

Memorandum

To: Golden West Council Team
From: Robert Hulin, GWC President
Date: October 28, 2006
Re: GWC Quarterly Report Summary

President's Report

GWC Activities

- This last quarter can be called eventful or uneventful depending on your prospective. Most Chapters kicked off the Year with their September Meetings. Congratulations to those that had fruitful meetings. I was unable to attend as I was out of the country for most of September. Even though August is a down month for most of our Chapters, some had technical meetings while others held social events.
- With regards to my activities functioning as your President, I have made phone calls to many Chapter Leaders, interfaced with a team (Donna Fay, Romer, Sandy, and Sherry) on assisting the Oakland-East Bay to bring new life to the Chapter, made some appointments to the Board of Directors: Mike Backer, Treasurer; Darrel Carlis, VP Communications; and Mike Van Roy has moved into the VP Education Role. I am still searching for volunteers to assist in the Regional Directors Role for 3 Chapters.
- Another eventful happening that occurred is that IMA lost a valuable resource in Jeff Albrechtson, Manager Worldwide Community Relations (Chapter and Council Interface). He was replaced by Kristen Darby, Director of Member Programs. As the result of this change no Council and Chapter President calls occurred and the Best Practices committee is on hold.
- The Financial Executive of the Year Award was announced in September and the Council selection was not the principle winner. We congratulate Ron Riebe from the Akron Chapter for his selection as the FEYA Winner. We also want to congratulate Larry Dodd as the selection from the Golden West Council. The Council has not yet set up plans to honor Mr. Dodd yet.
- I received only 2 responses from the Council Team, both being negative at this time, regarding the formation of a Council Audit Team. We can discuss whether to pursue this at the meeting.
- I have received a Gift Certificate for the Annual Conference, the Council needs to decide on the criteria to award.

President – Elect Report - Sandy Giberson

Oakland East Bay Chapter Strategy: A meeting was held on August 13, 2006 at 1:00pm at El Torito in San Leandro between Sandy Giberson, Romer Stevenson, Donna-Fay Bower and Sherry Morse. Donna Fay asked for help with the chapter as the board is down to essentially 2 people, Romer and Donna Fay. Donna Fay said Rosemarie Bauer is still on the Board but Romer spoke with Rosemarie who indicated

she was not. There are two upcoming meetings one for September 2006 and one for December 2006. Sandy agreed to make phone calls to see about increasing the attendance at the September meeting as there had been little to no response thus far. Ultimately the September meeting had to be cancelled due to lack of attendance. There were 7 people reserved, two were the speaker and his wife, and we all felt that it would reflect poorly to the speaker if we had the meeting anyway. The December meeting is still on the calendar but we have not confirmed yet with the Waterfront Plaza Hotel due to their guarantee policy and monies that had been lost on prior meetings. We also agreed that Romer would design a questionnaire and mail it out in advance of the September meeting to get member feedback and see if any other people were interested in helping revitalize the chapter. Results are summarized and attached.

VP Administration Report - Jacqui Anderson

Beverly Perkins – Secretary

There is nothing additional to comment on since publishing last meeting minutes.

Mike Backer – Treasurer (Mike Van Roy)

FMN: We have received and deposited all of the checks from the participating chapters, with refunds given to those chapters that overpaid. We are still waiting on checks from our two sponsors, Hudson and Comerica, for \$1K each. We have paid \$3,556.00 of the FMN invoice for \$5,407.09.

Bank Account: Backer and I are still trying to find a free Saturday morning to do the change over.

VP Education Report - Mike Van Roy

Since the last GWC meeting I have dialoged with Peninsula-Palo Alto, Central California, San Francisco, Hawaii, and Reno chapters regarding their educational offerings. Two suggestions that came out of these discussions are 1) a Council-wide CMA / CFM initiative and 2) outreach to Presidents-Elect in Council activities much earlier in the year. Hawaii chapter has been inquiring into our FMN program.

If you have not heard by now the IMA/ICMA is phasing out the CFM certification program. The last day they will offer testing for the certification is December 31, 2007. Candidates must pass all four parts of the CFM (5 counting the CMA) by this date or none of it counts. We found out through an obscure back link of the IMA website. Although I agree with the decision, IMA could have done a much better job making our members and even its own staff aware. Most of the other chapters and councils across the country found out because of the actions of this Council.

