

The Informer



President's Message

Hello Atlanta IMA Chapter members,

Though fall approaches with cooler weather around the corner, your IMA chapter has many hot topics scheduled for its members.

A special thank you goes out to Doug Stegall for providing us with insight on Cash Flow and Cost Cutting at our Roaming Meeting held in August. I also want to thank Herb Root, Controller for Vanderlande Industries for hosting the breakfast meeting.

Timing could have not been more favorable for the meeting on Thursday, September 23rd at Arnall Golden Gregory located in Atlantic Station. Greg Miller, First Vice President and Chief Economist from Suntrust Bank, provided us with an economic update. Everyone was anxious to hear and learn about the state of the economy. Each year, attendance at this event continues to grow.

Mark your calendars for our first dinner meeting of the 2010-2011 IMA year to be held on **Tuesday, September 28th at Villa Christina**, where "Everything Your Company Needs To Know About Healthcare Reform" will be discussed. With new changes in healthcare legislation, this will be another important subject to discuss.

If your company has interest in sponsoring an IMA dinner meeting, please contact Tim Minster at TimMinster@tugtech.com. It's a great opportunity to network with 700 IMA members and support your local chapter!

Please be sure to register on line for all events at www.imaatlanta.org. Thank you and I look forward to seeing at one of our upcoming events.

Tammy McLain
Chapter President



The Association for
Accountants and
Financial Professionals
in Business

Serving 80 years in Atlanta Advancing the Profession

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September Dinner Meeting

Institute of Management Accountants—Atlanta Chapter

Date & Time: Tuesday, September 28, 2010

5:30pm—8:00pm

**Location: Villa Christina
4000 Summit Blvd
Atlanta, GA 30319
(near Ashford Dunwoody and I-285)**

**Cost: \$40.00 for members
\$45.00 for non-members and guests**

**Topic: “Everything Your Company
Should Know About Healthcare Reform”
Guest Speakers: Lisa Owen & Jackie Green**

Earn 2 hours of CPE credit!!!!!!



Save the Date.....

Mark your Calendars for IMA Atlanta’s Special Meeting Nights:

September 28, 2010 = IMA Dinner Meeting at Villa Christina

November 9, 2010 = IMA Dinner Meeting at Villa Christina

January 18, 2011 = IMA Dinner Meeting at Villa Christina

March 22, 2011 = IMA Dinner Meeting at Villa Christina

May 17, 2011 = IMA Dinner Meeting at Villa Christina

Your company’s name could be here and over 700 professional accountants would be reading about it.

If interested, please contact Tim Minster, Chair of the Past Presidents’ Sponsorship Committee at Tminster@comcast.net or call 678-984-7973

Cornerstone Career Ministry is a Christ-centered ministry that provides support to both [church members](#) and [non-church members](#) in the area of Job Loss, Job Transition and Career Counseling.

**Tuesday October 19th
LOVE LOUD EVENT 2010**

Keynote Speaker: Jim Browning Returns
"Advanced LinkedIn Tools and how to prepare to get the next job."

**20 Companies / 10 Staffing Firms
6 informational break out topics**

Location: First Baptist Church Woodstock "Magnolia Room"

If you plan on attending the OCT 19th event, please register at:

<http://www.fbcwccm.org/contact.htm>

Up Coming Events

Tuesday, November 2nd Ricky Steele
Chief Development Officer Hunter Technical Resources

www.rickysteele.net

11905 Highway 92, Woodstock, GA 30188. P: 678-494-2697.

For additional directions please visit: www.fbcw.org

Visit our new CCM website
www.fbcwccm.org

Cornerstone Career Ministry eNetworking Sites
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Featured Speaker Spotlight September 2010 Dinner Meet-



**Dinner Meeting Topic: Everything Your Company
Should Know About Health Care Reform**
Featuring Guest Speakers
Lisa Owen and Jacqueline A. Green

The Health Care Reform Act (formally known as Patient Protection and Affordable Care Act (PPACA)) was signed by President Obama in late March 2010. It will bring monumental changes to employers and individuals, and the insurance industry as we know it. Join us for an informative session, including a timeline showing immediate and long-term changes.

You will learn how the new law will affect your company and your employees. A panel of experts representing a broad spectrum of affected industries will present the more salient changes, opportunities, and requirements under the new law.

Lisa Owen is the founding partner at Core Benefit Solutions. Her focus as President is to provide innovative ideas and visions, as well as serve as a benefits broker/consultant. Lisa graduated from Florida State University with a B.S. Degree in Risk Management. Lisa started her career with Northwestern Mutual in Tallahassee, Florida. Lisa moved to Atlanta in 1995 and gained valuable experience working under a General Agency umbrella. When one of the producers decided to leave the general agency to start his own firm, Lisa embraced her entrepreneurial spirit and joined his team. Together, they grew the company while retaining local and national clients. Lisa became a partner in 2003 and was promoted to Vice President of Sales & Marketing in 2005. Her business knowledge and industry expertise, paired with her innovative ideas and commitment to client satisfaction, have earned industry credibility.

