

The Pony Express

WINTER 2008

www.imawest.imanet.org

PRESIDENT'S MESSAGE

WWC Pony Express President's Letter for Winter 2009

I hope to see you at the January Wild West Council meeting that will be held in Las Vegas, Nevada on Saturday January 24, 2009. On Friday January 23 there will be a 6 hour CPE seminar jointly sponsored by the WWC & Las Vegas Chapter that will feature topics on Ethics, Perception Management and Tax.

The February seminar is now going to be a one day seminar held in April on the Friday before the WWC meeting in LA.

The October joint meeting of the Rocky Mountain Council and Wild West Council that was held in conjunction with the 2008 SCMS Mid-Year was really good. It featured 8 hours of very informative CPE hours and many fun events like a Balloon Glow, Balloon Mass Ascension, Dinners and a sightseeing tour. I would like to thank Rolf Jaehnigen, SCMS president, Charlotte Elliott & Lola Neudecker, from the Rocky Mountain Council, for putting on such a great event.

Finally I would like to congratulate 2007-2008 WWC Trophies winners. The Tucson Chapter won the Roger Trophy (highest banner winner). The San Diego Chapter won the Nordberg Trophy (3 years improvement) and the Chapman Award (highest level for 5 years).

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Wild West Council Meeting Saturday January 24, 2009 9:00AM At

University Nevada Las Vegas
4505 S. Maryland Pkwy.
Las Vegas, NV 89154
Room TBD

WWC Seminar Friday January 23, 2009 10:00AM- 5:00PM At

Nevada Power Company – Jan 23rd
6226 W. Sahara Ave. 1st Floor – Wengert Room
Las Vegas, NV 89146

- 6 Hours total CPE
- Ethics
- Perception Management
- Tax Issues
- Cost \$60

See Page 3 for more information.

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6-8 Minutes – Wild West/Rocky Mountain
Councils Joint Meeting (Oct. 2008)

9-10 Minutes –Wild West Council Meeting (Oct
2008)

President's message (cont'd)

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Mitch Lenoil

**WILD WEST COUNCIL OFFICERS
2008-2009**

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This Year's Schedule:

Jan. 17, 09 CMA Review Rally – Santa Barbara, CA

Jan. 23-24, 09 CPE & Council meeting, Las Vegas, NV

Apr. 24-25, 09 CPE & Council meeting, L.A. Area



SAVE THE DATE!!!

IMA's Wild West Council and the IMA Las Vegas Chapter

Present: WWC Seminar and Council Meeting

Cost: \$60.00

**Accounting and Management Conference
6 Hours of CPE**

**When: January 23rd Friday 10:00 AM to 5:00 PM (Educational Seminars)
January 24th Saturday 9:00 AM to 12:30 AM (WWC General Meeting)**

**Where: Nevada Power Company – Jan 23rd
6226 W. Sahara Ave. 1st Floor – Wengert Room
Las Vegas, NV 89146**

University of Las Vegas Nevada; room to be announced at a later time – Jan 24th

The members and chapters of the Las Vegas Chapter and Wild West Council sponsor this event.

Topics include:

Presented by a speaker from BDO Seidman, LLP (2 Hours)

- Research and Development Tax Credit Incentive 1 Hour
- Accounting and Audit Update 1 Hour

Presented by Mari Lefrieri, Ph. D. (2 Hours)

- Perception Management: The art of reducing and rearranging the effects of stress on the mind and body.

Presented by Billie Drake, IMA National Director (2 Hours)

- IMA Ethics Series: Success Without Compromise

To RSVP, please contact:

Tom Gulick
Wild West Council Director of Education
818-825-0004
tmgulick@att.net

We look forward to seeing you in Las Vegas!



