



# \$ The Bottom Line \$

The St. Paul Chapter

Volume XVIII

No. 7

July 2003

## Please Keep in Touch!!

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Leo Philben

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### Newsletter Announcements

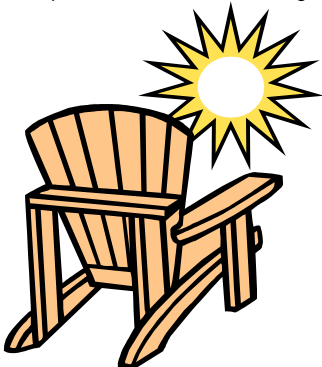
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<http://www.ima-northernlights.org>



## President's Message

Last month I attended the 84<sup>th</sup> IMA Annual Conference in Nashville, Tennessee. It was a tremendous experience and gave me an appreciation for the direction Management Accounting is heading. This is an exciting time to be in the field of Management Accounting, especially with the change that has taken place, and the changes envisioned for the future.

Several messages seemed to emerge repeatedly about what is going on in our profession. Some of the most repeated messages include:

- Today's financial professional is not longer just a "numbers cruncher" but a valued business partner and strategic leader.
- The Balanced Scorecard is most successful when organizations link non-financial measures to overall strategy thru the Balanced Scorecard, then quantitatively measure progress.
- Recent accounting scandals, their impact to prolong our currently sluggish economy, the recently enacted Sabanes-Oxley and other regulatory requirements, and the lowered regard in which our profession is currently held, all emphasize the need for professional ethics renewal.
- XML and XBRL will dominate future business computer applications.
- Enterprise-wide Resource Planning (ERP) Systems (i.e. SAP, Oracle, Peoplesoft) are used in only 20% of US corporations.

Next year the 85<sup>th</sup> IMA Annual Conference will be held in Chicago, Illinois. It will be a great time to meet other members, hear some great speakers on timely topics of interest, meet the leaders of the IMA, network, exchange ideas, and come away recharged with a revitalized perspective. We will promote next year's conference extensively and look to organize a "car-pool" of chapter members wishing to attend.

Although summertime may seem like a quiet time for the St. Paul Chapter, your board is busy making plans for a fantastic chapter year. Look for a complete listing of our activities in this and all future newsletters. Mark the dates of these events on your calendars and join us. We look forward to seeing you there.

One of our goals for 2003-2004 is to offer opportunities for members throughout the Twin Cities to gain at least 30 continuing education credits (CPE) simply by attending our events. If you attend three of our four scheduled seminars (8 CPE each) and six of our nine monthly dinner meetings (1 CPE each) then you will gain needed CPE credits, network with other professionals, here some great speakers presenting timely and needed information.

What a great value for your membership in our organization! Our seminars will also meet annual CPE requirements for CPA's, so invite your friends and business partners to attend our events too!

We will kick-off our new chapter year with a seminar in August. Detailed information is included in this newsletter, but mark your calendar for Tuesday, August 12<sup>th</sup> for an all-day technical writing seminar hosted by Dr. Elizabeth Frick, Ph.D..

Our first dinner meeting of the year will be held in September and hosted by the Minneapolis Chapter. Our combined seminar schedule and complete monthly dinner meeting schedule is

included in this newsletter, and all future newsletters. We will also post a complete schedule on our new web site. Use your chapter web site, and watch this newsletter for updates and details about all chapter events and news.

You will see a lot of new ideas being worked throughout the new season. Be sure you “browse” through our new web site at <http://www.stpaul.imanet.org>. Check our sponsors. Give us feedback on what you like and how we can make it meet your membership needs.

Have a safe, healthy and fun summer, especially sharing great Minnesota moments with family and friends. Be sure to read the monthly newsletters throughout the summer. We will keep everyone updated there.

Leo Philben, President 2002 – 2004,  
St. Paul Chapter, IMA

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## ~ August Seminar

### St Paul Chapter    **Business Writing Seminar**



**Tuesday, August 12<sup>th</sup>**

*Continental Breakfast: 8:00 a.m.*

*Seminar: 8:30 a.m.—4:30 p.m.*

*(Lunch to be provided)*

## **“Getting the Job Done-Business & Technical Writing”**

(8 CPEs)

Instructor

***Elizabeth Frick, Ph.D.***

**“The Text Doctor”<sup>®</sup>**

### Course Objectives:

- 1. Learn to produce complete, consistent, clear, concise, and correct documents—particularly those that meet the documentation requirements of the recently enacted Sarbanes-Oxley Act.**
- 2. Learn about changes in the language and apply them to your own writing.**
- 3. Review and revise two pages of your own writing. (Please bring 5 copies for review.)**

### Course Outline:

Introduction

- Why Learn to Write Better?
- What is good writing (according to the SEC)?