I have had extensive contact with Peninsula-Palo Alto chapter and attended two technical meetings and two FMN showings. At the most recent showing, I served as a moderator for two of the sessions. This was my first experience at moderating one of these sessions and I found it quite easy. I hope to next visit San Francisco chapter to observe their successful Excel user group and the December joint holiday meeting.

Romer Stevenson - REST

The REST 2007 national e-mail blast is went out on Oct 19. We will be sending out the e-mail with the brochure in November. A draft copy of the brochure will be available at the meeting.

Emily Mugge - Special Education (FMN Tapes Series)

The FMN Series is going well. The 3 EB chapters are making about \$125/month on average. Attendance is strong, and the discussions are really good. I'm not sure that we'll have a session in December, but the attendees can vote. If people need CPE, then we'll do it.

PPA has a small audience, but attendees are repeaters, which is a good sign. We hope that the word gets out and more people attend, but the Chapter is on course. I wouldn't expect a large following this early in their product introduction and they are making some money, which is also positive.

No news from Redwood Empire; I think that they really enjoy the tapes and have for quite a while. They're just cruising along.

If Hawaii would like to join in, they can, but at a cost. I haven't spoken to anyone there, as I expected that Hawaii needed some time to regroup after the earthquake. I'll follow up later.

Sacramento is more than welcome to our 6 month old tapes starting in January at no cost.

VP Communications Report – Darrell Carlis

Dodi Monti - Newsletter

The 2006 – 2007 Fall edition of the GWC Newsletter was distributed by email to the Chapter Presidents, Communications Team Leads, and Past Presidents during the week of October 16th for distribution to their Chapter Members. Thanks to Tom Monti for the publication.

Robert Hulin - 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 – Tricia Scalzo

No Report Filed.

VP Regional Directors - Sherry Morse

Jeff Jones - Amador Valley, Diablo Valley, Salinas-Monterey

Amador Valley – No Report Filed

Diablo Valley – No Report Filed

Salinas Valley - Monterey - This chapter is still inactive. A member of RHI (Accountemps) has offered to assist Tricia and Myself to re-establish the Chapter if the membership approves.

Annhenrie Campbell-Central Cal, Fresno, Stockton

Central California – Chapter is alive and well.

- 1) Technical meetings are going well; average attendance 15 with 1 meeting lower; last speaker was great, Gary McKinsey on Tax Update (also works in Wash DC on advisory committee for taxation); next speaker is great, Amin Elmallah, presenting a topic on Ethics;
- 2) They do not participate in FMN series; most members do not need the CPE;
- 3) Provide meeting opportunities for students and they usually attend; offer cut rate for dinner meetings; holding a Student Night in March--usually many students attend;
- 4) Have good relations with CAL CPA Society; they both announce each other's meetings.

Fresno –

- 1) **August** - The Chapter held an IMA membership orientation entitled, "IMA - A User's Manual," which included a presentation by the Director of CMA/CFM Programs entitled, "CMA/CFM Overview/Tips."
- 2) **September** - The Chapter hosted a "Noontime Knowledge" luncheon, with Janz L. Mynderup speaking on "Money Doesn't Come with Instructions" (pension plan investment costing).
- 3) **October** - Grundfos Pumps Manufacturing hosted a tour of its manufacturing facilities for a combined meeting of the Fresno Area Chapter and the CSU-Fresno Student Chapter.
- 4) The Fresno Chapter is also sponsoring an IMA Part 2 review class to be held two Saturday in November (4th and 11th).

Stockton – No Report Filed – Regional Director is waiting on a response.

Jacob Chase - Hawaii

Hawaii – No Report Filed

“To be Filled”- Oakland East Bay, Peninsula – Palo Alto, Silicon Valley

Oakland - East Bay. – The September 21 meeting was cancelled due to low reservations. The Chapter is starting to promote the joint Bay Area December 7th Christmas Meeting. Gary Schlossberg from Wells Capital has been confirmed to speak. The Chapter has requested assistance from the Council and the Bay Area Chapters with the meeting functions. The Chapter has sent out a survey to members on the future of the Chapter and results should be available soon.