IMA Wild West Council Presents

Certified Management Accountant (CMA) Rally

to get more attendees for the instructor led classes to study for your CMA to begin in February in Santa Barbara or for CMA Study Group sessions in Santa Barbara

“CMA – Providing You a Pathway to Success”

Free

Saturday, January 17
9:30 AM – Noon

at

Citrix Online Offices
120 C Cremona Drive (off of Hollister)
Santa Barbara, CA

- 9:30 – 9:45 – Sign in, networking, and light refreshments
- 9:45 – 10:15 – About The CMA Certification – Driving Business Performance – Why this journey is worth taking
- 10:15 – 10:45 – Julie Milius, Accountants, Inc - Hiring Managers' perspectives/Recruiters' View. What is the job market saying about the CMA
- 10:45 – 11:30 – Tips to prepare for the exam
- 11:30 – 12:00 – Q&A and Optional breakout sessions with the speakers

For more information about the CMA Certification and why you should attend this important meeting see <https://www.imanet.org/certification.asp>

About our speakers:

Julie Milius is Branch Operations Manager and Recruiting Executive for Accountants, Incorporated. She is an active member of the Santa Barbara Chapter of IMA

Pem Smith, CMA is a Senior Program Manager for General Dynamics Information Technology. He is a Past President of the IMA Wild West Council and current Regional Director for the council.

Other speakers to be announced later.

Attendees can receive 1 hour of C.P.E.

***There is no charge for the event, but space may be limited.
Reserve now to ensure a seat. RSVP by Monday, January 12th using the attached form or by email.***



Certified Management Accountant (CMA) Rally

Saturday, January 17
9:30 AM – Noon

Citrix Online Offices
120 C Cremona Drive (off of Hollister)
Santa Barbara, CA

RSVP to:

Gail Gillies
Santa Barbara, CA
Phone and FAX number: 805-964-4947
ggillies3@cox.net

I plan on attending the Santa Barbara CMA Rally:

Name _____

Email _____

Phone _____

IMA Member? Yes _____ Chapter _____

No _____

Joint Wild West and Rocky Mountain Council meeting

October 11, 2008

Albuquerque, NM

Attendees: Mitch Lenoil – LA Metro, Stephen Shepard – IMA National, John Quintana – Denver Centennial (DC), Evie Densforo – Pikes Pike, Cynthia Friedt – DC, Pem Smith – SD, John Pollara – San Gabriel, Rolf Jaehnigen – Polk County, Gary M Brown – Austin, Jim Romesberg – Delaware, Kelli Nibarger – LV, Bob Gove – South Bay, Carolyn Reis – South Bay, Billie Drake - LV, John Campbell – LV, Lyle Braithwaite – Salt Lake, Paul Apodaca – Albuquerque, Lola Neudecker – Albuquerque, Charlotte Elliott – Albuquerque, David Grebe – Albuquerque, Leonard Smith – Denver Centennial Frederick Shea – Northern Penn IMA Chair, Patricia Bost - Albuquerque, Mike Van Roy – Silicon Valley.
By Conference Call: Gene Robbins, Mike Westcott and Kathy Krinkel – RMC

1. The meeting was called to order by Mitch Lenoil at 1:20 pm
2. Attendees introduced themselves
3. Stephen Shepard presented the results of some research by the American Society of Association Executives on retention and recruitment. The presentation had two segments: Decision to Join and Decision to Volunteer. There was a brief discussion of the material following the presentation.
4. Regional Vice Presidents' Reports
 - a. Governance Committee – Fred Shea reporting. This committee focuses on the internal workings of IMA. A key action has been nominations for the coming year. An email was sent to the Young Professional (YP) listserv encouraging participation. Interested individuals can obtain a form to fill out on the IMA website.
 - b. Member External Relations Committee – John Campbell and Dave Grebe reporting. This committee began the year focused on team building. The Committee met in August and September. Stephen Shepard provided a report on the August meeting. John and Dave reported on the September meeting.

In June, the Young Professional membership category was approved by the Board of Directors and will phase in beginning in November. The definition of a YP is someone less than 33 years old. YP dues will be 2/3 of the Regular Member dues. Details will be provided at the next Volunteer Leader conference call.

