



IMA Launches New Website to Support Membership and the Profession

IMA members and other professionals can enjoy improved access to many of IMA's valuable online resources and services. Last week, IMA proudly launched its new re-designed website, www.imanet.org.

In line with IMA's new brand image, the new website offers members and visitors the opportunity to:

- Access the IMA Learning Center, which includes IMA's extensive library of NASBA-approved continuing education courses, topical webinars, and prep products for IMA's Certified Management Accountant (CMA®) examination
- View IMA's calendar of upcoming events, including IMA's Annual Conference and Exposition, in the Programs & Events section
- Access IMA's research, resources, and publications (including [IMA's Annual Salary Survey](#) for the management accounting profession)
- Connect to IMA's social network, LinkUp IMA, through the Groups & Networks tab

Site visitors can now access the contents of the entire IMA website through the homepage. The home page highlights three popular areas: IMA Membership, CMA Certification, and Groups & Networking.

"IMA is proud to launch a new website to deliver a more effective and convenient gateway to our services and bring greater value to our membership and the profession at large," said Maureen Walsh, IMA chief marketing officer.

IMA welcomes your feedback on our new website. Visit the [LinkUp IMA](#) Online Experience Group to share your comments.

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The September issue of *The Roadrunner* focuses on Technology. The issue contains information on technology trends affecting financial professionals including XBRL, SAAS and productivity gadgets. You will also find the latest news from IMA global, the Wild West council and our AZ Valley of the Sun chapter in each issue.

Chapter President's Letter

Dear AZ Valley of the Sun Chapter Members:

Our chapter was very active in August. We started our FDIC Financial Literacy courses held at the ABIL location in Mesa. The first course "Bank on it" took place on August 18th, and the second course "Borrowing Basics" took place on August 25th. Thank you IMA members and our ASWA partner members Ron Hall, Sherri Fieber, Patricia Donahue and Susan Bobbe for contributing your time to this valuable community service. We will be offering several courses. If you are interested in volunteering to become a trainer, please let us know.

Our Meet & Greet Resource Fair for Accountants and Finance Professionals took place on August 20th at the Jobing.com offices in Phoenix. Several sponsors joined us this year including the Institute of Internal Auditors (IIA), The Financial Executives International Arizona Chapter (FEI), Jefferson Wells, Kelly Financial Resources, Ledgent, Accountants International, the American Society of Women Accountants (ASWA) Phoenix and Mesa East Valley chapters, Keller Graduate School of Management, and The Phoenix CEO/CFO Group. Thank you to board members Cheryl Brock, Camille Cook, Amber Arnhold, Mark Weiss and Karen Timian for contributing your time at this event. We have received great feedback from attendees. Thank you sponsors for your contribution and participation in this valuable event for members and accounting and finance professionals.

The August technical meetings were well attended with Dave Cooke presenting both sessions. Dave Cooke, of the Strategic Resource Group, LLC, and author of "Cooked Up Sales" and "Your Daily Sales Guide" shared a Strategic Planning workshop and a workshop on Budgeting and Goal Setting for our evening session.

Several board members attended the Wild West Council meeting in Torrance, California. Brian McGuire, IMA Global Chair Elect spoke on XBRL the second wave. Dan Thurman started the weekend off with his presentation about why the Federal Government needs current financial management and accounting skills. Karl Kasca of Increaseonlineprofits.com spoke on social media. He shared the most recent information and tips in the social media environment. The weekend offered 4 CPE credit hours. We had a great time visiting with the other Chapter members and IMA leaders.

I am looking forward to our upcoming technical session on September 21st. Mr. Chip Molloy of PetSmart will be speaking on "Financial Leadership - Differentiating Ourselves". This will be a very informative and valuable session, be sure to register early and invite your colleagues to attend.

Please check out our chapter website for regular updates on activities and events. I look forward to visiting with you at the next meeting.....

Respectfully,

Pam

Pamela Zanzucchi, MBA
President, 2010-2011
IMA AZ Valley of the Sun Chapter

XBRL News and Training

XBRL, or eXtensible Business Reporting Language, is an XML standard for tagging business and financial reports to increase the transparency and accessibility of business information by using a uniform format. This standard is maintained by [XBRL International](#), an international non-profit consortium of approximately 550 major companies, organizations, and government agencies around the world. It is an open standard, provided free of license fees, and is already being used in numerous countries.