Good Writing is Complete

- Using a writing process to produce a quality document
- Developing reader awareness

Good Writing is Consistent and Clear

- Organizing your document & formatting for readability
- Writing effective procedures
- Avoiding passive voice

Good Writing is Concise and Correct

- Tightening your writing
- Using commas correctly & punctuating vertical lists

Your instructor will be Elizabeth Frick, Ph. D., The Text Doctor ®, who teaches at Twin Cities companies such as Best Buy, Ceridian, Lawson Software, and 3M. She has recently won the Excellence in Training award for 2002 from the Association of Professional Communications Consultants. She will serve as President of the Society for Technical Communication, Twin Cities Chapter in 2003-2004.

**Location and Parking:**

Seminar will be at the Radisson Roseville Hotel, 2540 N. Cleveland Ave., Roseville, MN. 55113 (651) 367-3916 For directions visit <http://www.radisson.com/reservation/hotelSearch.do>

**Registrations must be received no later than Thursday, August 7<sup>th</sup>. Registration is limited to the first 20 to register (first come-first served). The cost of the seminar is \$150.00, payable to the St. Paul Chapter IMA.**

Complete and mail the registration form below with check payment to:

Wendy Degler  
 Jefferson Wells International  
 50 S. 6<sup>th</sup> St., Suite 1280  
 Mpls. MN. 55402

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 Registrant Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_  
 \_\_\_\_\_

Telephone Number (with area code): \_\_\_\_\_

E-Mail Address: \_\_\_\_\_

Certifications (CPA, CMA, CFM, etc.): \_\_\_\_\_

Employer: \_\_\_\_\_

IMA Chapter: \_\_\_\_\_

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## **The St. Paul Chapter April Board Minutes**

### **Call to Order**

Leo Philben called the meeting to order at 5:30 pm, Monday, June 30, 2003 at Davanni's Eastside of St. Paul.

### **ATTENDEES**

Jim Seitz, Andy Benjamin, Wendy Degler, Shahla Dreyer, Cathy Healy, Tripp Parker, and Leo Philben.

### **Members Absent**

John Stephani, Dave Evenstar, Jon Grutzner, Michael Wahowske, and Dave McMahon

### **SECRETARY'S REPORT**

Leo Philben furnished a copy of last month's meeting minutes to all board members. After review by the members, there were no objections to adopting the meeting minutes into chapter records.

### **TREASURER'S REPORT**

Andy Benjamin presented the financial reports. After review and discussion by the board members, Jim Seitz made a motion to approve the Treasurer's Report for acceptance into permanent record, John Stephani seconded the motion, and the motion passed by unanimous voice vote.

### **ADMINISTRATION**

Leo Philben provided an administration update, indicating that the St. Paul chapter finished the chapter year in 74th place, out of 122. All board members were congratulated for their efforts to provide members with a valued, quality and professional experience.

### **EDUCATION**

Wendy Degler provided an update of the speaker schedule. All monthly dinner meeting dates are identified, as well as speakers, topics, most locations, and other needed information. Wendy was asked to expand the seminar plan to encompass four seminars conducted, and a fifth seminar planned.

### **COMMUNICATIONS REPORT**

Leo Philben distributed a packet of information for members to read. Discussions had to be curtailed due to meeting running overtime. Members were asked to read over the packet, and pay particular attention to pages 54 and 55 of the packet. Those pages described the current status of the language being used in the 2003 – 2004 compensation scorecard as well as the competition scorecard.

### **NEW BUSINESS**

Leo Philben provided a report on his recently trip to attend the Annual Conference in Nashville, Tennessee. Later he distributed the 2003 Strategic Plan (draft), but further discussion redirected to July 2003.

### **NEXT MEETING**

The next chapter board meeting will be held on Tuesday evening, July 15, 2003 beginning at 5:00 the residence of Jim Seitz. The July board meeting will be a working dinner meeting, focused on Vice President efforts to forge plans for 2003-2004 chapter year.

The final Presidents Strategic Plan will be distributed. Time will be allocated for Vice President's to work with their teams on their portions of the 2003 – 2004 plans. Andy, John, and Leo will begin looking at the 2003 – 2004 budget.

