



A Publication of the Jacksonville Chapter

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

April 2008

BREAKFAST MEETING

The Jacksonville Chapter wants to have breakfast with you!!

**Holiday Inn
at Baymeadows and I-95**

7:30 a. m.

Wednesday, April 23

**No need to reserve ahead of time,
just come.**

**See the calendar inside the
newsletter for all of the
upcoming events!**

Chapter e-mail address

Contact us at
JaxIMA@gmail.com

CMA Review Course, Part IV

The Jacksonville Chapter of the IMA is holding a review course this month for Part IV of the Certified Management Accountant designation. It will begin at the conclusion of the current Part III program. You must complete the first three parts to be eligible to take Part IV.

It will probably start next month, so contact Jerry Jeakle at 356-7967 or jeakle@bellsouth.net and we can learn the material in a structured, group format with a great instructor.

Next IMA Social and Networking Meeting

**Service Project – Jacksonville Jazz Festival,
April 12**

Also: Another event coming in May or June

Next IMA Board Meeting

Wednesday, April 9

**7:30 a.m. – at Intego, 5343 Bowden Road (at
Richard Street)**

From the Desk of President Jerry Roach...

Fellow IMA members,

Next month is the last active month of our fiscal year, and then we will break for summer. This means that there is a lot left to do, and there are a lot of reasons for motivation.

To sustain our place as one of the most productive chapters in the nation, we need to reach out to the best management accountants in Northeast Florida. The IMA can take its members farther when they actively participate. It is imperative for us to find and energize the most successful accountants in the area, and the most promising students. Last Friday, members of our chapter attended the inaugural student banquet of the National Association of Black Accountants. With members of their Professional and Student Chapters attending, it was great to see so many intelligent, articulate and successful management accountants gathered together. We had six IMA members in attendance, including three members who are also members of NABA, but the large room was full of professionals and current UNF students. We congratulate them on their enormous success.

April is another busy month for us, with an April 23rd IMA Breakfast Meeting, and on April 12th, the chapter is going to get together to support the Jacksonville Jazz Festival. We as a group will receive free admission, and will help with the Festival's Operations from 11 a.m. – 4 p.m. on Saturday, April 12. Easy work while listening to great live Jazz and getting to know your fellow IMA members in a relaxed setting...it is a service project that will add a little variety to our get-togethers. Come join us! Jerry Jeakle is coordinating, and can be contacted at 356-7967 or Jeakle@Bellsouth.net.

I am pleased with how our chapter is performing to date, and hope we can push for a strong close to the year. If we are high performers through the last month, we will be awarded with the 3rd Place banner for performance among all of the chapters in the nation. The award will be given in Tampa at the National IMA meeting in June. Thank you for your continued support and the opportunity to support your career advancement.

Sincerely,

Jerry Roach

IMA JACKSONVILLE CHAPTER SERVICE YEAR 2007-2008 OFFICERS AND TEAM LEADERS

President	Jerry Roach	904-356-7967 (W)	grsr@bellsouth.net
Treasurer	Jerry Jeakle	904-356-7967 (W)	cjcpas@bellsouth.net
Secretary	Krista Lucas	904-260-6334 x201 (W)	kristal@nursecall.com
Vice Presidents:			
Membership	Clive Ricketts	904-866-4082 (W)	caricketts@yahoo.com
Prof. Education	Cliff Lane	904-260-6334 (W)	clane@nursecall.com
Communications	Joe Nairon	904-463-0288 (C)	JacksonvilleJoe@gmail.com
Director, Manuscripts	John MacArthur	904-620-2630 (W)	IMACARTH@unf.edu
Director, Meetings	Kelly Briggs	904-358-7855 (W)	Kelly.Briggs@RobertHalf.com
At-Large	Lynette Beitz	904-366-6631 (W)	Lynette.Beitz@MyJaxChamber.com
At-Large	Harri Eloranta	904-215-3540 (C)	elorantah@bellsouth.net

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

Meetings and Events Schedule

DATE	TYPE OF MEETING	LOCATION – TIME
April		
9	Board Meeting – all are welcome	Intego (Richard St. and Bowden), 7:30 a.m.
12	Jacksonville Jazz Festival Contact Jerry Jeakle (356-7967) for more.	Metropolitan Park, 11 a.m. – 4 p.m.
23	Breakfast Meeting	Holiday inn at I-95 and Baymeadows, 7:30 a.m.
May		
14	Board Meeting – all are welcome	Intego (Richard St. and Bowden), 7:30 a.m.
21	Breakfast Meeting	Holiday inn at I-95 and Baymeadows, 7:30 a.m.
June		
11	Board Meeting – all are welcome	Intego (Richard St. and Bowden), 7:30 a.m.
16-22	IMA National Conference, Tampa A Once-in-a-Decade Opportunity	Tampa Convention Center

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

IMA National Conference - Tampa

The IMA is coming to visit our neighbor down the road! The 89th Annual IMA National Conference will be in Tampa, Florida, from June 16-22, at the Tampa Convention Center. The value of gaining the latest management accounting insights and knowledge will be stimulating and career-improving. You can attend for all or part of the conference, and further distinguish yourself as a committed professional in management accountancy. Visit the website www.imaconference.org for more information on this important opportunity for you. Save \$200 if you sign up by TODAY.