The US GAAP Financial Reporting Taxonomy is a list of computer-readable tags in XBRL that allows companies to label precisely the thousands of pieces of financial data that are included in typical long-form financial statements and related footnote disclosures. The tags allow computers to automatically search for and assemble data so those data can be readily accessed and analyzed by investors, analysts, journalists, and the SEC staff. The Financial Accounting Foundation (FAF) and the Financial Accounting Standards Board (FASB) recently assumed ongoing development and maintenance responsibilities for the US GAAP Financial Reporting Taxonomy (UGT), which was originally developed by XBRL US under contract to the US Securities and Exchange Commission (SEC). In 2009, the SEC issued rules requiring public companies and foreign private issuers that prepare their financial statements in accordance with US GAAP to phase in use of the UGT. Under these rules, companies will tag and submit their financial statements and related notes to the SEC using the UGT.

A key objective for moving the UGT development and maintenance responsibilities to the FAF and the FASB is to achieve greater integration with the FASB's standard-setting, codification, and related processes. FASB cross-team efforts are furthering this outcome. The FAF/FASB activities are focused on updating the taxonomy for changes in US GAAP, identifying best practices in filer taxonomy extensions, and other technical enhancements. The FASB XBRL team works closely with the SEC, International Accounting Standards Board (IASB), XBRL US, investors, issuers, accounting firms, and other stakeholders to develop updates that are of the highest quality. The link below is to the **pre-release** public view of the 2011 US GAAP Financial Reporting Taxonomy. An updated taxonomy will be released in September 2010, starting the official 60-day public comment period.

[2011 US GAAP Financial Reporting Taxonomy Pre-release for Public View](#)

We are making this **pre-release** available to provide SEC filers, service providers, and other interested parties with an opportunity to become familiar with and incorporate new element names (i.e., post-2009 US GAAP taxonomies) as company extension element names for current filings and to solicit filer feedback early. To view or comment on the taxonomy, select the FASB US GAAP Financial Reporting Taxonomy Review link under "Section Pages." The SEC currently supported taxonomies are listed on the [SEC website](#).

Need to learn about XBRL? XBRL US is a national consortium for XML business reporting standards, building a more transparent market. Visit their website [xbml.us](#) for information on upcoming national conferences, workshops and webinars on XBRL topics.

- XBRL for Filers: Implementing XBRL for SEC Reporting Wednesday, September 15, 2010 3:00 PM
- Webinar - Avoid Common Errors, Establish Proper Controls Wednesday, September 22, 2010 3:00 PM
- National Conference November 9 – 10 Pennsylvania Convention Center, Philadelphia, PA

XBRL US Labs Launches Brix Project, Releases Brix iPhone App

August 19, 2010 - XBRL US Labs, the research and development arm of XBRL US, the national consortium for XML business reporting standards, released the world's first publicly available XBRL iPhone app, Brix, on the iTunes App Store earlier today.

Brix delivers data from, and about, corporate financial statements moments after they are filed to demonstrate the power and benefits of XBRL, and to generate interest in the Brix Project, an initiative to improve the usability of XBRL through "crowd source" techniques leveraging the collective expertise of a diverse group of business, information architecture, and technology practitioners.

Similar large-scale collaboration was used by XBRL US in 2007 and 2008 to build the taxonomy, or digital dictionary, for U.S. Generally Accepted Accounting Principles (GAAP) now used by corporations to tag their financials in accordance with Securities and Exchange Commission (SEC) rules.

The new app was the product of the Labs team led by Research Fellow Evrhet Milam, a graduate student in the MISM (Masters of Information Systems Management) program at Brigham Young University's Marriott School of Management. "The team was focused on building something that would explain XBRL in a straightforward, visual, and simple way to an expanding audience", said Milam, "it will be a powerful research tool and work bench to test ideas about everything from data models to visualization."

XBRL US members and invited experts from a wide range of industries and disciplines are being invited to participate in a series of large-scale virtual events scheduled to begin in mid-September. Brix users can also request an invitation to participate via the app's "Learn More" section.

The Brix app enables iPhone viewing, searching, and sorting of XBRL reports and tags. It also uses the Notification feature to alert a user when a specific company files an XBRL report, or when a specific tag is used, and offers a one-click email forward of XBRL documents as an Excel attachment.

"This application is designed to help the business and technology sectors 'get' what XBRL is", said XBRL US communications VP Michelle Savage. "As the movement continues to go mainstream, experiments like Brix not only raise public awareness and understanding, they help those of us in the international XBRL consortium to develop best practices and increase the usability of XBRL."

Brix is free and can be found at <http://xbrl.us/iphoneapp> or by searching for "XBRL" in the iTunes Apps Store.

