this plan isn't approved, or if 4 chapters aren't willing to share the subscription fee (Hudson has already agreed to contribute \$1000), then I'm not sure where to turn next. I think, based on attendees' comments, that it would be a real tragedy to lose the ability to offer the FMN series to our members. The tapes are one way to build membership and camaraderie, in addition to offering just plain excellent CPE.

5/4/06 - For the FMN, Jack called yesterday and offered the subscription for 4 chapters at \$4995. Hudson will pay \$1000, and I need 4 chapters to kick in \$1000 each initially. I think that we can break even or perhaps make a bit if we run the tape series every month. Amador seems excited, and DV and OEB are in, at least with Mike, Mark and me. So, there you are.

VP Communications Report

Newsletter

The 2005 – 2006 Spring edition of the GWC Newsletter was distributed by email to the Chapter Presidents, Communications Team Leads, and Past Presidents during the week of April 17th for distribution to Chapter Members. Thanks to Tom and Dodi Monti for the publication.

Website

The Golden West Council Website continues to be updated with information on the Council and GWC Chapters as information is learned. As a reminder to Council team members and Chapters, please send an email to the Communications Team Lead when information has changed or when new Chapter Activities are announced. The Website will then be updated.

The GWC Website address is www.goldenwestcouncil.imanet.org

GWC Distribution Lists

The GWC Yahoo group continues to be updated to reflect the changes with Chapter Presidents and Chapter Communications Team Leads. The distribution list is an effective and efficient tool for getting information out to everyone.

VP Membership Report

As of April 2, 2006 Council membership has increased by 62 members. The majority of the increase has been in the Student Base, 120 Members (197 to 317) while regular membership has decreased by 49 (1557 to 1508).

The At-Large membership in the Golden West Council area has decreased by 20 (405 to 385).

Regional Directors

Dodi Monti-Amador Valley, Salinas-Monterey

Amador Valley - I have attended all but one of their technical meetings this year. They have their slate of officers for next year and they were approved by the membership at their April meeting. This chapter has great support from their past Presidents and continues to find excellent speakers.

Salinas Valley Monterey - This chapter has been inactive all year. I was able to connect with Lavelle Brown, the President. She now lives in Seattle. Paul Catuna, who has all of the financial information, is in Phoenix. Robert Hulin has pulled a list of the membership and he and I are going to mail a letter to all of them to see if there is any interest in continuing the chapter.

Greg Meldahl-San Francisco, Diablo Valley, Redwood Empire

San Francisco – attended February thru April Board Meetings. The Excel User Group is meeting monthly and drawing 15-25 per meeting. They are still ironing out various details - location, hardware, dinner, etc. In addition, they have invited Silicon Valley folks to discuss the CMA Program.

Diablo Valley – attended March 28 Technical Meeting. Michael McLean was speaker. They recently had 25 year anniversary. They are still offering the FMN tapes monthly, although Hudson might not be sponsoring much longer.

Redwood Empire - attended March 18 Technical Meeting. Speaker was on Fraud and Forensics. They have been meeting at the same place for about a year now. It was Student Night and a number of cash awards were presented to students members.

Sam Thomas-Sacramento, Reno

The Sacramento Chapter co-sponsored Volunteer Income Tax Assistance "VITA" Day in March. Several IMA volunteers helped prepared tax returns for fixed income, elderly, and disabled taxpayers. The chapter also continued its active support of the Accounting Society, the student organization at Sacramento State University. In addition to attending Accounting Society meetings, the chapter participated in the spring semester "Meet the Firms" event, which provided the opportunity to promote the benefits of membership to current and prospective student members. The chapter also sponsored IMA Student Night on campus and gave a presentation on the requirements to become a CMA and CFM. On another note, the chapter held its elections for its 2006-07 board of directors and elected Jacqui Anderson to serve as president

Annhenrie Campbell-Central Cal, Fresno, Stockton

No Report Submitted

Emily Mugge-Silicon Valley, Oakland East Bay, Peninsula – Palo Alto

The Chapter has just started to offer the FMN tape series. The program has been in place for only 2 sessions, so attendance is low; last weekend, 6 people attended. Moderators seem to be enthusiastic, and comments indicate that people realize the value of the tapes. If all goes as it has with the East Bay program, then attendance should grow over time. (Current attendance in the East Bay program usually runs about 20, with a low of 11 and high of 25.)

A current board member submitted her resignation from the Board this quarter. As she was a prime mover and functioned as the central person on the Board doing many primary activities, the current board went into crisis mode. Plans are to stream line functions for the New Year and rebuild the foundation of the Chapter's Board of Directors. All Chapters should take note not let one Board Member dominate operational functions no matter how willing they are to perform the functions.