Peninsula – Palo Alto – Robert Beasley - Palo Alto (President)

Robert indicates their chapter is anxious to have a Regional Director assigned; I have volunteer my services.

- 1) No technical meetings during the summer; resumed with a meeting in Sept and Oct; turn out averages 15 to 20; more attendance would be encouraging;
- 2) FMN session held 8/26/06 and 10/7/06; turn out average 7;
- 3) The Roster was completed on time; first Roster in 4 years;
- 4) The web site has been revamped and updated (thanks to Robert Hulin help);
- 5) Next technical meeting is scheduled for 11/21/06;
- 6) Chapter board wants to work on boosting member attendance.

Silicon Valley – Due to family and financial hardships, George Macko has asked to step down as President. Mike Van Roy is serving as Interim President as the board adjusts. However, this is not to imply that we have been stagnant. We held our traditional CMA/CFM Night in September, participated in a joint meeting and the FMN viewings with Peninsula-Palo Alto chapter in October, and are gearing up for our Student Night in November. We also have two members who are interested in joining our board and are working to integrate them into our fold. Time will tell if we can replicate the results of last year but we have not given up.

Linus Li -Sacramento, Reno

Sacramento - The Sacramento Chapter resumed its monthly meeting schedule starting in September. Professor James Mackey from Sacramento State University spoke on innovative approaches for measuring and containing costs. Professor Mackey is also featured as a co-author of a recent article in the September issue of Strategic Finance entitled “Beating the Budget—Perfect Standards Highlight Opportunities for Continuous Improvement.”

The chapter also continues its involvement with the student chapter at Sacramento State. IMA Student Night was held on October 19 and featured a presentation by Mike Kulawiak on the CMA program. The chapter also participated in “Meet the Firms” Night, which provided an opportunity for student members to network with IMA professionals. Over 60 applications have been received this fall for new student memberships.

Reno - The Reno Chapter continues its focus of finding quality topics for its monthly technical meetings. At this time, it has been able to line up speakers through October 2007. I attended the September meeting, which featured Craig Chagnon from Asset Preservation, Inc. who spoke about “1031” exchanges. Upcoming topics include gaming changes in the Reno area, real estate trends, and trials and tribulations of taking a company public. The chapter also has a Student Night scheduled next spring. In addition, the chapter recently distributed a survey to its membership to gauge interests and develop ideas for future activities

Marc Light – San Francisco

San Francisco -.Chapter is doing great!

- 1) Sponsoring CMA review course;

- 2) Continuing to sponsor Excel User Group; hoping to issue Microsoft Specialist designation in conjunction with this program; great benefit to attendees and chapter;
- 3) These programs are making money for the chapter and attendance is great.

Sharon Nichols - Redwood Empire

Redwood Empire – Attended the Redwood chapter board meeting on October 12, 2006. They had 8 board members in attendance. They are currently working on producing a roster for this year. They have set up PD Seminars to show the FMN tapes. The cost will be \$20.00 per session. Future plans are to attend their November dinner meeting.

National Representatives

National Vice President – Dave DiMare

National Board Activities

Other National Conference Activities

Speaker Database Subcommittee

No report Filed

National Committee Member At-Large - Trudia Pauley

No Report Filed

ICMA - Board of Regents - Dodi Monti

No Report Filed

2007 IMA Conference Operations Chair - Dodi Monti

No Report Filed



Golden West Council of the Institute of Management Accountants October 28, 2006 Quarterly Meeting Agenda Fresno, California