About XBRL US

XBRL US is the non-profit consortium for XML business reporting standards in the U.S and it represents the business information supply chain. Its mission is to support the implementation of XML business reporting standards through the development of taxonomies for use by U.S. public and private sectors, with a goal of interoperability between sectors, and by promoting XBRL adoption through marketplace collaboration. XBRL US has developed taxonomies for U.S. GAAP, credit rating and mutual fund reporting under contract with the U.S. Securities and Exchange Commission. XBRL US Labs, the research and development arm of XBRL US, leverages the XBRL US platform, methodologies and people to address the quality of taxonomies and the harmonization of XBRL with other XML standards.

Three flavors of cloud: Software-as-a-Service is only the start

By David Lahey and Taylor MacDonald

The delivery of information in the cloud

Activity at recent user conferences and trade shows confirms that many household names, and even some lesser-known providers, know they must offer SaaS solutions in order to compete for attention and stay on the bleeding edge of technology. Yet providers must be cautious as to how they deploy these solutions, and how they train their customers and partners, while offering a sense of security and privacy surrounding something that cannot be touched or seen. On the firm side, CPAs and accountants want to expand their bottom-line revenues by continuously providing value-added services to their clients. One way to do this is to understand cloud computing, not only in technical terms, but also in the way it helps a firm sell additional services.

According to recent Gartner research, global cloud computing services revenue is expected to hit \$148.8 billion by 2014, representing an enormous market opportunity for solution providers. Liz Herbert of Forrester Research said that companies are increasingly utilizing SaaS strategically for enterprise-wide deployments, including e-mail, customer support and financial applications. "Firms making SaaS decisions of this magnitude should scrutinize vendors carefully across key dimensions relevant to SaaS and cloud - security, privacy, backup, vendor viability, product road map - but also weigh the tradeoffs versus finding a nimble, flexible, full-featured, fast-deployment option that meets their needs," Herbert advised. Accounting software vendors who are not considering cloud computing and the way their products deliver SaaS benefits will find themselves lagging behind the competition.

SAAS, PAAS AND IAAS

Certainly, Web-enabled applications are different than applications designed for the cloud, including SaaS, Platform-as-a-Service and Infrastructure-as-a-Service. Sounds like alphabet soup, but each of the three cloud computing services offers distinct functionality. Software-as-a-Service is the most popular of all three because it is infinitely simpler than installing and maintaining software programs on company computers. Vendors develop SaaS applications to use whenever and wherever a customer can secure an Internet connection, thereby creating a seamless interface to and from the software.

The best way to understand Platform-as-a-Service is to think of it as the basis for any Web site or host operating in the cloud. Vendors with PaaS offerings do not need hardware, software and hosting capabilities. Instead, anything needed to support how a company builds and delivers Web applications and services is available in the cloud. In user experiences, think about a Web site that goes down because it has too much traffic. With PaaS, a company could duplicate its site on Google or Amazon. In essence, the company infinitely expanded its bandwidth and mirrored its servers. Although a Web traffic jam may only happen a few times a year, the company is nevertheless adequately prepared. This not only saves money; it secures the company's reputation and image.

With Infrastructure-as-a-Service, also sometimes referred to as Hardware-as-a-Service or HaaS, managed service providers such as SecureWorks, Symantec, McAfee, Sophos and Rackspace own all of the equipment needed to enable a company to operate its systems in the cloud. This includes storage, hardware, servers and networking components. All of these are outsourced to a service provider, with clients paying on a per-use basis for cloud backup and cloud security.

Availability and reliability of data always hit too close to home if a disaster occurs, yet most companies do not take the time to install updates as they become available and do not maintain data in a secure environment. So, instead of a company worrying about installing its own security updates, a cloud service ensures that everything is up to date. This offers peace of mind, while also saving a company time and precious resources.

OPPORTUNITIES FOR CPAS, VARS

There are huge opportunities for accountants and resellers in all three areas of cloud computing. Accountants should be aware of cloud computing if they are trying to sell, for example, disaster recovery services, or if they are performing system audits. Consequently, VARS can increase their offerings through cloud computing, especially SaaS.

In addition, providers will want to understand how the future of cloud computing may be influenced by the "consumerization" of IT services. Instead of the needs of business driving the development of cloud computing, providers will expand offerings based on the needs of consumers or users. Think about the iPad, for example. If a user can't access the same applications on the iPad as they do on the iPhone, then providers must recognize this gap and provide cloud-based solutions that meet a consumer's need.

Surviving in the new economy is based on delivering quality services at competitive costs. Cloud computing is ideal for accountants, providers and VARS because it not only takes technology to the next level; it re-inforces and supports the reputation of being a trusted advisor.

David Lahey is executive vice president of sales tax management software service provider SpeedTax. Taylor Macdonald is vice president of channels at cloud accounting and finance solutions provider Intacct.

Visit www.webcpa.com for more information on technology, tax, assurance and accounting news.