The Board also voted to phase out the Associate member category – phasing it into the YP category. Existing Associates will become YP's or Regular members when their Associate Membership expires.

A subcommittee on recognition and compensation will report to the Board in February in Montvale.

A subcommittee on Strategic Alliances is reviewing a prior study, performed in 2003.

- c. Performance Oversight – John Quintana reporting. This committee is responsible for operational and financial performance. They are currently working on updating IMA's Policies and Procedures. They are also looking at member surveys and the external audit.

A Metrics subcommittee is looking at implementing a Balanced Scorecard and Continuous Process Improvement processes.

An Audit subcommittee is focused on the external audit. Field work has been completed, with no open action items.

A third subcommittee is focused on investments.

- d. Planning and Development – John Pollara reporting. The Development committee is working to identify outside funds to further the goals of the organization. This can include fund raising.

The Planning committee is looking at the structure of the Memorial Education Fund, and Educational Project Plan.

- e. Volunteer Leadership Board Committee– John Pollara reporting. The committee is currently focusing on the positions of Chair, Chair Elect and Chair Emeritus and the Board of Directors – both Regional and Appointed.

They are planning on adding a Global Service Pool (GSP) Advisory Committee to make recommendations to the Governance Committee. The GSP is a database of individuals who have volunteered for consideration for new advisory committees. Awareness is a concern and clearly defining qualifications, eligibility and the process to be added or removed from the list. The goal is to keep volunteers active in IMA.

The Volunteer Leadership plans to look at Council issues in the future, including board representation from less active and vibrant councils.

Another future issue is Chapter Leadership and Succession Planning

- f. ICMA Board of Regents Standing Advisory Committee – John Quintana reporting. The Board of Regents administers the total CMA program including vetting test questions. They are working on the challenge of getting candidates to complete the program. Ideas in work include a letter of congratulations for passing a part and certification ID cards.

The translation of the CMA exam into Chinese has been less successful than anticipated, with 29 candidates. The feeling is that most Chinese candidates want to take the exam in English.

A business case for translating the exam into Arabic has been put on hold due to lack of anticipated funding from USAID. The CMA is still growing in the Middle East.

IMA is beginning to roll out the Recertification Fee – no significant impact noticed yet.

The CMA exam will include an embedded spreadsheet program to facilitate the calculations beginning in March 2009.

In response to recommendations from the Greenfield Review held last year, the ICMA has implemented testing windows, released prior test questions for exam preparation and mapped the CMA Body of Knowledge to current textbooks.

A Strategy Formulation Committee will meet in October to make recommendations at the November Board of Regents meeting, including looking at adjusting the Body of Knowledge to provide more focus.

- g. Ethics Standing Committee – Billie Drake reporting. The Ethics Committee met in Memphis on September 19th in closed session for confidentiality purposes.

Billie answered a number of questions about the Ethics Committee:

- The committee receives 5-10 cases per year
- Most are membership application issues involving prior felony convictions
- The hotline receives less than 20 calls each year. Callers can remain anonymous. The hotline operators have a defined script to follow
- Ethics cards are available on the IMA website for distribution. The cards list the principles and concepts of the IMA Ethics program and list the hotline number.
- There are two ethics classes through IMA – a four hour group live class and a two-hour self study. Both are NASBA approved, but it was pointed out that CPA's looking for Ethics courses should consult the rules of their State Societies for applicability.
- Ethics is the topic rated second most interesting in Strategic Finance

- h. FAR/MAC Standing Committee – Fred Shea reporting. The committee met most recently in Anaheim. Relations with the academic community are good. We hosted a breakfast at the AAA meeting, and have active participation.
- i. Financial Reporting Standing Advisory Committee – Fred Shea reporting. The committee met in Norwalk, CT. They met with FASB members and provided comments on Fair Value Accounting.
- j. IFAC Monitoring Advisory Committee – no longer in existence. Voted out at the June meeting, per the committee's recommendation.