Agenda Item	Responsibility / Facilitator	Time
Welcome and Introductions	Robert Hulin	10:00 – 10:10
July 29, 2006 Meeting Minutes Review	Bev Perkins	10:10 – 10:15
<ul style="list-style-type: none"> • Approval 		
Financial Report	Mike Van Roy	10:15 – 10:20
<ul style="list-style-type: none"> • Approval of the 2006-2007 Budget • Approval of outstanding bills 		
GWC Quarterly Report Review	Robert Hulin	10:20 – 10:35
<ul style="list-style-type: none"> • Distributed October 24, 2006 • Questions and additional comments 		
Old Business:		
<ul style="list-style-type: none"> • Council Awards • Speaker Database • Group Discussion on Golden West Council Focus for 2006-2007 • Group Discussion on Strategic and Tactical Plan (Education, Membership, Audit Committee) • Group Discussion on Audit Committee 	Greg Meldahl Dave DiMare Robert Hulin Robert Hulin Robert Hulin	10:35 – 10:45 10:45 – 10:55 10:55 – 11:10 11:10 – 11:25 11:25 – 11:35
New Business:		
<ul style="list-style-type: none"> • 2007 REST • 2007 Annual Conference 	Romer Stevenson Dodi Monti	11:35 – 11:45 11:45 – 11:55
Announcements / Reminders		11:55 – 12:00
<ul style="list-style-type: none"> • Next President's Conference Call – November 8th • Next GWC Quarterly Meeting – February 3rd in San Jose • 2007 REST – February 22-24, 2007 • 2007 Annual Conference Phoenix, AZ – June 17-20, 2007 		
Lunch		12:00 – 1:00

Oakland - East Bay Chapter, IMA

MEMBERSHIP SURVEY

Sent: September 2006, Tabulated: October 2006

Survey population: "Regular" Chapter Members living in the SF Bay Area

108 Letters & Survey Questionnaires mailed via US Postal Mail

4 Returned by the US Post Office

104 Assumed to have reached chapter members

Responses received:

8 Regular Members - Tabulated below

1 Amy Lee who is changing careers and did not answer any questions

1 Donna Fay Bower – Excluded from the tabulation

1. How can the Chapter best serve accounting & financial professionals in the Bay Area?

- More Frequent meetings & events (1)
- Should be a place for CE, IMA Exam encouragement/prep and networking opportunities. Improve encouragement of social & welcoming group (1)
- By concentrating on professional development and getting the most out of 2 hours. Speakers & chapter officers must be crisp & brief. Want to see how others are dealing with real world accounting issues. (1)
- No Response or "Do Not Know" (5)

2. What is your interest in IMA (e.g. certification, CPE, networking, benefits, etc)?

- Benefits – Group Life Insurance
- Increased knowledge of Management accounting applications in the Real World.
- Access to Strategic Finance & Management Accounting Quarterly.
- Certification, CPE, Networking (2)
- Primarily CPE & Networking (2)

3. How can we most effectively and efficiently communicate to members?

4 E-mail

1 Web & E-Mail

3 No response

4. **Do you prefer:**
7 E-mail
0 US Postal Mail (Snail Mail)
1 Either
5. **Do you receive our e-mails?**
7 Yes
1 No
6. **Do we have your preferred e-mail address?**
6 Yes
Correct e-mail address Provided by 2 members who either didn't receive e-mails or wanted a change in e-mail address.
7. **Would a quarterly chapter newsletter be of value to you?**
3 Yes
5 No
8. **Do you know about and/or attend the monthly Saturday FMN Tape Series?**
4 Yes
4 No
9. **Would you like more information about the FMN Tape Series?**
1 Yes
7 No
10. **How can we improve technical and dinner meeting presentation topics and speakers?**
- By focusing on how we can do our jobs better. Keeping monthly meetings crisp & brief (endless award announcements about "bowling nights" are just a waste of time.) More accounting. Less recruiters.
 - Update the web site so events are listed.
 - Blank or "Do Not Know" (6)
11. **Do you have any topic suggestions for future meetings?**
- GPK – German Accounting System (Only suggestion made)
12. **Do you attend chapter meetings elsewhere in the Bay Area? Where and why?**
5 No
1 Yes: Walnut Creek & Palo Alto
2 Yes: Walnut Creek

13. Would you be willing to help revitalize the OEB chapter?

5 No

3 Yes

Roland Brunner

Larry English

Linda Kersten

+ Claudia Spencer volunteered to help obtain a speaker.

14. Would you be willing to serve on a committee or be an officer?

5 No

2 Yes

Roland Brunner

Larry English

Linda Kersten

Your Name _____ Contact Number: _____

Thank you for your response!