Strategic Finance Magazine Recognized for Publishing Excellence with Three Award Wins

As members may have seen on IMA®'s website, Strategic Finance magazine has been described as IMA's "award-winning" flagship publication. The magazine continues to live up to these accolades by winning three awards in two national competitions:

- A 2010 APEX Communications Award of Excellence for Magazine and Journal Writing for the January 2009 issue,
- A National Gold Award from the American Society of Business Publication Editors (ASBPE) for Front Cover - Illustration of the April 2009 issue about the article "Navigating the Economic Downturn," and
- A National Silver Award from ASBPE for Opening Page Spread - Illustration for the article "Are You Being Bullied?" in the September 2009 issue.

In response to receiving these awards, Kathy Williams, IMA vice president and Strategic Finance editor-in-chief, said: "Strategic Finance competes with general business, specialty business, and association publications, so we feel very honored to have received these awards. We couldn't have done this without the outstanding articles submitted by IMA members that formed the basis of the award-winning editorial and design work."

IMA members can take advantage of publishing opportunities in Strategic Finance. The magazine accepts editorial submissions on an ongoing basis. For information on making a submission, please see IMA's [editorial guidelines](#) (member login required).



LinkUp IMA - CEO's Blog

What's in a Number???

Hi All,

Many of you may know that I was a math major in college and received an M.S. in Math/Statistics, so you may be thinking that I am going off on a tangent (a poor pun, by the way, from the land of Geometry). At least in this blog, stay tuned – this has something to do with the CMA credential.

The number is 32,602. If you do a search on this number, it is the zip code for Gainesville, Florida USA and among other hits, the SKU for an interactive video for children in grades 4-6 on the importance of good hygiene. But for me, this number will remain indelibly in my mind.

Why?

Just a few days ago, I was told by Dennis Whitney, Senior Vice President of the ICMA, that I passed my last CMA exam, met the education and experience requirements, and was awarded CMA certificate number 32,602!! It is an honor to join such a prestigious community and the growing number of CMA ambassadors around the globe.

Many of you also know that I had many wonderful jobs for over 2 decades in one of the world's best known companies, AT&T. Now that I am "north" of age 50, why did I not pursue the certification at an earlier age instead of two years after I become CEO of this great association? Well, I prefer to look forward and not in the past, and I believe that having this certification greatly increases my personal credibility as I go around the world speaking to members, companies, universities, students and young professionals about the value of the CMA. In other words, I can become more effective in my job. The ability to learn, grow, and become certified is timeless and has no age limits.

Yes, I managed to "dodge" or divert attention from my original question. While I had a wonderful career at AT&T, and became CFO of a multi-billion dollar operation, I sincerely wish that I had pursued the CMA much earlier in my career. But that has turned into my message now: the CMA is the essential credential for accounting and financial professionals in business. This is my message to students, young professionals, and, seasoned professionals who wish to have a long, lucrative, and inspiring career.

Please join me in becoming a CMA global ambassador!!

Jeff Thomson, CMA number 32,602!!



2010-2011 IMA Chapter Competition Update

Each year the AZ Valley of the Sun Chapter participates in the IMA Chapter Competition. The IMA encourages its chapters to support the mission and local IMA members by rewarding chapter activities designed to share the IMA with their communities and develop members' skills and knowledge. Chapters participating in the competition earn a Level of Service based on meeting different criteria. Our chapter has earned Outstanding before and we want to earn Outstanding again. A lot of details go into the competition but it focuses on providing education opportunities to our members, communicating with our members and getting participation from our members. We are lucky to have a board of directors committed to making your membership in IMA valuable to you on a local level. A key part of this competition is you!

<u>Level of Achievement</u>	<u>Points</u>	<u>Board</u>	<u>Communications</u>	<u>Education</u>	<u>Electives</u>
Minimum Requirement	250	4 Members	4 Informational	4 Hours	4
Good Level	600	4 Members	4 Informational	8 Hours	8
Excellent Level	800	4 Members	4 Informational	12 Hours	12
Outstanding Level	1,000	6 Members	4 Informational	16 Hours	16

So how are we doing this year? We have a big active board. We communicate with our members regularly. We offer numerous hours of CPE each year to our members. What's left to focus on this year in addition to our regular meetings and networking? Points and Electives! This is where our large professional membership can support our chapter's success. We design our meetings and activities to provide members with education on interesting and timely topics and find service projects to give you an opportunity to do some good and have fun with other IMA members. So this year, make a point to help yourselves by participating in the IMA AZ Valley of the Sun technical sessions and community service projects, earn your CMA or share your passion for IMA with others.

