



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

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

March 2010

Florida Council Meeting

The Florida Council Institute of Management Accountants will be holding a family fun weekend at the Westgate River Ranch Resort. Obtain CPE, Leadership Training, and attend the Florida Council Meeting. While there Enjoy a country cookout and Rodeo. Bring the whole family and they can enjoy other activities while you learn! Go to WWW.WGRIVERRANCH.COM for information on the location or contact your chapter for more information.

JaxIMA@GMail.com

Breakfast Meeting

Charlie Commander a partner at Foley & Lardner LLP will join us to discuss receivership. Mr. Commander is one of the most respected attorneys in Jacksonville, and has extensive experience representing and serving on boards, as executive officer of Real Estate Investment Trusts (REIT), real estate development companies, and financial institutions. He advises and counsels corporate, financial institution and real estate clients in all aspects of their business, as he has done for more than 25 years.

Don't miss this great opportunity to learn about a topic affecting many businesses today.

March 24th

7:30 a.m. – 9 a.m.

Holiday Inn at Baymeadows and I-95

Membership Directory

We are updating our Membership Directory / Program Roster, and we want to know you !

If you have moved recently, changed a phone number, changed companies or want us to publish accounting credentials that we haven't in the past, let us know your latest info.

E-mail us at JaxIMA@GMail.com.

From the Desk of President Joe Nairon...

Hello management accountants-

We can see the end of our fiscal year approaching, and we now need to decide the plan for the coming year. Won't you help us? The Jacksonville IMA understands what a difficult and uncertain time it has been. But it is time to move out of survival mode and into "thriving" mode! This is the contrast between working harder and working smarter.

Participating in your professional association can actually help you to work smarter and harder. We help you work smarter with our speakers offering excellent insights toward work in your job. Networking with other industry professionals is also a good use of your time. Plus, your peers are here to keep you motivated, which can drive you to work even harder. Finally, we invite you to enjoy the social aspects of like-minded persons.

This past year has had some of our top members find promotions, including Kelly Briggs, Lynette Beitz, Linda Schwed and Harri Eloranta, and I have reentered the accounting profession after some time in another position. The coming year is one of great potential as compared to recent times.

As many of you may have heard, the Certified Management Accountant exam has been dramatically updated. It is now in two parts instead of four, and is much more relevant to our field. We are looking to teach a CMA review course later in the year, and encourage you to consider certification. It is truly better than ever!

Keep motivated and come join us sometime soon.

- Joe

IMA JACKSONVILLE CHAPTER
SERVICE YEAR 2008-2009
LEADERSHIP

President	Joe Nairon	904-463-0288 (W)	JacksonvilleJoe@GMail.com
Treasurer	Jerry Jeakle	904-356-7967 (W)	CJCPAS@Bellsouth.net
Secretary	Terry Lund	904-296-9333 (W)	TLund@Dixon-Hughes.com
Vice Presidents:			
Communications	Kevin Algee	904-396-5965 (W)	KAlgee@jaxcpa.com
Prof. Education	Harri Eloranta	904-314-6342 (W)	HEloranta@Yahoo.com
Corporate Relations	Tom McDonald	904-208-5630 (W)	tmcdonald@accretivesolutions.com
Director, Communications	Kevin Algee	904-396-5965 (W)	kalgee@jaxcpa.com
Director, Manuscripts	John MacArthur	904-620-2630 (W)	JMacArth@unf.edu
Director, Meetings	Lynne Graley	904-482-0091 (W)	roseltg@yahoo.com
Director, Membership	Natasha Nagy	904-296-9333 (W)	NNagy@Dixon-Hughes.com

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

Upcoming Meetings and Events

DATE	TYPE OF MEETING	LOCATION – TIME
March		
24	Receivership, presented by Charlie Commander	Holiday Inn at I-95 and Baymeadows, 7:30 a.m.
April		
23-24	Florida Council Meeting (statewide IMA)	Westgate River Ranch WWW.WGRIVERRANCH.COM
28	Mike Balanky, President of Truck Options and other businesses	Holiday Inn at I-95 and Baymeadows, 7:30 a.m.
May		
20	The Accounting behind Health Care	Deercreek Country Club Cocktails begin at 5:30 p.m.
26	IT Accounting and Auditing	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

How and Why to Invest in IT

Return on Investment vs. Innovation

2008 and 2009 did not produce a lot of innovation in back-end IT systems, so it is not necessary to catch up now that the economy is turning around. However, instead of adding more bandwidth to your network – when your network fabric is multiple generations old – you might upgrade your IT infrastructure. In addition, many businesses have not replaced their core datacenter components or much of anything besides PCs since Y2K was approaching.