- k. Recommendation and Compensation Advisory Committee – Mitch Lenoil, Bob Gove, Carolyn Reis, Stephan Shepard and Gary Brown reporting.

The committee has been focusing on competition first, and will make recommendations to the February Board meeting. Issues addressed include minimum standards to be recognized as an active chapter and segregating CMA requirements into a separate category.

Surveys of chapters supported maintaining the Competition program.

Following the Board's approval, a new Competition Guide will be ready before the end of May. The intent is to outline what it takes to be a good chapter.

The committee will also address compensation with a goal of maintaining current levels of compensation, but redistributing them more equitably to chapters providing superior member services.

- l. SCMS – Rolf Jaehnigen reporting. Rolf expressed his appreciation to Stephen Shepard for his help as staff liaison. One of the key goals of SCMS is support for student activities including the Annual Student Conference in Jacksonville, FL November 6 – 8 and the awarding of a \$5000 scholarship at the annual conference.

Kelli Nibarger will lead an ad hoc committee on Young Professionals.

5. New Business

- a. Annual Conference in Denver – Hospitality (John Quintana). The Denver Chapter is interested in helping/facilitating Councils that want to have a Hospitality Suite at the Denver Conference. Ohio-Michigan has proposed having a single suite for all councils.

Discussion:

- Costs have grown extremely high with the hotels requiring purchase of all food and beverage through them
- In the past, hotels have expressed concern about noise, using that as a pretext for shutting down hospitality suites
- Networking at the IMA Watering Hole is not the same

No motion was made and no action was taken.

Other Conference topics were brought up. There will be an Operations Chair in Denver, responsible for Volunteer Coordination, although volunteer opportunities will be much lower. Volunteers will have to either have attended previous conferences or be active at the Chapter/Council level.

- b. Next year's joint meeting will be hosted by the Wild West Council in the Phoenix area. Frank Garcia is WWC President Elect and will coordinate arrangements with RMC.

6. Raffle - \$116 was collected from the raffle and split evenly between the two councils.
7. Adjourn at 4:00 pm.

Attendees: Bob Gove, Carolyn Reis, Billie Drake, John Campbell, Mitch Lenoil, Pem Smith, Lyle Braithwaite

1. Meeting called to order at 4:24 pm by Mitch Lenoil
2. The council calendar is noted on the agenda
3. Minutes of August meeting approved as submitted. Moved by Carolyn Reis, seconded by Bob Gove.
4. Treasurer's report was presented by Mitch Lenoil for Lee Willard
 - a. The total bank balance is \$23,582
 - b. The treasurer recommended moving some of the money to CD's. Motion made by Pem Smith to authorize the treasurer to secure one or more CD's up to \$15,000 of the current balance. Seconded by Carolyn Reis. Motion approved.
 - c. A question was asked about outstanding chapter assessments. Information was not available for this meeting.
5. Council Officer's Reports
 - a. President elect – Frank Garcia reporting via email. LTS plans are still in development. Council meeting plans for 2009 – 2010 are as follows:
 - i. General format – CMA rally Saturday morning, Council meeting in the afternoon
 - ii. August – LA area – Pomona near Ontario Airport or LA near LAX
 - iii. October – joint with RMC in the Phoenix area
 - iv. January – San Diego area
 - v. April – Las Vegas
 - b. Vice President of Administration – Barry Reimer
 - i. Awards – Mitch (on behalf of Rex Soutar) announced that the following chapters won the Council awards for 2007 – 2008:
 1. Chapman – San Diego
 2. Norberg – San Diego
 3. Rogers – TucsonAfter discussion of the process, it was agreed that Mitch would work with Immediate Past President Rob Ferrell to notify the chapters and arrange presentation of the awards.
6. Vice President of Education – Frank Scarcelli – no report
7. Vice President of Meetings – Tom Gulick – The January meeting will be in Las Vegas. Location and dates need to be finalized ASAP. The April meeting will be in the LA area.
8. Vice President Chapter Relations – Jamie Russell – The deadline for the December Pony Express is December 2nd so that we can get the word out about the January meeting.
9. Webmaster – no report
10. Strategic Plan Initiatives
 - a. Leadership Training – Mitch Lenoil, Frank Garcia – no report
 - b. WWC CPE Mini-Conference – Tom Gulick – no report
 - c. Promoting CMA – Pem Smith
 - i. We had a successful CMA Rally in San Diego in August
 - ii. Small CMA review classes are ongoing in both San Diego and Orange County as a result of the CMA Rallies.
 - iii. Pem Smith proposed holding another rally in January in the Santa Barbara/Ventura area. We will invite John Pollara or Bud Kulesza to be the keynote speaker. The Council affirmed the previously approved budget for this rally (\$50.00)
 - iv. It was the consensus of the attendees that the CMA events were having the desired effect and should be continued
 - v. Pem Smith requested that the attendees consider ways that the content could be converted to a web or computer based format for smaller, more remote chapters to utilize in promoting the CMA review.
 - d. Council Communication – Jamie Russell – no report.
11. Regional Vice President's Report – John Campbell
 - a. Pem Smith