Examples of Electives:

Publish 6 Publicity Items to promote chapter events, IMA or member achievements.

We can't tell people about your accomplishments if you don't tell us!

Co-sponsor a learning session with a corporation

Do you work for a company looking for ways to maximize their training budget? Let us know.

Submit a manuscript to Strategic Finance, Management Accounting Quarterly

Do we have an author among our members? Find out the details for submitting your work to IMA.

Ways to Earn Points:

Education Hours Earned at IMA Events

New Members and Retaining Members

CMA Exam Parts Passed by Members

CMA Certifications Awarded to Members

Together we will continue to be Outstanding!

**Wild West Council Meeting
2010-2011 Schedule**

**Joint WWC & Rocky Mountain Council
September 23-24, 2010 Denver, CO**

**January 22, 2011 Tucson, AZ
April 23, 2011 Las Vegas, NV**

IMA Leadership Academy Webinar - Team Building

Date & Time: Thursday, September 23, 2010 10:00 am MST

Speaker: Lee Bertrand Dean, Leadership Academy

In this session on team building, the rationale for incorporating team building into the work environment will be addressed. IMA's Team Building, webinar course is designed to help participants understand why it is so important for organizations to build teams, as well as how to do so. Both theory and practical knowledge will be provided. It will be explained how teams accomplish the following: increase effectiveness, efficiency, and productivity; improve the quality of decisions, plans, and solutions to problems; and develop greater creativity at higher levels of thinking.

Learning Objectives:

After this webinar, attendees will be able to:

1. Identify characteristics of the ideal team
2. Develop team goals and objectives
3. Clarify roles and responsibilities
4. Commit to team success over individual glory
5. Communicate more effectively
6. Increase effectiveness, efficiency, and productivity using team process skills to make decisions, strategically plan, solve problems, and increase creativity

Price: FREE

CPE Credit: 1.5 CPE Credits

Field of Study: Personal Development

Research Area of Practice: Leadership Strategies & Ethics

Program Level: Basic/Intermediate

Program Prerequisites: None

Advance Preparation: None

Instructional Method: Group-Internet

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2010-2011**

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Nancy McCleary
Jerry Hancock
Patrick Wilson

September Technical Meeting

Date: Tuesday September 21, 2010

Topic: Financial Leadership - Differentiating Ourselves

Speaker: Chip Molloy, CFO of PetSmart , Inc.

Time: Networking: 5:30 - 6:00 / Dinner: 6:00 - 7:00 / Session: 7:00 - 8:00

Location: ASU Karsten Golf Club, 1125 E Rio Salado, Tempe, AZ

Menu: Green Chili and Chicken Enchiladas or Garden Vegetable Tamale

Cost: Members - \$32, Non-Members - \$37, Students - \$15

About the speaker:

Chip Molloy joined PetSmart in October of 2007 as the Chief Financial Officer. Prior to joining PetSmart, he held various finance leadership roles with Circuit City, Inc. including the CFO of Retail Stores and VP of FP&A. Molloy's other experiences include corporate planning at Capital One Financial, private equity with AGL Capital Investments and consulting with Deloitte Consulting. Prior to entering the private sector, Molloy served in the US Navy as a fighter pilot subsequently retiring as a Commander from the Naval Reserve. He is the proud pet parent of two Golden Retrievers, Bronco and Tiger.





The Association for
Accountants and
Financial Professionals
in Business

RECRUIT GREAT ARIZONA EMPLOYEES TODAY!

We are excited to bring our members a dynamic Career center on our site, powered by Jobing.com, Arizona's leading employment website.

Contact Us Today! You can post your job online directly at

www.imavalleyofthesun.org

- Post your jobs today and begin receiving local resumes right away!
- Ask us about our member discount – new clients receive 10% off of job postings
- Resumes are routed direct to your in-box and stored in your back-office proprietary online database

LOOKING FOR EMPLOYMENT?...

Find great local jobs and post your resume today! It's free and easy.

Contact Diane Hewlett, Employment Director at for more details on this great member benefit.

The CMA Corner



*IMA's Certification for
Accountants and
Financial Professionals
in Business*

CMA Profile: Joe Lavin

For being so relatively young in his career, Joe Lavin has already made some smart choices. After graduating from college in 2002, Mr. Lavin went on to become a Certified Internal Auditor (CIA) and a Certified Fraud Examiner (CFE). In 2006 Mr. Lavin achieved two other major milestones: He earned his MBA and also became a Certified Management Accountant (CMA®).

"The way I see it, each degree or certification – the CIA, CFE, MBA, and CMA – gives me something different and demonstrates that I have a distinct skill set," he said. "I chose to pursue all of these advanced credentials because I think it's important to keep my options open and have a lot of flexibility in my career. That's one of the reasons I was attracted to the CMA."

