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The Derby City Post, Louisville Chapter IMA
 Institute of Management Accountants
 209 Westwood Drive

IMA CHAPTER MEETING NOTICE

When: October 20, 2009
Location: Mastersons
 1830 S. 3rd St.
 Louisville, Kentucky 40208
Registration: 7:30 a.m. – 8:00 a.m.
Breakfast: 8:00 a.m. – 8:45 a.m.

Technical Meeting: 8:00 a.m. – 10:00 p.m. (2 Hour CPE)

Title: Ethics

Speaker: Betty Brown & Julia Karcher

Breakfast Reservations: If you will be eating breakfast, please contact Barbara Burrige at (502) 394-0300 or e-mail her at barbara.burrige@roberthalf.com by October 15th to make your reservation. The costs are \$20 per person and please make your check payable to Louisville Chapter IMA.

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IMA Mission Statement

The IMA Vision is to be the world's leading association for managerial finance professionals.

The IMA Mission is to provide a dynamic forum for managerial finance and accounting professionals to develop and advance their careers through certification, thought leadership, communication, networking, and the advocacy of the highest ethical and professional practices.

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2009 – 2010 IMA Chapter Meeting / Seminar Dates:

Date	Topic	Location	Time
10/20/2009	Ethics	Masterson's	8:00am
11/12/2009	Meeting with PMAL/APICS/ASQ	Masterson's	6:00pm
1/22/2010	Meeting with ISACA	TBD	11:30am
2/16/2010	Student Night	Masterson's	6:00pm
3/9/2010	Meeting with IIA	Bristol	12:00pm
3/13/2010	Technical Seminar	TBD	8:30am
4/22/2010	Mr. Excel Seminar (8 hours CPE)	Masterson's	8:00am
5/18/2010	TBD	Masterson's	6:00pm

November 2009 Monthly Newsletter Deadline is November 1st, 2009

If you have news for the Derby City Post, e-mail Jennifer Kline at

klinej@usa.redcross.org

Or call (502) 245-1340

Contact information:

Please go to the IMA national website www.imanet.org and make sure that your contact information is correct. We use a list generated by National for both mailing and emailing the newsletter.

Advertising & Fees:

If your organization would like to advertise in our monthly newsletters, annual roster and Web-site, please contact Mary Ann Fletcher at mafd@netzero.com or maryann@theima.org.

This annual fee covers all three of the above sources. Fees are shown below.

- ½ page \$405.00
- ¼ page \$225.00
- Business Card \$ 90.00

Community Service Projects:

Public Radio Membership Drive (October 23, 2009). IMA members will help answer the phone during pledge week on October 23, Friday evening 5 PM to 8 PM. To volunteer call Mary Ann Fletcher - 248-0536 or e-mail mafdf@netzero.com. RSVP to arrange parking.

Louis A. Grief Tax Planning Institute

The annual Louis A. Grief Tax Planning Institute will be held on December 16-18, 2009 at the University of Louisville. The Institute provides 24 hours of CPE credits. Online registration begins November 2 at www.business.louisville.edu/taxinstitute. Early registration fee is \$300 before December 1.

FREE CPE:

IMA offers free Webinars to its members. Go to the below IMA website, Professional Development, Live Webinars, Inside Talk Webinar. Follow the directions to register. www.imanet.org

Strothman Seminars:

- **10/29/09** 8 - 10am – Growth Planning (*Strategies For Business And Professional Growth*)
- **12/03/09** 8am to noon – StroCo University (*Our Fourteenth Annual CEO/CFO/Controllers Conference Including Our Annual Tax Update*)

Seminars held at Owl Creek Country Club. Visit www.strothman.com to register or phone (502) 585-1600

IMA's 91st Annual Conference & Exposition:

June 5 – 9, 2010; Baltimore, Maryland
Visit IMA website for more details.
www.imanet.org

**President's Letter
October 2009**

Hi Fellow Louisville IMA Chapter Members!

I hope you will be able to join us at 8:00 a.m. on Tuesday, October 20, 2009 at Masterson's Restaurant for our annual ethics seminar. This should be an interesting and informative session. This seminar presentation also helps CMAs fulfill their requirement for ethics training.

