



Golden West Council

Institute of Management Accountants Golden West
Council Newsletter

Presidents Message

I just returned from the IMA National Conference in Las Vegas where my great appreciation for our organization, staff, volunteer leadership and members was reconfirmed. Graham Ward's moving general session presentation, "The Globalization of Accounting Standards" further fueled my passion for our profession. As President of the International Federation of Accountants, his comments on the true significance of being a Professional Accountant in Business (PAIB) provided inspiration for the work ahead.

As incoming President of the Golden West Council, I challenge you as well as myself to make 2006-2007 the IMA year dedicated to substantially changing a prevailing perception that the truly professional accountants only carry the CPA moniker. As Certified Management Accountants, we deliver a different, equally needed, view of the world. It is time that we educate the public by vigorously promoting and marketing the value that we deliver in our business organizations. At the same time, the perception of an IMA Council's role must also be changed. Towards this end, our Council Leadership Team and Chapter Representatives must travel along a path that leads us to delivering increased value to the IMA and our members.

As the leader of an exceptional team, my pledge to you, the IMA member, is that I am dedicated to accomplishing the mutually determined goals and objectives that will be set out in our Strategic and Tactical Plans. If we believe it can happen, it will, and I have volunteered for this leadership position for two years to do my part. 2006-2007 will be our year of change; change in our profession's perception and the activities of the Golden West Council. Please join me for this "E" Ticket ride as we have fun and strengthen our Council, Chapters, and Members.

Thank you to my predecessor Dave DiMare for the improvements he put into place during his tenure as well as his sound advice and counsel; Dodi Monti, Wesley Fachner, Trudi Pauley, and



Greg Meldahl for their past and future guidance and input as we chart this new path forward; and, my fellow leadership team members from the Amador Valley Chapter Board for consistently supporting me. I would also like to express my appreciation to the incoming Council Leadership Team for volunteering their time and energy.

Council Meetings are open to all members so please join us at our next one in Oakland, CA, on July 29th. The Council Leadership Team will be working on a new agenda format. In the meantime we are all open to exchanges of ideas on how to grow, so please contact any of us if you have any comments.

Sincerely

Robert

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President – Golden West Council

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Summer 2006



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Las Vegas Conference—Golden West Council Banner Winners



Silicon Valley President Mike Van Roy accepts the award for First place in the Stevenson Division. Pictured are Carl Smith, IMA Chair, Mike Van Roy, Dave DiMare, GWC President. Wesley Fachner, Regional Vice President.



Stockton representative Ned Darnall accepts the award for ninth place in the Warner Division



Sacramento Chapter President Linus Li accepts the award for Thirteenth place in the Stevenson Division

Mark your Calendars! **Golden West Council Meeting** **Schedule 2006-2007**

Summer—July 29, 2006—Oakland at 7700 Edgewater Drive, Ste. 330 from 10:00 AM to 12:00 PM with lunch from 12:00 PM to 1:00 PM. Cost will be \$20.00.

Fall—Fresno —October 28, 2006

Winter—San Jose—February 3, 2007

REST—Reno—Feb 22-24, 2007

Spring—Pleasanton—May 5, 2007

88th ANNUAL

IMA
CONFERENCE & EXPOSITION

JUNE 16-20, 2007

PHOENIX, AZ
JW MARRIOTT DESERT RIDGE

Conference 2007

It's not too early to start planning for the next annual conference. The 88th Annual Conference will be held from June 16-20, 2007 at the JW Marriot Resort in Phoenix, AZ

A First Timer

By Gregg Rose, Peninsula – Palo Alto Chapter

As a first timer, I not only signed up for the IMA National Conference seminars but also volunteered to work the conference to learn more on: how a event like this works; how to run chapter events better; meet new and diverse people; and to save money on the attendance fees. This was an international conference with members not only from the United States; but from United Kingdom, United Arab Emirates, South Africa, Mexico, and Russia to name a few. Even without sightseeing, the conference was exhausting. The idea of learning and working at the same time was very taxing, but you know I will be volunteering again, but next time I will do a little more planning in the pre-conference stage.

One of the key presenter's at the conference was Graham Ward, President of the International Federation of Accountants. His presentation overwhelmed me as he spoke on International Accounting and the impact on corporate growth and corporate governance. His passion & energy reminded me of Shakespeare's play Henry V a speech to his troops at Agincourt (see Act 4, Scene 3). Today's Management Accountants are recognized as the primary financial specialist by the rest of the world. Only in the United States does the CMA certification take a back seat and is not as respected as a CPA certification (My words, not his). Management Accountants throughout the world do the work that keeps the corporations & businesses running.

To maximize the value of the conference, one wants to go to all the daily events, including lunches and breakfast seminars. But, that is not possible. My suggestion is to make at least 4 of the working seminars per day and let one go. Working the registration booth allowed me to meet and interact with the most people. It truly is an experience one does not forget.

Susan Bender and the National staff were on-site when I first got there and ready to go. They had the site set-up with the right amount of resources near by. Local Las Vegas volunteer members were available to offer advice and help. Although I was not scheduled, I was able to work the Saturday shift and see the event operations in action.

While there were many strong programs at the conference, the following seminars were really enjoyable and I learned from each:

Fraud Protection	Software Efficiency Skills
PowerPoint Streamlining.	Supply Chain Management.
Six-Sigma for the Management Accountant	Trends in International Harmonization of Standards

As one may expect, the fraud protection sessions were the most entertaining. The advocates and presenters of fraud protection and detection must get the awareness message out to all Management Accountants. It is through the everyday activities of our functions as well as our Compliance and Annual Audits that we protect our Organizations from losses. Our staffers can make errors or not recognize problems and others without the ethical training that Management Accountants have will take advantage of these errors and oversights.

Advice for future first timers and volunteers:

- First-timer orientation is not required if you know conventions
- When you arrive: check-in, eat a light lunch, and take a 30-minute break
- Beware starting at 6:30am the 1st day
- Breakfast with protein
- At the most, take 4 of 5 sessions every day
- Walk often to the coffee station to meet people
- Plan your own meals for the weekend
- Budget time to follow up after the program with your notes and contacts
- Formal wear's rental shoes are always too thin and uncomfortable
- in bed by 10pm (you need the energy)
- Ensure that you GO to the ending dinner

Ending Impression:

The majority of attendees that I spoke to were managers or consultants. I met very few staff level accounting people at the conference. The actual job networking was very light. I was told that the Vendor Exposition was smaller in size than previous years, but it was a good chance to meet interesting people. The International Speakers presented a challenge especially if the topic was new. In addition, without international speaker exposure, English with an accent may be a little difficult to understand. I would recommend that one purchase the recording of the seminars if you felt that topic was of interest to you. This is an option that will allow you to go over the handouts from the Seminar at a slower pace. As a side note: it was a 10 minute walk from the rooms to the convention center and a lot of us discussed that fact that we were going to recommend to the Hotel that they install a people mover.

I was moved by Silicon Valley's Mike Van Roy. His acceptance speech was very emotional and to the point. He recognized his predecessors work to help Silicon Valley become #1 nationally in the Stevenson Division this year. Silicon Valley has developed a program that truly has helped their CMA candidates succeed. This program guides members in study groups through each part of the exam and supports them until they pass.

All-in-all, I believe that the Convention was a success and look forward to going to next year's event in Phoenix, Arizona. Put the time and monies aside that will allow you to attend. It is well-worth the price of admission.



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Your Golden West Council Officers and Regional Directors for 2006-2007

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Director –Webmaster

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Jacob Chase

Jeff Jones

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Marc Light

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