Mr. Lavin first learned of the CMA from a cost accounting professor in college. The timing didn't seem quite right to take the exam, however, because following graduation, he spent three years as a forensic accountant at a small public accounting firm. After that, Mr. Lavin worked for four years at Bose Corporation, the well-known speaker company, which is where he pursued his CIA and CFE while serving as an internal auditor and, later, a financial analyst.

Currently, Mr. Lavin serves as an internal audit supervisor with Biogen Idec, a bio-tech firm headquartered outside of Boston. Based on his experience thus far, he's found that the internal audit track suits him well. "I'm very interested in internal audit because it's a great perch from which to view the operations of the entire company," he said.

His interest in internal audit, in fact, is one of the reasons why the CMA certification has already proven so useful to Mr. Lavin's career: "The CMA is very relevant to the work I do now as an auditor. Not only that, but I expect it also will be relevant when I pursue management opportunities in the auditing and corporate finance fields."

Not that getting his CMA was an easy road for Mr. Lavin. He admits that "it was the hardest exam I've ever taken," and that he's glad he took it when he did – early in his career while he was still in "study-mode" after graduate school and before family obligations make a self-study regime difficult.

At the moment, Mr. Lavin is continuing his pursuit of excellence by taking his CPA exam. He recently passed two parts of the Massachusetts exam, and expects to take the remaining two parts soon. He's found that his CMA training has helped greatly with his CPA prep, particularly in the Business Environment and Concepts (BEC) section.

He succinctly summed up his career philosophy: "I always want to keep learning," he said.

**IMA Chapter members
receive significant discounts on
all CMA and CPE purchases!**



**Contact Melissa Leonard at:
800.874.5346 Ext. 131
melissa.leonard@gleim.com
gleim.com**

IMA CMA Review Self-Study Options

IMA offers an extensive toolkit to prepare you for the CMA exams, providing a road map to this valuable professional certification. The centerpiece of our offering is the CMA Learning System (CMALS), featuring in-depth textbooks and online practice tests. A complement to the CMALS is the CMA Online Intensive Review (OIR), which provides a targeted, online self study review of key CMA Exam Topics.

CMALS & CMA OIR Combo – 2-Part Kit Version 3.0

IMA's most complete study program for the revised (2010) two-part CMA exam! This Two-Part Combo kit covers Part 1: Financial Planning, Performance and Control and Part 2: Financial Decision Making and includes two CMA Learning System textbooks, two CMA Online Intensive Review courses, and access to the online practice tests for both exam parts. The Part 1 and 2 textbooks follow the ICMA content specifications for the revised (2010) CMA exam, presenting content by section and topic and addressing the Learning Outcome Statements. The textbooks review critical concepts and calculations, knowledge-check questions/answers, over 175 exam-type questions/answers, 39 retired sample essay questions/answers, bonus tips on exam preparation, and an extensive reference bibliography. The Part 1 and 2 Online Intensive Review courses include two interactive, online-only self-study courses aligned with ICMA's Learning Outcome Statements by section and topic. They include onscreen explanations, interactive exercises, knowledge-check questions/answers, and the popular "Ask the Expert" feature, which allows users to interact with a CMA subject matter expert. The Part 1 and Part 2 Online Practice Test system includes 1,400+ multiple choice questions with explanations. There are six separate tests for each exam part—one for each section and one that emulates each full exam part—a grade book to track practice tests progress, and additional resources, including essay questions with sample answers. Test questions are randomized to provide a different presentation for each test you take—take the tests as often as you like. The online system is available 24/7, providing flexibility to study at your own pace and schedule.

CMA Learning System - Self Study 2-Part Kit Version 3.0

The CMA Learning System (CMALS) Self-Study Version 3.0 supports candidates studying for the revised (2010) two-part CMA exam and covers Part 1: Financial Planning, Performance and Control and Part 2: Financial Decision Making. It includes two textbooks and access to online practice tests and resources. The Part 1 and 2 textbooks follow the ICMA content specifications for the revised (2010) two-part CMA exam, presenting content by section and topic and addressing the Learning Outcome Statements. The textbooks review critical concepts and calculations, knowledge-check questions/answers, over 175 exam-type questions/answers, 39 retired sample essay questions/answers, bonus tips on exam preparation, and an extensive reference bibliography. The Part 1 and Part 2 Online Practice Test system includes 1,400+ multiple choice questions with explanations. There are six separate tests for each exam part—one for each section and one that emulates the full exam parts—a grade book to track practice tests progress, and additional resources, including essay questions with sample answers. Test questions are randomized to provide a different presentation for each test you take—take the tests as often as you like. The online system is available 24/7, providing flexibility to study at your own pace and schedule.