Also, please check this newsletter for upcoming opportunities to volunteer as your chapter gives back to the local community that has been so generous and supportive of us.

Your participation in chapter activities is vital to the success of our chapter. We all learn from each other and can help each other so, the larger the group, the greater the opportunity to learn and network. I hope that you will take advantage of the interesting and informative meeting planned this month to both learn and network.

Thank you for everything you do for our chapter! If you would like to contact me with any questions or concerns, my contact information is listed below. I look forward to seeing you at the October meeting.

Best Regards,

Jennifer Dalton
(502) 550-7200
jfdalton@bellsouth.net

How to Strengthen Your Talent Bench in any Economy

As tough as this economic environment may be, it also presents opportunities for prudent yet forward-looking companies. Layoffs and hiring freezes have put many top-notch people out of work, which means this can be an opportune time to acquire highly skilled performers who would be harder to recruit — or unavailable — in sunnier times.

Still, this doesn't mean the best professionals are easy to find. Despite high unemployment rates across the United States and an expanded pool of available talent, employers interviewed for the Robert Half International and CareerBuilder.com 2009 Employment Dynamics and Growth Expectations (EDGE) Report said that, on average, 44 percent of resumes they receive are from unqualified candidates. If your company would like to pursue this unique opportunity to strengthen its talent bench, consider these cost-effective strategies for locating the best accounting professionals in the job market:

Use in-house connections. Even with tight budgets, it's smart to continue (or start) offering employee referral bonuses. These high-reward, relatively low-cost programs give team members strong incentive to be on the lookout for candidates who'll fit in well at your firm. Ask employees to keep their eyes and ears peeled for talented friends, business associates and former classmates who are now available.

Keep in contact. The grass isn't always greener on the other side. That's why it pays to stay in touch with team members who've left your firm. There are many benefits to rehiring strong performers. "Boomerang employees" have a proven track record and possess invaluable insight into your company. This knowledge minimizes training expenses and ramp-up time, enabling them to make significant contributions quickly.

Connect with a staffing specialist. According to the EDGE Report, it can take up to 14 weeks to fill an open position. Recruiters specializing in the accounting field can shorten that timeline by tapping into their well-cultivated networks. An experienced and reputable staffing firm also can help you by conducting initial interviews, skills evaluations and reference checks.

Finally, go on re-recruiting missions. While you're strengthening your talent bench, don't forget the talent you already have. Your best and brightest are in demand in any economy. Be proactive and sell your stars on their employment with your firm before you lose them to competitors. Ask about their career aspirations and consistently direct them toward opportunities or programs that will help them reach their objectives. Frequently offer gratitude for standout work and present them with a clear vision of their bright future with your organization.

To download the EDGE Report, please visit www.rhi.com/EDGEReport2009. 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 worldwide and offers online job search services at www.accountemps.com.

Career Corner:

The IMA board recognizes that during the current economy some of our members are looking for career opportunities. We want to give members the opportunity to post their name and a brief paragraph of the type of position they are looking for including education and contact information.

Also we will be listing in our newsletter, companies with open positions relating to the accounting or IMA field. These should be positions that have been sent to a board member with the hopes to be filled by an IMA member.

Send information to Jennifer Kline – klinej@usa.redcross.org

Webster University is in need of part-time professors in finance and accounting. Especially those with healthcare experience. Qualifications: Masters Degree in field; Minimum five years work experience; Prior training and/or teaching a plus. Need people with a passion for expanding their knowledge and that of others. Those who want to give back to the community and to change lives forever.

Classes are held Mon – Thur evenings from 6-10 p.m., and Saturday morning from 8-12 at Zorn Ave. There are five terms per year, each of which is 9 weeks long. In addition, there are some course offerings near Ft. Knox.

Interested parties please send a resume via email to dalybr@webster.edu, or mail to:
Brian Daly
Webster University
1031 Zorn Ave. Suite 200
Louisville, KY 40207

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

**Contact Melissa Leonard at:
800.874.5546 Ext. 131
melissa.leonard@gleim.com
gleim.com**