Benefits of Infrastructure Investment

Process automation saves end-user manpower, but there is a far more important advantage. If 75% of an IT staff's time is spent fixing problems, then updates to infrastructure can provide more time for adding efficiency to business processes.

Emerging Trends

- The latest 10GigE switch platforms can be used to collapse tiers of your network
While fabric costs 35% more than copper, it will support distances of 300 meters between the switch and the computer system (copper can only handle about 15 meters).
- The ratio of virtual machines to physical machines can be increased
But total cost of VMWare may or may not be cheaper, since licensing is more expensive
- Your company can deploy server, network and storage in a single chassis
- Smartphones are increasingly supported by IT
- Social media will become a widely accepted business medium
- Improvements in mobile broadband will continue
- The IT workforce will get even younger
- Apple is becoming a more viable alternative to the PC

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 on one of the following committees for the 2010-2011 fiscal year that begins June 1st:

- Membership Committee
- Education Committee
- 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!

Know How to Negotiate Salary

After tendering a job offer, employers should be prepared to negotiate the compensation package should the candidate request an adjustment. Job seekers today have access to an abundance of information on salary negotiation through websites and books, so many will attempt to negotiate your offer and will enter the meeting knowledgeable on the topic. To reach a fair deal, you need to be equally prepared.

The first step is not unlike that in any other sort of bargaining. If the candidate suggests a higher figure than you've offered, you can choose to raise the amount of your proposal, waiting for the candidate to respond or counteroffer, and, ideally, arriving at an agreement that's within the salary range you've set for the position.

If the candidate keeps pushing, whether you want to exceed the established range generally depends on two factors: one, how badly you want the individual; and two, the policies and precedents in your company. Two questions to ask yourself before you move forward:

- Are other, equally qualified candidates available if the applicant says no? If the answer is yes, the leverage to make accommodations rests with the company.
- Has the job been particularly hard to fill, or are market conditions making finding and recruiting suitable candidates difficult? If the answer is yes, the leverage rests with the candidate.
- Will a stronger offer be significantly out of line with existing pay levels for comparable positions in your company or hiring manager's department? Recognize that if you decide to go beyond the firm's pay scale to win a really stellar candidate, you risk poor morale among existing staff should they learn that a new hire in the same role is being paid at a higher rate. And the best-kept secrets often do get out.

If you're not able to match a candidate's salary request, consider expanding other components of the package. Applicants are often willing to compromise on base compensation if concessions are made in other areas.

Flexible scheduling is one candidate-pleasing option that will cost you little to nothing. Providing additional time off or opportunities to telecommute may also be acceptable to a candidate in lieu of higher wages.

Don't get so caught up in negotiations that you lose sight of what is appropriate for your organization. Sometimes you just have to walk away. If your attempts to woo a reluctant candidate fall short, the best thing to do in many cases is to cut your losses and look somewhere else. The goal at this point should be to end the process so that the candidate leaves with a feeling of being treated fairly and with dignity. If carried out effectively, though, your salary negotiation has a very good chance of ending on a positive note.

Submitted by Robert Half Finance & Accounting. Robert Half Finance & Accounting, a division of Robert Half International, is the world's first and largest specialized financial recruitment service. The company has more than 360 offices worldwide and offers online job search services at www.roberthalffinance.com. Follow Robert Half Finance & Accounting on Twitter at twitter.com/RobertHalfFA.

**FLORIDA REGIONAL COUNCIL
INSTITUTE OF MANAGEMENT ACCOUNTANTS
April 23 - 24, 2010**

This weekend is being planned as a fun weekend for your whole family! Many members have requested that the council meetings have more family activities and something "different". This is it, something different and for the whole family - a real dude ranch! Bring the kids, grandkids and great grandkids so they can share in this unique experience.

Arrive on Thursday evening, spend time on Friday arranging activities for the family and then the member can attend the seminar beginning at 1:00 pm. Arrange for the family to enjoy many of the activities available including a box lunch. Rent a golf cart for them to explore the ranch.

Friday night, we will all enjoy a country cookout and good old fashioned hayride. The young buckaroos are sure to enjoy this! Afterwards while the "younguns" enjoy movie night with cookies and juice, the adults can enjoy an evening of music and line dancing in the saloon. Saturday, while the member learns how to manage a chapter followed by the council meeting, the family can enjoy the activities they missed on Friday.

Wow! You are probably exhausted from the fun, but it ain't over yet; now is the time for the Saturday cookout around the campfire followed by a real live rodeo. This is something the younguns should remember for years! The saloon will be open for music and line dancing again. Swagger up to the bar and order a cold one!

Sunday, there is a nondenominational service available. Then you can enjoy more activities before packing the family and the memories in the car and heading down the trail to the homestead.

Go to www.wgriverranch.com for directions, activities and pictures.

Hope to see you there!