Please contact us at (800) 638-4427 or ima@imanet.org for more information about CMA Exam Prep support.



12TH ANNUAL HILL OF BEANS FOOD DRIVE

St. Mary's Food Bank Alliance invites you to participate in the Hill of Beans Food Drive. Join your peers for a friendly competition and help provide food for those in need at the same time!

The participant who collects the most beans (per capita) will be proclaimed the "Chief Bean Counter."

AUG. 15 - SEPT. 15, 2010

Sign up today! Call (602) 343-3173 or email rcombe@firstfoodbank.org

CAN WE "COUNT ON YOU"?




www.FirstFoodBank.org

IMAGINE WALKING A MILE WITH NO SHOES.
YOU CAN HELP. GET INVOLVED WITH

FINDING MY SHOES

October 7, 2010

Help our Phoenix working poor community. We plan to give away shoes and hundreds of care packages filled with socks and personal care items to families who need our help. You can get involved by donating backpacks, socks and hygiene products. Get involved and help us raise awareness! The event takes place Thursday, October 7 from 5:30 PM—8:00 PM at St. Vincent de Paul located at 420 W. Watkins Road, Phoenix. To volunteer or make a donation, contact Grand Canyon University's Brenda Combs at (602) 639-6378 or email brenda.combs@gcu.edu



PLEASE HELP!
Arizona's working poor
families need shoes,
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Valley of the Sun Chapter Community Service Projects

Aug 18th was the kick off of 10 Be \$ Smart FDIC Money Smart classes instructed by ASWA and IMA members at ABIL (Arizona Bridge to Independent Living)! ABIL is scheduling training of VITA volunteers now.

Oct 24, 2010 ALS Walk Did you know that once diagnosed with ALS live expectancy is 3 - 5 years. Join Deb Michalowski's Valley of the Sun IMA team. Have family fun, bring the dog and support ALS patient's quality of life. Not in town but want to donate. Follow the link <http://tinyurl.com/23pzwh5> to donate and/or walk. Thank you in advance for your support.

Nov 2010 (date TBD) 2nd annual **VITA** (Volunteer Income Tax Assistance) Training at DeVry! Back by popular demand. This year we are offering 2 days of hands on training. VITA volunteers are certified by the IRS and are required to volunteer 20 hours in tax season. This is a great way to build your resume!

Dec 2010 (date TBD) IMA and ASWA team up for a Scholarship Fundraiser and community blood drive at a local restaurant. Join us for a social mixer and part of the restaurant proceeds go to the ASWA Scholarship Fund.

February 26, 2011 American Heart Association Heart Walk. Sign up now and join Laura Mangan on the Number Crunchers team. For more information, visit Phoenix Heart Walk at <http://tinyurl.com/2ducxtg>

Email us at aswaphx@aswa-phx.org for information on any ASWA Community Events.

Valley of the Sun Chapter Events



September 14th
AZ Valley of the Sun Board Meeting

September 21st
AZ Valley of the Sun Technical Meeting
Topic: **Financial Leadership, Differentiating Ourselves**
Speaker: Chip Molloy

October 12th
AZ Valley of the Sun Board Meeting

October 19th
AZ Valley of the Sun Technical Meeting
Topic: **IS Systems - How Accounting is Affected**
Speaker: Tim Nicknish

November 9th
AZ Valley of the Sun Board Meeting

November 16th
AZ Valley of the Sun Technical Meeting
Topic: **TBD**
Speaker: TBD

Strategic Finance: Tools of the Trade

Each issue of Strategic Finance magazine includes a section called Tools of the Trade. This is a must read section for anyone looking for the latest gadgets that will make your workday easier. The August issue included several tools to consider.

3M Gold Privacy Filters are an improvement over the old blackout filters. This screen filter protects confidential information from others by blocking the view from anywhere but directly in front of the screen and offers 14% greater clarity and fit a variety of screens and devices.

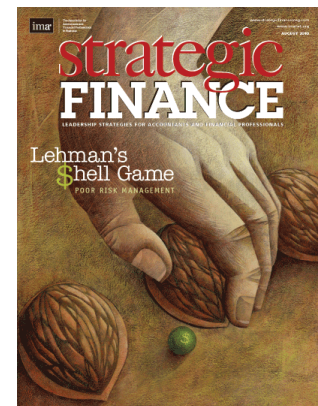
Exolife iPhone Battery case provides protection and additional power. The exolife case has a rechargeable battery that virtually doubles the battery life of your iPhone.