Jack Karbens, Hawaii

No Report Submitted

National Representatives

National Vice President - Wesley Fachner

The External Relations Committee has not had a conference call since the February Board meeting. One is in process of being scheduled either May 9 or 10 which is after our meeting. I was unable to attend the Florida meeting in person or via webcast due to my overwhelming work load. I will be attending the board meeting in Las Vegas (which will be my last) and some selected IMA events during the week as I have another CPE event at the same time during normal business hours that is more relevant to my work and just happens to be occurring at the same time as the Conference.

Thank you for allowing me to serve during the last 2 years as our Council representative (although National does not want us representing but rather to be a board member with a big picture perspective for the IMA as an organization).

Member Services Committee - Trudia Pauley

No Report Submitted

ICMS - Board of Regents - Dodi Monti

I attended the committee meetings in Dallas, TX in March. The leadership of IMA met with us to explain their vision for the organization and our position in that vision. I will be attending a Board of Regents strategy meeting April 30th and May 1st in Chicago. I have been asked to continue on Regents for another three years, which I accepted.

2007 IMA Conference Operations Chair - Dodi Monti

As the operations chair for the 2007 conference, I went to Phoenix April 14th through the 16th. I met with a tour planner who works at the resort, to line up potential spouse's activities. I also met with Sal Forzano who graciously volunteered to coordinate the spouse's hospitality room and tours. Saturday I met with Diane Hewlett, the incoming President for the Valley of the Sun Chapter located in Phoenix. She accepted the position of chair of the volunteer committee and offered the support of their chapter.

The resort is beautiful. It has numerous swimming pools and a lazy river pool so it is very family friendly. There are four great restaurants located on property and a Starbucks!! No need to leave.

IMA GWC Awards & Recognition Committee Report - Survey Results & Discussion Points

(1) Have awards?

YES 10
NO 0

Everyone felt the Council should continue to offer Chapter awards. Sub-committee proposes.

(4) Name of Award? (Some multiple answers)

Individual 20% (one person mentioned tradition)
Criteria of Award 80%
Other 20% (include chapter names)

Most felt awards should be named after criteria of the awards, not individuals. Sub-committee proposes.

(2) What awards? (multiple answers)

“Rekindle Spirit” 80%
Certification 70%
Education 70% existing
Membership 50%
Best Stevenson 50% existing
Best Warner 50% existing

“Rekindle the Spirit” had a lot of interest. Most subjective. Obvious some years (AV), maybe not others.
Certification & Education are core mission goals of the Institute.
Certification, Education, and Membership Growth are key performance measures.
Best Stevenson & Best Warner awards typically duplicate National awards.
Interrelationship with Type of Awards - higher cost if more physical awards.
Sub-committee proposes each individual award be voted on.

(3) Type of Awards? (some multiple answers)

Paper 50%
Physical 60%
Other 40% \$

No clear cut preferences.
Several different suggestions for Physical - badges, banners, etc.
Interrelationship with What Awards - higher cost if more physical awards.
Sub-committee does not have proposal, since needs discussion.

**Golden West Council Regional Meeting Agenda
Saturday – May 6, 2006 – 2:00PM
Sacramento, California**

Welcome and Introductions

President's Report	Dave DiMare
Annual Conference	
Council Award of Excellence Submission	
President Elect's Report	Robert Hulin
Administration Team Lead Report	Sandy Giberson
Secretary	Bev Perkins
Minutes from February 4, 2006 meeting	
Other Correspondence	
Treasurer	Mike Van Roy
Budget –Actual Report	
Checking Account Status	
Approval of bills	
Communications Team Lead Report	Robert Hulin (acting)
GWC Website	
Membership Team Lead Report	Jacqui Anderson
Education Team Lead Report	
Council Sponsored Educational Review	Emily Mugge
REST update	Bev Perkins
Regional Director Reports	Sherry Morse
Redwood Empire, San Francisco, Diablo Valley	Greg Meldahl
Salinas Valley-Monterey, Amador Valley	Dodi Monti
Central California, Fresno, Stockton	Annhenrie Campbell
Silicon Valley, Oakland-East Bay, Peninsula-Palo Alto	Emily Mugge
Reno, Sacramento	Sam Thomas
Hawaii	Jack Karbens
National Representatives	
Regional Vice President	Wesley Fachner
Member Services Committee	Trudi Pauley
IT Committee	Robert Hulin
National ICMA Board of Regents	Dodi Monti
Business:	
Gleim discount	Trudi Pauley
Awards Subcommittee Report	Greg Meldahl
Speaker database for GWC area	Dave DiMare
2007 Annual Conference: Subcommittee volunteers needed	Dodi Monti
New Business:	
2006-2007 Board of Directors Vote	Trudi Pauley
Upcoming Council Meetings	Robert Hulin
Strategic Plan	Dave / Robert

