



The Newsletter of the Jacksonville Chapter of the Institute of Management Accountants

<http://www.jacksonville.imanet.org/>

October 2009

We're #2 Nationally!

The Jacksonville IMA was determined to be the second best performing IMA chapter in the country, and received an award at the IMA's Annual Conference in Denver last June.

Seeking New Leaders

Our chapter has a lot of great people, including those throughout our leadership structure. But as a vibrant organization that always wants new ideas and always wants to develop new leaders, we encourage our members to step into leadership positions, large and small:

- Members of committees
- Subcommittee Leaders
- Committee Leaders

The 2009-2010 fiscal year runs through May, and now is a good time to come aboard. Contact the chapter at JaxIMA@GMail.com or any of the current leadership to become more involved in leading our profession

Breakfast Meeting - Tomorrow

An expert in city, state, Federal and private-sector purchasing, City of Jacksonville Procurement Chief Michael Clapsaddle will compare and contrast each of them, as well as describing how to go about approaching the government to present your products. Be prepared for the opportunities of the stimulus package. Besides, all accountants, department managers or CEOs will need an understanding of purchasing in their careers, and this is an excellent forum for such knowledge.

October 28

7:30 a.m. - 9 a.m.

Holiday Inn at Baymeadows and I-95

Accounting Software Roundtable Quarterly Dinner Meeting

Members and software vendors will discuss the features that management accountants need to know:

- Little known features
- Features that are not fully utilized
- New software packages with new features

Deercreek Country Club

Cocktails at 5:30 p.m.

Dinner at 6 o'clock

Program at 6:30 p.m.

Make reservations at www.Jacksonville.IMAnet.org

From the Desk of President Joe Nairon...

Thank you for such a great year last year for the Jacksonville Chapter!

We really came together as a team last fiscal year, and accomplished a lot of things:

- New chapter logo
- New chapter banner
- New chapter bylaws
- New chapter e-mail address
- Vast improvement in our chapter website
- Host of the IMA national student conference
- Launching of a Corporate Relations Committee
- Lots of new leaders from our membership
- Dramatically expanded college outreach
- Excellent speakers all year long
- CMA Review course, helping members to become certified experts in their field
- Improved diversity in age, gender and race so that all professionals in our field feel welcome
- Improved collaboration between committees and board members
- Celebration of our chapter's 50th Anniversary

With all of these accomplishments, we really have a long way to go. In the coming year, we need to strengthen some of our committees, especially Communications, Membership, and Corporate Relations, I hope to have resources on our chapter website on the topics of accounting software and IFRS, and we may put together something fun, like clever Jacksonville chapter t-shirts. But our top priority will always be to help our members to the best possible management accountants. We intend to communicate management accounting, work to motivate you and give you opportunities to be better at our profession, and find positions that best suit you in our field.

The best way for us to have a healthy chapter and to be influential in our profession is for greater participation from our membership. Currently, only about 20% of our approximately 250 members are active participants in our technical meetings. Some cannot attend because of their work schedule or because of their distant proximity from the south side of Jacksonville. Just come check things out, and give us feedback on what we can do to meet your needs in a professional association.

I will be continuing as your Chapter President, upon consensus of your chapter's Board of Directors. However, we have several capable new board members, and there is room and encouragement for someone to step into the President at the end of May. We welcome you to come to our board meetings, give your input, and help us with a project. Then decide if a chapter leadership position is right for you.

There is a lot going on in our Chapter, and all of it can benefit you. So stay tuned, come out to events and get more involved!

- Joe

IMA JACKSONVILLE CHAPTER
SERVICE YEAR 2009-2010
LEADERSHIP

President	Joe Nairon	904-463-0288 (W)	JacksonvilleJoe@GMail.com
Treasurer	Linda Schwed	904-260-6334 x229 (W)	LindaS@NurseCall.com
Vice Presidents:			
Prof. Education	Harri Eloranta	904-314-6342 (W)	MRyan@ParCostReduction.com
Corporate Relations	Tom McDonald	904-208-5630 (W)	tmcdonald@accretivesolutions.com
Director, Communications	Barbara Cecil	904-905-5076 (W)	BAC@thefossilgeode.com
Director, Manuscripts	John MacArthur	904-620-2630 (W)	JMACARTH@unf.edu
Director, Meetings	Lynne Graley	904-421-1060 (W)	Susan.Dugan@MyJaxChamber.com
Director, Membership	Terry Lund	904-296-9333 (W)	TLund@dixon-hughes.com
Director, College Relations	Harri Eloranta	904-314-6342 (C)	elorantah@bellsouth.net

Please send general feedback to the chapter at JaxIMA@gmail.com

Upcoming Meetings and Events

DATE	TYPE OF MEETING	LOCATION – TIME
October		
31	Breakfast Technical Meeting	Holiday Inn at I-95 and Baymeadows, 7:30 a.m.
November		
4	Quarterly Dinner Meeting	Deercreek Country Club Cocktails at 5:30 Dinner at 6 Program at 6:30
18	Breakfast Technical Meeting	Holiday Inn at I-95 and Baymeadows, 7:30 a.m.