LaCie ExtremKey USB Drive provides industrial strength protection for your data. This strong and water tight device is perfect for anyone who is prone to mishaps with regular flash drives.

Joos Orange Personal Solar Charger is an accessory to charge handheld devices. Using high efficiency mono-crystalline solar cells, this device can generate 2.5 hours of cell-phone talk time for every hour of charging time.

Be sure to read the latest issue of Strategic Finance for the latest technology and accounting information.

Read the latest issue of Strategic Finance online at <https://www.imanet.org/publications.asp>



IMA Member September Birthdays

Amber J. Arnhold, CMA
Ann M. Dobens
Anne M. Smith, CMA
Anthony S. Cleberg, CMA, CPA
Barbara Wijatyk
Diane G. Hewlett, CMA, CPA
Evan B. Burks, CPA
Gary D. Rees, CMA, CPA
Gary L. Perschbacher, CPA
Geoffrey L. Fuller
Gregory T. Fraker, CMA
J. G. Speer
Jeff P. Kamer

John Daer
Julie Nguyen
Junjie Li, CMA, CFM
Karen A. Timian, CMA
Kerstin F. Hancock
Larry P. Wiley
Lawrence A. Eisel, CMA, CPA
Leon S. Kanon
Mary McEnnis
Mary Beth Cobb, CMA, CFM
Mary Lou Letson
Michael P. McGowan
Nancy B. Derrig Zehrbach, CMA, CPA
Nancy H. Bolin, CMA, CFM, CPA

Nanette K. Paukovits
Nick S. Srikanth, CMA, CFM
Paul B. Roberts
Paul T. Moroz, CMA
Robin S. Shah, CMA, CPA
Ronald L. Hall
Ronald W. Senior, CMA, CFM, CPA
Sandra D. Giani-Kipnes, CMA, CPA
Stacey L. Craig, CPA
Tai Thai
Thomas J. Bower
Timothy E. Garey, CMA
Travis J. Magneson, CMA, CFM
W. Jeffrey Stoddard

IMA Member September Anniversaries

1 - 5 Years

Tabbie C. Shelley
Everett S. Smith
Andrew S. Emst
A. Alex Gricius
Renda L. Cherry
Sony Joseph, CPA
Ammon L. Chavez
Amy E. White
David L. Roberts

6 - 10 Years

Chris Demaline, CMA, CPA
Laura L. Mangan, CMA, CPA
Pamela L. Zanzucchi

11 - 15 Years

Frances A. Mitok
Daniel K. Hutto, CMA, CFM
Mavis M. Jones, CMA
Christopher R. Kemper, CMA
Michelle L. Landis, CMA, CPA
Anthony C. Humpage, CMA
Christine E. Kettelkamp, CMA, CPA
B. Elizabeth Campanella, CMA, CFM
Nickolyn Hansen, CMA, CPA
Craig T. Coker, CMA
Sheri L. George, CMA, CPA
Michele D. Trageton

16 - 20 Years

Daniel G. Flaherty, CMA
Matthew J. Crowe, CMA
Margaret A. Stallworthy, CMA, CPA
Matthew R. Webster, CMA
Lori D. Larson, CMA
Paul T. Moroz, CMA
Joyce E. Huang, CMA, CPA
Diana L. Dunkin Vasquez, CMA, CPA
Yakin B. Patel, CMA
Janet S. Pearson, CMA, CPA
J. David Briggs, CMA
Thomas P. Hull, CPA

21 - 30 Years

Ramona G. Fox
Susan E. Bobbe, CMA
Anthony S. Cleberg, CMA, CPA

31 - 40 Years

Darvin G. Hartzell, CPA

AZ Valley of the Sun Chapter
P.O. Box 2771
Scottsdale, AZ 85257-2771

Important Reminders:

- Please bring hygiene items to the September technical meeting for the Finding My Shoes Community Service Project
- Get any bean or cash donations for the St Mary's Food Bank turned in for the IMA chapter by 9/15

www.imavalleyofthesun.org

Vision Statement

The world's leading association for management accounting and finance professionals.



The Association for Accountants and Financial Professionals in Business

Mission Statement

Provide to members personal and professional development opportunities through education, association with business professionals, and certification in management accounting and financial management skills. Ensure that IMA is universally recognized by the financial community as a respected institution influencing the concepts and ethical practices of management accounting and financial management skills.

September 2010

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1	2	3	4
5	6	7	8 Inside Talk Webinar	9	10	11
12	13	14 Board Meeting	15 Hill of Beans Contest End	16	17	18
19	20	21 Technical Session	22 Webinar Fin Exec Panel	23 Webinar Leadership Academy	24	25
26	27	28	29	30		