SBA Helps Small Business Owners

Win Federal Contracts with New Web-based Course

WASHINGTON — The U.S. Small Business Administration this week launched its latest free online course, **Business Opportunities: A Guide to Winning Federal Contracts**. The instructional, self-paced guide is easy to follow and available on SBA's Website at www.sba.gov/training. From the SBA's training site, click on the menu of free online courses, and then select the first course listed under Government Contracting.

The Business Opportunities online course is designed for all small businesses, especially women entrepreneurs and small firms in underserved markets that have historically had difficulty in tapping into federal contract markets. The course is comprehensive and uses both script and audio to provide information about the \$400 billion federal market, contract rules, and most importantly, where to find contract opportunities and how to sell to the government.

"Federal contracts offer many opportunities for small businesses and this training program will help prepare firms to benefit from federal buying markets," said SBA Administrator Steve Preston.

The course module includes more than 40 links highlighting the best contracting resources and directly engages entrepreneurs in the contracting process. For example, the course encourages and leads participants to the Central Contractor Registration (CCR) – generally considered the first step in engaging in the federal market place. The course also includes several other practical "next steps," all designed to engage business owners in the federal contracting space.

Once completing the 30-minute tutorial, business owners can earn a certificate of completion from the SBA.

This Business Opportunities online course is one of more than 24 online tutorials offered by the SBA. On a typical day, 700 to 1,500 customers register for online courses offered by SBA, through its virtual campus at the Small Business Training Network (www.sba.gov/training).

Lola Kress Naylor
Public Affairs Specialist
U.S. Small Business Administration
North Florida District Office
7825 Baymeadows Way; Suite 100B
Jacksonville, FL 32256
(904) 443-1933 Office
(904) 626-2744 Mobile
(202) 481-4188 Fax
www.sba.gov/fl/north

Board Members for 2008-2009

The new IMA year starts on July 1st, and this means new officers for our local chapter. We need students involved, as well as accomplished professionals and rising stars. We are seeking energy and cooperation, and it is important that we continue serving as many area members as possible. Please consider joining our productive team of leaders, as we could use your help in any level of participation.

Contact Joe Nairon at 463-0288 or JacksonvilleJoe@GMail.com, and put your stamp on our 250-member chapter.

Maintaining a Talented Workforce

The Silver Tsunami is upon us! Baby Boomers are now retiring from the workforce, at a rate of 10,000 per day, until a total of 76 million have retired. The changes in America's workforce, 2004-2014:

Ages 18-24	-1.4%
25-34	0.8%
35-44	-4%
45-54	-1%
55-64	3.6%
65-74	1.6%
75+	0.4%

This leaves finding and retaining a talented workforce crucial to any business. CEO's and higher level management needs to get more involved. Attracting and retaining talent require different things:

Attracting Talent

1. Money
2. Benefits
3. Work-life balance
4. Advancement opportunities
5. Salary increases linked to performance

Retaining Talent

- All of the Attracting Talent Items
- Having a culture of talented people
- A manager that understands the employee and what motivates them.

Then there is engagement within a company, the willingness and ability to contribute to the organization's success. Who cares how talented your employees are if you cannot get the most out of them? Engagement requires:

1. Senior management interest in the employee's well-being
2. Employee improving their skills and capabilities from year to year
3. The reputation of the company
4. Appropriate amount of decision making; the authority to do the job well
5. Salary criteria are fair and consistent

Always be recruiting for great employees, wherever you are. There needs to be a pipeline of talent.

Leaders are Readers

...AND READERS ARE LEADERS

Courtesy of the IMA Chapter in Savannah:

Continuous growth and improvement is important for individuals and all types of organizations. A law of nature is that what isn't growing is decaying. Reading is an essential ingredient in individual growth. While we may not agree with everything we read, reading exposes us to new ideas and new approaches to meeting life's challenges.

The Savannah CFO/Controller's Council has developed a recommended reading list that will be posted, and updated as new recommendations are received, on the Savannah chapter of the Institute of Management Accountant's (IMA) website: <http://www.savannah.imanet.org>. These are books that senior executives in Savannah have read and are recommending, and that have applicability to individuals in all levels of the organization. They are not financial/accounting books but rather books on how to deal with various business, organizational and individual issues.

Enjoy - Reading is fun!!

- "The Tipping Point"
- "The World is Flat"
- "Freakonomics"
- "Golf and the Game of Leadership"
- "Don't Sweat the Small Stuff"
- "The Goal" - and subsequent books by Eli Goldratt
- "Manners that Sell" - Lydia Ramsey
- "17 Irrefutable Laws of Teamwork" by John Maxwell
- "Good to Great" - Jim Collins
- "E-Myth"
- "Jack - Straight From the Gut" by Jack Welch
- "21 Indisputable Laws of Leadership" by John Maxwell "Between Trapezes" by Gail Blanke
- "Small Giants"
- "Who Moved My Cheese"
- "Success Built to Last"
- "Our Iceberg is Melting"
- "Beyond Budgeting" by Jeremy Hope and Robin Fraser