Golden West Council (#4)

Major Accomplishments for the 2005-2006 IMA Year for Council Award of Excellence Consideration

Held first ever Golden West Council and Hawaii Conference (Honolulu, Hawaii, October 20-22, 2005)

Result:

- Offered 8 hours of additional CPE **over and above** our annual Reno Educational and Seminar Training (REST) that we co-sponsor with the Pacific Northwest Council offered in February. Allowed Hawaii chapter members to participate in a council meeting and to have low cost CPE in their area.
- We believe that we provided a dynamic forum for management accountants and finance professionals (**9 participants from California, 12 from the Hawaii chapter and Kim Wallin**) to develop and advance their careers through certification (**CMA presentation**), research and practice development, education (**8 hours of CPE**), networking (**representatives from 8 different chapters and members of the Hawaii business community**), and the advocacy of the highest ethical and professional practices (**conference was conducted in a very professional manner.**)
- During our council meeting, we introduced teleconferencing to allow greater participation by council members who were not able to attend the meeting in Hawaii. We will continue to utilize this for future meetings to allow Hawaii and Nevada members who are unable to attend our meetings held in California. to participate. At this meeting, we also approved Golden West Council bylaws (now on our website) in accordance with IMA national bylaws, goals, and guidelines. This was **not** a case of making amendments or changes to bring current bylaws into compliance with national guidelines, but was in fact a new initiative since the former bylaws were non-existent in any known records. We also decided to hold a Golden West Council past president's recognition luncheon in conjunction with the next council meeting, which was done successfully with 7 past presidents in attendance.

Agenda:

IMA Golden West Council and IMA Hawaii Conference October 20 - 22, 2005

Time / Location	PGC (Pacific Guardian Center)	PGC (Pacific Guardian Center)	American Savings Bank 1001 Bishop Street Honolulu, HI
8:45 - 9:00	Continental Breakfast	Continental Breakfast	Continental Breakfast
9:00 - 10:00	CPE Session 1 (FMN Tape) Topic: Computer Fraud: Are You Still at Risk?	CPE Session 1 Speaker: Tom Pearson Topic: Accounting and Auditing Research	GWC Quarterly Meeting
10:00 - 11:00	CPE Session 2 (FMN Tape) Topic: Corporate Self Investigation: Avoiding the Pitfalls	CPE Session 2 Speaker: Matthew Smith Topic: Effects of Sarbanes-Oxley from the Accountant's Point of View	GWC Quarterly Meeting (continued)
11:00 - 11:15	Break	Break	Break
11:15- 12:15	CPE Session 3 Speaker: Lynn Haring Topic: Building a Talented Team of Accounting and Finance Professionals	CPE Session 3 Speaker: Larry Rodriguez Topic: The Next Generation Accountant: A New Outlook on a Timeless Profession	CPE Session 1 Speaker: Kim Wallin, Former IMA Chair Topic: Changing the Vector of the IMA
12.15 - 1:15	Lunch and GWC Roundtable Speakers: Robert Hulin and Trudi Pauley	Lunch and CMA Presentation Speaker: Mike Van Roy	Lunch

1:15 - 2:15	CPE Session 4 Speaker: Alton Murakami Topic: TBA	Social Networking function	Social Networking function
Evening		Dinner	

Student Chapter Activities

California State University Fresno

- Two community Service events
- Two student members taking part(s) of the CMA exam
- One plant tour.
- The CalCPA dinner in the Fall
- Speaker meetings: Governmental, Dinner Etiquette, Forensic Accounting., CMA certification, tax update, etc.
- Two social events, two banquets
- Fundraising
- Leadership Training Seminar & between semester board planning meetings.

California State University Sacramento

- Held six general meetings each semester (12 for the year) with speakers from public accounting, government, and industry (one of the six meetings is IMA student night, co-sponsored by the Sacramento chapter)
- Co-sponsored (with Beta Alpha Psi) "Meet the Firms" night, with representatives from various professions.
- Office Tours of various firms in the Sacramento area
- Community service event for American Cancer Society
- Careers in Accounting event
- Numerous social activities including the beginning of semester membership party
- Fall and Spring semester-end banquets (with Beta Alpha Psi) (acknowledgement of outstanding members, scholarship awards)

San Jose State University

- 32 new student members in March, 2006. We will focus on how to retain them as future IMA leaders.

Central California Chapter

- Held student night which supported students from California State University- Stanislaus, Merced Junior College, Modesto Junior College, & Columbia College