- i. Santa Barbara – Tom Marazek (sp?) President. The chapter has an active board. Their objectives are to increase member participation in dinner meetings and to hold CMA reviews. Their September meeting at the Santa Barbara Zoo had a good turnout.
 - ii. San Diego North County – Jessica Alfaro President. The chapter had a successful meeting in September featuring the Controller for the San Diego Zoo. They are trying bi-monthly meetings as a way to increase attendance. Effective planning seems to be in place.
 - b. Ronda Alvarez – no report
 - i. Bakersfield
 - ii. LA Metro – Mitch Lenoil reported that they had a joint meeting with ASWA that attracted 18 attendees. Meetings are an issue
 - c. Lyle Braithwaite -
 - i. Arizona Valley of the Sun – The chapter is attracting 25 – 30 attendees for meetings. They are trying afternoon educational meetings before the dinner meetings. In December they are supporting the Special Olympics bowling tournament.
 - ii. Tucson – The chapter is adding new members to its board. New members are being added to the chapter. They are trying to get a student chapter going at U of A or PIMA College. Attendance at technical meetings is up. A new location has been very successful.
 - d. Don Hartman – no report
 - i. Las Vegas – Mitch provided a report from Cecilia Mutee, Chapter President. The Chapter had planning sessions over the summer with the board and their Regional Director. They had 48 members at their first monthly meeting, including 15 students. The chapter is growing its email list and is reaching out to at-large members. They plan on starting a monthly Professional Development session beginning in January
 - ii. San Diego – Pem Smith reported that the San Diego Board has been active under co-Presidents Jim Lebs and Keryn Leger. A plant tour of Jack In The Box was very successful with over 50 attendees, attracting a variety of new attendees. Plans are in work for a December holiday event at Petco Park with the Controller of the Padres.
 - e. Other
 - i. Salt Lake City – Lyle Braithwaite reported that the chapter gets approximately 30 members to monthly luncheon meetings, but that there is little board activity going on.
 - ii. Orange County – no report
 - iii. San Gabriel Valley – no report
 - iv. Inland Empire – no report
 - v. South Bay – Carolyn Reis reported that they are holding monthly dinner meetings at the San Franciscan and getting around 10 attendees.

12. Old Business

- a. Getting Past Chapter Presidents involved in the WWC – discussion of the need and approaches for increasing council participation. Although no formal motion was made, it was the sense of the attendees that we should look at the structure of the WWC nominating process and try to identify opportunities for ad hoc involvement by chapter members.
- b. WWC Shirt Fundraiser – this is an ongoing project. Because of the remote location of this meeting, the shirts were not available on-site.
- c. Opening a CD account – see Treasurer’s report above.

13. New Business – none

14. Closing Remarks – none

15. Adjourned by Mitch Lenoil at 5:12 PM

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ADDRESS CORRECTION REQUESTED

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