



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

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

July 2010

IMA Awards



John MacArthur, and Beverley Brooks accepting the Jacksonville Chapter Award from John Brausch, IMA Chairman of the Board of Directors.



John Brausch, IMA Chair of BOD, John MacArthur, Clair Raubenstine, past Chair of BOD.

Dr. MacArthur accepting his manuscript award.

Upcoming Meetings

Federal Reserve Tour

Join fellow members on a tour of the Jacksonville Branch of the Federal Reserve Bank of Atlanta.

July 28th
1:30 p.m.

800 Water Street, Jacksonville, FL 32204

Dinner with IMA President and CEO Jeff Thompson

Don't miss this special opportunity to spend an evening with the driving force behind the organization. Mr. Thompson will only be in town one evening to share his knowledge with our chapter. See his bio on page 3.

August 18th
5:30 p.m.
Deer Creek Country Club

Set Sail with the IMA

The chapter is looking to have a social in late august with a river cruise. Relax and mingle while taking in the scenery. Look for details forthcoming!!

From the Desk of President Joe Nairon...

Hello management accountants-

Hope your summer is going well. The Jacksonville IMA is having a great summer, too - in a different way. We were named the 6th best performing chapter in the world, and now the economy is coming back, we have better events coming up, and we are determined to have fun while helping our members to be better in their profession.

At the end of this month, we are having a tour of the Federal Reserve Bank in downtown Jacksonville, then August 18th the Global President of the IMA will be spending the day making visits in support of our chapter. At the end of August we hope to have a riverboat cruise in St. Augustine.

We strive to make accounting more fun than any other company or professional organization, and still make maximum use of your time during our technical meetings. Come join us, and see if you agree!

Joe

Message from the Membership Committee:

The membership committee would like to welcome you to join one of our upcoming meetings. We are actively recruiting new members and would like to encourage all current members to assist with the expansion of our organization. Our goal is to gain interest and involvement in the Jacksonville chapter of the IMA. This is a great opportunity to network, earn CPE credits and gain knowledge from other professionals in the community.

For more information contact
Natasha Nagy

The Jacksonville IMA Chapter has partnered with Gleim to ensure your success on the CMA exam!

Working together, we will provide you the necessary study tools to prepare for this difficult exam.

Gleim provides an extensive self-study course for the CMA exam. Our most successful candidates use the Gleim CMA Review System. This system consists of Review Books, Test Prep software, Test Prep for Windows Mobile, Audio CDs, Gleim Online, Essay Wizard, and access to a Personal Counselor (a real live person!) to maximize your available study time. Because Gleim identifies and focuses on your weak areas, you will not spend any more time preparing than is necessary to guarantee success. The Gleim CMA Review System **GUARANTEES** that you will pass each exam part the first time.

As a member of the chapter, you are eligible for significant discounts on any of Gleim's CMA materials, as well as Gleim CPE. To take advantage of the reduced prices, please contact our chapter representative, Melissa Leonard.

By phone: (800) 874-5346, Ext. 131
By email: melissa.leonard@gleim.com





Jeffrey C. Thomson, President and CEO of IMA

Jeffrey C. Thomson is president and CEO of the Institute of Management Accountants (IMA®), the world's leading association for management accountants focused on driving business performance in the areas of decision support, planning and control. Mr. Thomson was promoted to this position on April 19, 2008 and is responsible for leading and directing IMA's operations, programs, products, and services. He was previously IMA vice president, research and applications development.

Joining IMA in 2005, Mr. Thomson conceived and launched the IMA Research Center of Excellence, which has delivered global applications, tools, and guidance enabling management accountants to perform as strategic business partners. He is also responsible for guiding the association's global strategic planning process and serves as program chair for IMA's Global Conference and Annual Conference and Exposition.

Prior to joining IMA, Mr. Thomson worked at AT&T for more than two decades where he served in various financial, strategic, and operational roles. In his last position at AT&T he served as the CFO for business sales, an \$18B revenue operation. He was responsible for many "firsts" while at AT&T: implementation of an Activity-Based Costing program (at a major business billing center); development and implementation of a performance dashboard (Balanced Scorecard); and, first to create and launch a competitive analysis group, which resulted in development of market-driven revenue growth targets and identification of new market opportunities for AT&T.