A place for: learning – sharing – networking – fun – new experiences – mentoring – continuing education – leadership development – promoting the field – certification – community service

Visit our website for more information on all that we are doing:

www.jacksonville.imanet.org

- or -

www.imanet.org

“America’s Recovery Capital” SBA Loans

Small businesses who are having problems with cash flow during the slow economy may be eligible for short-term loans from the Small Business Administration. America’s Recovery Capital (ARC) loans can be up to \$35,000, are available within six months, and repayment begins a year after the funds are received. Repayment is made over the course of up to five years, and there are no SBA fees and no interest charged.

ARC loans will be made by commercial lenders, not the SBA directly, and the purpose is to free up capital and to put money in the hands of small business owners. Visit www.sba.gov or see a local lender for more information.

Internships are a Good Idea

The Jacksonville Chapter of the IMA asks employers to consider students for internships. A low-cost source of productivity and a chance to pre-screen potential employees, internships can also teach college students about your corporate culture so that they are fully prepared to work when they become full-time, permanent employees. By many accounts, we are at the low-point of the hiring cycle, which means that it will soon be time to resume hiring and return staffs to full capacity. Companies are more successful choosing employees when an internship is involved.

There are many students from area universities that are members of the Institute of Management Accountants, and we would consider them motivated people with positive attitudes.

Ashley Jones, a senior from JU, is another motivated accounting student that would like to join a company in an internship. While not an IMA member, he has turned to the IMA for help, and he can be reached at ajones2713@yahoo.com.

IMA Board of Directors

The Jacksonville Chapter is looking for those who want to shape the industry of management accounting through participation in the Institute of Management Accountants. The IMA is an important influence locally, nationally and internationally, and the Jacksonville chapter has been a prominent voice among all chapters in recent years. Please consider active involvement in the chapter in one of the following positions for the 2009-2010 fiscal year that begins approximately June 1st:

- Secretary
- One of several roles on the Membership Committee
- One of several roles on the Education Committee
- One of a couple of roles on the Communications Committee

We are an energized, fun and honest group that believes we can make the most of our time and maximize our influence upon the industry with the right people aboard. And this includes you!

Training in Hard Economic Times

While it becomes necessary to cut back on costs during periods of high costs or slow sales, training is always necessary in companies that want to succeed. Training provides benefits you need during a recession, too:

- Constant reminders of professional principles
- Keeps employees in tune with new trends (which can be a competitive advantage)
- Shows ways to improve efficiency
- Shows ways to access capital (especially important during a recession)
- Attracts the best employees on the job market (you always want the best employees)
- Improves your ability to retain good employees

The key is to find affordable, low-cost training programs when a company's money is tight. Employees are often more motivated when jobs are being cut, so they can be better trusted to take the initiative to learn if given the opportunity. And online training resources can provide strong training in a low-cost format. The Institute of Management Accountants offers a full library of management accounting information online, and can be a reliable source for your training needs in cash-strapped economic times.

This can save the cost of sending employees off-site and can provide greater flexibility with training times and individual pace.

Mentoring within your organization can also offer positive dividends at practically no cost. And you can send one person from your organization to the conferences or workshops you value most. While your company used to be able to send the entire staff, one person can be sent as your correspondent, coming back to share the knowledge and techniques that were learned at the conference or workshop.

Of course, on-site consulting can be tailored to the unique problems, processes and personalities of your company, can provide the honest feedback and evaluation of an outsider, and can be a good investment if the right consultant is chosen. But the online training available through the IMA can help you to check against the advice of consultants or internal staff, or help you to knowledgeably select them in the first place.

Robert Half contributed to this article, and for more advice on management and career issues, listen to The Management Minute, Robert Half's podcast series at www.rhi.com/podcast.

Podcasts from the Small Business Administration

For the technologically savvy entrepreneurs, the U.S. Small Business Administration recently upgraded its podcasts resource section. Topics vary, with some of the newest focusing on preparing for tax season and a business startup checklist, with features like going green and adjusting to a down economy in the works. For more information, go to www.sba.gov/tools.