### **Meeting Adjournment**

There were no objections to adjourning the meeting.

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## Ethics Hotline

The Institute of Management Accountants offers an ethics hotline service. Members of IMA and financial professionals may contact this hotline for free, confidential guidance on ethical issues. Please call 1 800-638-4427, extension 1662 for this service.

The hotline was founded by Howard L. Siers (former chair, Committee on Ethics) and began service in 1991. Its purpose is to provide guidance to those in the profession that find themselves in an ethical dilemma.

After a preliminary discussion of the problem, the caller is referred to an ethics counselor and receives a code number to preserve anonymity. The caller is informed of the hotline's intent that emphasizes confidentiality. The counselor will not provide a specific resolution but will explain how the dilemma relates to the provisions of IMA's standards of ethical conduct.

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## Career Center

### Job Bank

IMA's enhanced job bank is specifically targeted to accounting, finance and banking professionals. Take advantage of this exclusive network of resumes and job postings from around the globe.

### Career Counseling

Our most important goal is to give you, our members, the support you need to achieve success in your career and in your job. We do that through education, information, and certification--all geared to ensure that you stay absolutely up to date on the rapid changes taking place in our profession.

But our goal is also to do that through the very tangible support of employment opportunities, career mentoring, and practical job-hunting advice.

The IMA wants you to have the right tools to develop your career. [Check out](#) these resources offered to IMA members by Robert Half and Accountemps, the IMA's National Career Partners.

Robert Half International Inc. (RHI) pioneered specialized staffing services and today is the world's leader in the field. Founded in 1948, the company is traded on the New York Stock Exchange (symbol: RHI) and operates seven separate divisions, each serving distinct markets. They include: Accountemps®, Robert Half® Finance & Accounting and Robert Half® Management Resources, for temporary, full-time and project professionals, respectively, in the fields of accounting and finance; OfficeTeam®, for highly skilled temporary administrative support; Robert Half® Technology, for information technology professionals; The Affiliates®, for temporary, project and full-time staffing of attorneys, paralegals and legal support personnel; and The Creative Group®, for creative, advertising, marketing and web design professionals.

In addition, Robert Half International recently launched a new, wholly owned subsidiary, Protiviti Inc. ProtivitiSM is a leading provider of truly independent internal audit and business and technology risk consulting services. There are more than 320 Robert Half International locations in North America, Europe, Australia and New Zealand.

**IMA Schedule—2003-2004**

<b>Date</b>	<b>Chapter</b>	<b>Special Event</b>	<b>Speaker</b>	<b>Topic</b>	<b>Location</b>
August 12	St. Paul		Bette Frick, PHD – The Text Doctor	Learn to produce complete, clear, concise and correct documents	Radisson, Roseville
TBD	Minneapolis		Xcel Energy		Doubletree – St. Louis Park
October 21	St. Paul	CMA/CFM Recognition	Greg Jaeger, Wells Fargo	Risk Management relating to financial analysis	Embassy Suites
November 18	St. Paul	Past President Recognition	Bette Frick, PHD - The Text Doctor	“That’s a good question”	Toby’s on the Lake
December	St. Paul		Possible Seminar	Please suggest topics to the Board	
TBD	Minneapolis		TBD		Doubletree – St. Louis Park
January 22	St. Paul	New Member Night		Accounting for options-expensing treatment	Toby’s on the Lake
February 18	St. Paul	Student Night	CFO/Controller – Red Cross	Not for profit accounting	St. Paul Grille
March	St. Paul		Possible Seminar	Please suggest topics to the Board	
TBD	Minneapolis		Ballistic Recovery Systems		Doubletree – St. Louis Park
April 20	St. Paul	Bring a Guest	Federal reserve Economist	“Beige Book”	Radisson, Roseville
May 18	St. Paul	Sponsors Appreciation	Karin Johaneck - Aspire Consulting	Staying productive and positive in a changing environment	Radisson – Riverfront
June 26-30	Chicago	85 <sup>th</sup> Annual IMA Conference	We maybe chartering a bus for the conference	If interested, please contact a board member	Downtown Hyatt Regency
August	St. Paul		Possible Seminar	Please suggest topics to the Board	

**INSTITUTE of  
MANAGEMENT  
ACCOUNTANTS**

CERTIFIED MANAGEMENT ACCOUNTANT PROGRAM

**St. Paul Chapter  
P. O. Box 65261**

**St. Paul, MN 55165**

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