Lisa and the CORE Team are now utilizing these talents at Core Benefit Solutions to serve their current client portfolio consisting of various industries, including but not exclusive to non-profit agencies, service and technology companies, manufacturing, as well as law firms and physician offices. Licensed in various states for Health, Life & Accident insurance and a member of various business and industry focused organizations, such as the National Association of Health Underwriters (NAHU), Vistage International, Society for Human Resource Management (SHRM), North Buckhead Civic Association, Columbus Chamber of Commerce and member of National Association of Women's Business Owners (NAWBO).

Lisa will achieve a Registered Health Underwriter (RHU) designation in 2010. She has been invited to share her innovative ideas and knowledge of evolving changes in the industry at TAG and SHRM conferences, as well as roundtable sessions with carriers such as Blue Cross & Blue Shield/Greater Georgia Life, Coventry, Kaiser, Aetna and Assurant.

Jacqueline A. Green ("Jacki") As an Associate at Ogletree Deakins, Ms. Green practices exclusively in the area of employee benefits law. She represents clients in the areas of qualified retirement plans, health and welfare plans, nonqualified deferred compensation plans, ERISA, COBRA administration, and compliance with other federal laws relating to employee benefits matters. Ms. Green assists clients in the design and drafting of plans. Before joining Ogletree Deakins, Ms. Green was a Vice President at Chase Manhattan Bank in New York City servicing institutional master trust clients' employee benefits needs.

Join us for our Roaming Meeting

Date:	October 20, 2010
Time:	Breakfast—8:30AM
Topic:	Best Practices for Managing the Competing Needs of Accounting and Finance Presenter is Emmett Moore, CPA Titus Practice Director
Location:	Host is Conner Pinson, Director of Client Services - Titus— US 2849 Paces Ferry Road Suite 590 Atlanta, GA 30339
Cost:	No Cost - Light Refreshments will be provided

Earn 1 hour of CPE credit!!!!

Reservations are required. Make reservations on line at www.imaatlanta.org

This is a **FREE** event.



Featured Speaker Spotlight October 2010 Roaming Meeting



Emmett Moore, CPA, began his career with Ernst & Young and has been a sitting Controller, Director of Internal Audit, VP Finance, Treasurer or CFO at companies ranging in size from early stage to public. His professional specialty is helping private companies navigate periods of rapid change through accurate forecasting, raising capital, M&A, implementing new processes, upgrading accounting and finance teams, and overhauling accounting systems. Emmett came to Atlanta in 2003 and, over the past four years, was Treasurer of DataPath, Inc., a Duluth-based public military contractor. His efforts led to the sale of DataPath in 2009 to Rockwell Collins, and he joined Titus in 2010.

Let's Make A Difference!!

Every year the IMA supports the **Alzheimer Association** by volunteering at the **Memory Walk**. This year the walk will be at Zoo Atlanta on **Saturday, October 2, 2010**. To become a volunteer, please contact Chuck Bernstein at csbwsm@aol.com.

No Cost - Light Refreshments will be provided

We are still short volunteers so please let me know, if you haven't already, if you could please volunteer the morning of the walk at the Zoo. It will be at **Zoo Atlanta Saturday, Oct 2nd** and **volunteers will need to arrive at 5:45 am** and we should be done by noon. All volunteers please come to the volunteer information desk first.

We do need help on **Friday, Oct 1st** to set up. Any volunteers who can help please be there between **10am and 2pm**. For more information, please contact Chuck Bernstein at csbwsm@aol.com.

More than 200,000 Georgians have Alzheimer's disease

**Be a Champion...
WALK to END ALZHEIMER'S
Atlanta Memory Walk**

**Saturday, October 2nd
ZOO ATLANTA
Registration/Check-in: 7:00 a.m.
Opening Ceremonies: 7:45 a.m.
Walk Begins: 8:00 a.m.
Closing Ceremonies: 9:00 a.m.**

Our goal for 2010 is to raise \$395,000 to provide care and support to the Metro Atlanta families of those with Alzheimer's disease. These families need your help: by participating in Memory Walk you can make certain they receive it through our programs and services. Please join us as we take steps to make Alzheimer's disease just a memory.

****You must raise a minimum of \$50 to receive a Zoo Atlanta Ticket****

GET INVOLVED IN MEMORY WALK
www.georgiamemorywalk.org
Rhita Pfleger at 404-728-1181 or Rhita.Pfleger@alz.org

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Here is a selection of our upcoming courses. Please also see our [full course list](#), use our [advanced search](#) facility, or else [contact us](#) to discuss your exact IFRS training requirements.