An author of numerous trade articles, Mr. Thomson has conducted research and has spoken globally on a variety of topics, including financial leadership, enterprise risk management, internal controls, business performance management, strategic costing methods, lean accounting, strategic planning, and competitive analysis. He has been quoted in The Wall Street Journal, Business Week, Compliance Week, Global Risk Regulator, and other global media outlets.

Mr. Thomson is considered a global thought leader in the emerging area of GRC – governance, risk and compliance. He has provided testimony to U.S. Congress on internal controls and risk management as it relates to Sarbanes-Oxley implementation. Thomson has also appeared before the SEC and PCAOB on critical regulatory matters impacting U.S. global competitiveness. He is a member of the COSO (Committee of Sponsoring Organizations) Board of Directors, which delivers global guidance on internal controls and enterprise risk management. In the two years since Thomson has been a COSO board member, COSO has brought more products to market than in the entirety of the previous decade.

Mr. Thomson holds an M.S. degree in Statistics from Montclair State University, received a certificate in Finance and Accounting from the Wharton School, and completed the Columbia University Senior Executive Leadership Program. In 2008, he also participated in the MIT Sloan School of Management Certificate Program in Innovation.

**IMA JACKSONVILLE CHAPTER
SERVICE YEAR 2010-2011
LEADERSHIP**

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

Post-Recession Tips for Recruiting and Retaining a Multigenerational Staff

The Great Recession impacted employees in many ways, including their attitudes about work itself. With at least three different generations now represented on teams at many companies, Robert Half International set out to assess each of their post-recession views. Our new white paper, [Workplace Redefined: Shifting Generational Attitudes During Economic Change](#), reports on the findings. Here is a snapshot of what the survey found about how Gen Xers, Gen Yers and baby boomers characterize their priorities, perceptions and career plans. Also included are tips for addressing their concerns, which is likely to become increasingly important in recruiting and retaining key employees as conditions improve:

Competitive Compensation and Stability Appeal to All Ages

Baby boomers, Gen Xers and Gen Yers were in agreement when asked to name the most important factors they consider when evaluating a job offer. Salary, benefits and company stability topped each group's list. Moreover, all three generations said "working for a stable company" and "having a strong sense of job security" are the work environment factors they value most.

***Takeaway tip:** When recruiting candidates from all generations, thoroughly spotlight your company's competitive salary and healthcare/dental benefits. But don't stop there. If your firm has a strong reputation and history of stability, emphasize those points, too. Economic turbulence has given workers a new appreciation for the relative stability of an employer.*

A Sizeable Number of Employees are Looking to Leave

Many companies had to adopt a "do more with less" philosophy during the recession, and many still do. Employees were asked to take on a range of additional responsibilities, and, in some cases, salary freezes and/or pay cuts were instituted. When asked if they're being fairly compensated for assuming heavier workloads, more than a third of all workers said no. This may be why 36 percent of Gen Yers, 30 percent of Gen Xers and 24 percent of baby boomers intend to seek job opportunities outside their firms if conditions continue to improve.

***Takeaway tip:** Boost your retention efforts by making it clear that sacrifices made during the financial crisis will be rewarded as the economy picks up. As soon as possible, bring back popular benefits or perks such as bonuses, 401(k) matches or training opportunities that were cut or reduced.*

Baby Boomers Rethinking Retirement

People plan to stay in the workforce longer because the need to rebuild their retirement funds. Fifty-four percent of baby boomers (and 46 percent of all employees) now say they'll work beyond age 65.

***Takeaway tip:** Individuals who thought they'd soon be enjoying a leisurely retirement life will likely be attracted to flexible scheduling. To keep these highly skilled professionals motivated, consider offering them alternative work arrangements such as telecommuting options and shorter workweeks. You might also offer transitional consulting roles to top soon-to-be retirees. It's a win-win scenario: They earn money and you retain their invaluable institutional knowledge.*

Submitted by Accountemps. Accountemps is the world's first and largest temporary staffing service specializing in the placement of accounting, finance and bookkeeping professionals. The company has more than 360 offices throughout North America, South America, Europe and the Asia-Pacific region, and offers online job search services at www.accountemps.com.