

Qualified Opinion

Volume LVIII

February, 2009

Number 9

At a Glance:

Next Meeting:

Feb. 19, 2009

Carlyle's Grill

3660 Jackson Rd

Ann Arbor, MI

(West of Wagner Rd, at Quality Cinemas)

Pre-Dinner Meeting: 5:45pm, \$12

Speaker: Jason Lindauer

Topic: "Navigating through Market Volatility"

After-Dinner Meeting: 7pm, \$25

(includes both meetings and Dinner)

Speaker: Jen Stone

Topic: "Internet Advertising Trends"

Carlyle's Menu

Steak Salad served with soup

Ahi Tuna Salad served with Soup

Rotisserie Herb Chicken & Carlyle salad

Wild Mushroom Ravioli & Carlyle salad

½ Rack of Ribs & Carlyle Salad

Jumbo Lump Crab Cakes & Carlyle Salad

Whitefish & Carlyle Salad

Steak Wrap served with Soup

Steak Pizza with a Carlyle Salad

*****Dessert may be substituted for soup or salad***

RSVP TODAY! Make your reservation today with Mary Cortese at mfcgram@yahoo.com or call her at (734)-434-6218

Join us February 19th!



Jason Lindauer, Vice President, Global Wealth Management at Merrill Lynch, will present "**Navigating Through Market Volatility.**" With over 23 years of experience, Jason has built his practice working progressively with individuals, families, trusts and businesses to help them define and ultimately achieve their financial goals.

Recognizing that his ultimate responsibility is to help them build a well-informed perspective on which to make their financial decisions with confidence, Jason brings the full resources of Merrill Lynch to each individual's circumstances. Jason joined Merrill Lynch in 1985 after graduating from Adrian College.



Jen Stone will discuss "**Internet Advertising.**" With Google since 2005, Jen has worked in the Product Development and AdWords organizations within Google. Prior to joining Google, Jen was a technical writer in the satellite communications industry. She now manages the East/Midwest Education sales and account services team at Google's Ann Arbor MI office

Jen received her BA from the University of California Santa Barbara in Literature, and received her Master's in English Literature from San Francisco State University.

Ways to Help Yourself and Your Chapter by Participating

Remember, if every member participated in at least one activity each year, we would have 100% participation, it's easier than you think. Every time you participate in a program and report it to your chapter you both win. Try one of these suggestions and be a winner:

- Attend one meeting (when traveling to another area, find out if there is a chapter and meeting scheduled in that area and attend the meeting. Just call IMA and they can give you the information)
- Attend your own chapter meeting at least once a year
- Take a CMA/CFM review course, it does wonders for your career and you can get certification in the process. Education never goes to waste. Report this to your chapter.
- Take one of the Self Study Courses IMA has to offer (catalogs available)
- Attend a chapter or council sponsored program that makes money for the council or chapter.
- Many chapter meetings qualify for 1 (or more) hour(s) of CPE simply by following CPE guidelines (contact IMA for guidelines)
- Write a manuscript for the chapter and have it sent to IMA to be considered for publication (you may get your article published) in Strategic Finance.
- Report IMA sponsored or cosponsored CPE programs to your chapter.

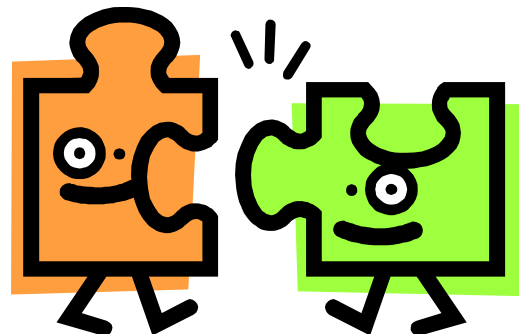
As you can see, there are numerous ways to participate, just ask us!

- Ann Arbor Chapter Board

***Notice* The April dinner meeting will be a special “double CPE” session, from 3:30pm to 9pm, with 4 CPEs.**

What do these words have in common?

**BANANA
DRESSER
GRAMMAR
POTATO
REVIVE
UNEVEN
ASSESS**



WRITE BETTER LETTERS

-- Tania Anderson, www.washingtonpost.com

Experts share the following tips for cover letter writers:

- Research the employer and position you're applying to, linking your background to the specific opportunity.
- Always tell the employer which job you're applying to, how you heard about it and whether anyone within the company recommended that you apply.
- Keep it short -- try not to write more than half of a page.
- Highlight relevant projects and past clients as well as skills.
- Stay formal, businesslike and direct.
- Check spelling and grammar -- and have at least one person read your letter -- before you send.
- If you say you're going to follow up with the recipient, do it.

A Sales Pitch -- And Much More

Why are cover letters so important? Your prose can determine whether a hiring manager will turn the page to view your resume and confirm that your background and skills match his needs; it can also serve as a de facto writing sample and glimpse at your ability to put sentences together without spelling or grammatical mistakes.

Apart from precision, recruiters and employers agree that the secret to effective cover letters is personalization. Successful job seekers, they say, use cover letters to illustrate what they know about the company they're applying to and how their skills fit into the position being offered.

Gone are the days of printing off one letter and changing the recipient's name. Instead, strong letters can help candidates connect with an employer before they ever set foot in the building.

A good cover letter -- all told, it should be no more than half of one page -- should open with an explanation of why the person is writing and what position they're seeking. This is also the time to mention contacts within the company or the person who referred the candidate to the position. One way to open:

"I'm writing in response to your company's ad for a sales manager in the Washington Post on December 2, 2006. I'm also writing at the suggestion of Bob Jones, who recommended that I apply for the position."

The second paragraph should sell the candidate's skills while explaining what the candidate knows about the employer, the position and how their skills fit the employer's needs.

This means discussing both how a worker can help the company, explains Margie Decker, regional career development officer with Strayer University, rather than how a job is good for a job seeker's career.

"The biggest mistake I see is [candidates] don't think about how they relate to the organization," Decker says. "It's about the individual organization and not 'me, me, me.'"

Some successful candidates use bullets to list their skills. Others have highlighted specific projects or experiences they've had that relate to the company's position.

Hiring experts say it's appropriate to end a cover letter with a message along the lines of "I look forward to hearing you" or, alternatively, a mention of a candidate's intent to follow up with the employer in a few days. "That shows a more aggressive interest in the opportunity than laying back and waiting for a phone call," says Rob Parker, a managing director at recruiting and staffing firm Spherion.

2009 Ann Arbor Chapter #119 Student Scholarship Award

The Ann Arbor Chapter of the Institute of Management Accountants (IMA) sponsors student scholarships to promote management accounting to local accounting students. Two students will be selected to each receive a \$500 scholarship award and a one-year student IMA membership at the March 19 Chapter dinner meeting..

Eligibility Requirements:

- Full-time Accounting Major
- At least Junior Status

There is an Application Package to complete and mail by March 7 to Hyun-Jin Choi, Chapter VP of Professional Education. For questions about the Scholarship Award, email her at choih@ewashtenaw.org

FIRST CLASS
DATED EDUCATIONAL MATERIAL



Change of Address Instructions

Please update your address, phone, and email at the IMA national web site www.imanet.org.
ALSO email Jim Casper at jcasper@provide.net so that our Chapter has your updates.
If you have questions, call our local chapter board member Mary Cortese at 734-434-6218.