Website prices shown do not include your IMA member discount. During the checkout process, be sure to use promo code **"IMA10"** to receive the 10% off.

IFRS Basics

Atlanta: 27 Sep 2010
Philadelphia: 18 Oct 2010

Small Sacrifices Lead to Big Benefits

Contributed by: *Melissa Leonard, Gleim Chapter Coordinator*

You want to succeed on the CMA Exam, and you want to do it as quickly as possible. Exam candidates should remember that the exam is challenging, and sometimes you have to make small sacrifices to accomplish your goal. Here are some suggestions you can employ during your CMA Exam preparation to guarantee success.

Forgo your favorite music or talk show during your commute to work and listen to audio lectures instead. This small change will save you hours of other study time and will reinforce information as you learn.

Many people are most productive early in the morning when they are rested. You may not be a morning person so you may have to give up a late night show and get to bed earlier. Experiment with waking up early and studying for an hour or two in the morning. Studies have shown that students cover more material in less time when the mind is clearer and there are fewer disturbances. They are able to internalize information that is more accessible for recall.

During your lunch break, reserve 15 to 30 minutes of quality study time instead of reading your favorite book or going out with your co-workers. Gleim candidates use the Gleim Online course or Test Prep software to practice answering multiple-choice and essay questions. This is a small sacrifice, so if you find yourself wishing you were outside during that hour, take your review book or laptop and study outdoors.

Gleim is committed to helping you accomplish your goal of passing the exam and becoming a CMA. Your Atlanta IMA Chapter has partnered with Gleim to ensure your success on the CMA exam! Working together, we will provide you with the tools necessary to prepare for this difficult exam.

As an Atlanta Chapter member, you receive significant discounts on the Gleim CMA Review materials and Gleim CPE. Contact Melissa Leonard at 800.874.5346 ext. 131 or melissa.leonard@gleim.com to take advantage of the offer or if you have any questions.

Do you have feedback on what you have read or suggestions on future topics? Maybe you are studying for the exam or have recently passed and want to share tactics you used. Email Gleim at imachapters@gleim.com with your comments.

Let's Do Lunch

Join us for our Lunch Meetings held at
 The Law Offices of Arnall Golden Gregory, LLP
 171 17th Street, Suite #2100
 Atlanta, GA 30363
 (404) 873-8500

\$15 members, \$20 Non-members

Time: 11:45am—1:00pm

Lunch Meeting Schedule

<u>DATE</u>	<u>TOPIC</u>	<u>SPEAKER</u>
10/28/2010	Issues Facing the Accounting Profession: AICPA's Perspective	Caroline Richards, Partner—Luther Burton
11/18/2010	Renewable Energy: Tax Credits and Strategies for Business	Lee Peterson, Partner—Resnick Group
1/20/2011	Bank Reform—Recent Development	Bob Dow, AGG—Other Speaker TBD
2/24/2011	A & A Update	Chris Rouse, Partner—Windham Brannon, PC
3/24/2011	Healthcare Reform	Kirkland McGhee, VP & Regional Counsel—Kaiser Permanente GA
4/28/2011	Controller Roundtable	Panelists TBD—Moderator Bob Dow, AGG
5/26/2011	Update on Georgia Legislature	Metro Area Chamber of Commerce

Please join the IMA in thanking **Arnall Golden Gregory, LLP** for their continued support of the IMA. You can learn more by visiting their website at www.agg.com

Are you LinkUP?

IMA members can visit the Library on LinkUp IMA (www.linkupima.com) to search for information resources related to lean accounting. LinkUp IMA is the association's new online social network available exclusively to IMA members.



IMA's Certification for Accountants and Financial Professionals in Business

Earn the Certified Management Accountant (CMA®) Credential and Achieve Your Career Goals.

Elevate your financial leadership skills and engage in more strategic decision-making. IMA's [CMA Exam Prep](#) non-credit college and university classes will prepare you for the CMA exam and will keep you on track for success. You'll participate in live classroom instruction with an experienced CMA facilitator, and use text books and Web-based testing tools for CMA exam preparation. It's everything you need to prepare for your CMA exam.

Contact your preferred school directly for more information or to enroll. For more information on the [CMA Learning System](#) and [colleges and universities](#) in your area, visit www.LearnCMA.com or contact your preferred school directly.

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
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To obtain the chapter discount, chapter members must contact Melissa Leonard directly. There are three ways to place an order:

1. Fax the order form to Gleim
2. Call me directly at (800) 874-5346, ext. 131
3. Send an email to Melissa.leonard@gleim.com



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