



**IMA™**

# The Informer

October, 2001

Volume VI

## Leading in the Digital World Subject of IMA/FEI Webcast

In a joint effort of the Institute of Management Accountants and the Financial Executive Institute, the Polk County Chapter of IMA will host a live Webcast event at its regular meeting on October 18. The meeting will be held in the Rogers Auditorium on the Florida Southern Campus.

Keynote speaker for the event will be Mr. Warrne Bennis. Mr. Bennis has been called a “national treasure on leadership.” For nearly a half-century he has written on, lectured to, and consulted with Fortune 500 companies, and advised four U. S. Presidents on the topic of leadership. *Financial Times* calls his best-selling book *Leaders—Strategies for Taking Charge* one of the top 50 business books of all time.



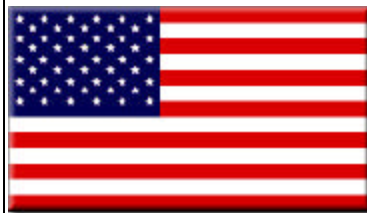
The Webcast is slated to begin at 7:30, preceded by a social hour and dinner. This is an excellent opportunity to introduce your colleagues to the IMA. All members are encouraged to attend the meeting and to bring a guest. CPE credit will be available for participation in the Webcast event.

Be sure and mark October 18 on your calendars and make plans to attend this unique and interesting presentation.

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So *The Informer* will be more timely, the deadline for articles is now the 6th of each month.



## *This and That*

### WEB Stops

[www.anybirthday.com](http://www.anybirthday.com) is supposed to contain the birthdates of 135 million American adults. I only found a few of the names I put in, but you might check it out.

[www.taxtalktoday.tv](http://www.taxtalktoday.tv) has a monthly live webcast on a variety of tax topics. Programs are archived and can be viewed online for CPE credit.

### Datebook

Oct 18 Technical Meeting FSC  
Rogers Auditorium

Oct 20 Shampoo Day

Oct 22 Used Car Day

Oct 28 Daylight Savings Time  
Ends

Nov 2 Men Make Dinner Day

Nov 4 Peanut Butter Lovers'  
Day

Nov 6 Board Meeting CBA Of-  
fices

Nov 10 Headache Day

Nov 13 World Kindness Day

Nov 15 30th Anniversary Dinner

# Developing Success

For accounting managers, ensuring your staff is current with the latest technologies, accounting regulations and software applications is critical. Even in today's business climate where reports of layoffs are more frequent, it can be difficult to locate skilled workers.

As a result, businesses are placing an increased emphasis on training. According to a Robert Half International (RHI) survey, 94 percent of chief financial officers (CFOs) said it's valuable for companies to invest in ongoing professional development programs for their employees.

By instituting formal training, you enable your employees to learn and grow professionally, helping them bring innovative business solutions and strong leadership to your firm. These programs also challenge your team and keep them motivated, resulting in greater job satisfaction.

The first step in establishing a professional development program is to create a workplace that is conducive to continuous learning. Your commitment to this type of environment should be reflected in your company's mission statement and core values, and it must come from senior management.

Next, you need to determine the kind of program you'd like to offer. According to the same RHI survey, the most popular types of training among CFOs include seminars, online learning, classroom-style training, tuition reimbursement and mentor relationships. However, there are as many types of programs as there are businesses. As a manager, you must be mindful that the program you institute helps achieve the goals of your company and meets the needs of your employees.

Regardless of the measures you use to help your staff enhance their skills, investing in professional training and development programs can help both your company and employees thrive.

For more information and resources on professional development, please visit <http://www.imanet.org/content/Education/Overview/Education.htm> or <http://www.roberthalf.com/MyTraining>.

*Submitted by Accountemps, a division of Robert Half International*

## Local Business Partnership Program

The Local Business Partnership Program is designed to introduce the IMA and your chapter to the local businesses in your area. The program was piloted by selected IMA chapters, previewed at a training session during the February National Board meeting in Orlando and rolled out nationwide. Local Business Partnership Kits were sent to the president of each chapter, along with copies of the files available to download at [www.imanet.org](http://www.imanet.org). For additional kits, you can contact the Regional Executive for your area.

IMA has long been devoted to the idea that excellence in accounting, finance and information management is the key to personal and business success. The Local Business Partnership Program is another method by which businesses in Polk County can incorporate those winning ideas and the latest techniques to ensure success in the years to come. Our chapter, with the help of our Regional Executive, can bring this innovative partnership to Polk County and advance knowledge, increase expertise and ensure that our chapter membership will continue to grow.



# Polk IMA 30th Anniversary

## Dinner

*Charter Members and Presidents  
Will Be Honored*

*Lakeland Yacht & Country Club*

*November 15, 2001  
5:15 PM*

*Dr. Robert Tate, VP Development  
Florida Southern College  
Speaking on Business Etiquette*

*Make your Reservation by sending your \$30 check to*

*Polk County IMA  
900 Howard Terrace NW  
Winter Haven, FL 33881*

## **Choose The Modern Way to get *The Informer***

*The Informer* e-mail option is available to all members. If you received *The Informer* by e-mail last year, you do not need to take any action at this time.

If you have not chosen to receive *The Informer* by e-mail, you are encouraged to email [jstancil@flsouthern.edu](mailto:jstancil@flsouthern.edu), with your name and indicating your desire to receive *The Informer* by e-mail. You will be doing your chapter a service, as we save on paper, printing, and postage. You will be doing yourself a favor, as you will be among the first to receive *The Informer* each month. Do it now. Send an email to John Stancil at [jstancil@flsouthern.edu](mailto:jstancil@flsouthern.edu).

**CMA, CFM**  
**Not just a good idea**  
**It's your future**

# The Informer

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## More Tax Changes on the Way?

Don't spend too much time trying to remember the changes brought about by the Economic Growth and Tax Relief Reconciliation Act of 2001. There are several bills before Congress to make further changes in our tax code.

One proposed bill would be designed to protect the equity in your personal residence by allowing up to \$10,000 of non mortgage interest to be treated as an itemized deduction.

The "Travel America" bill would give taxpayers a credit of up to \$500 each for personal travel expenses incurred in travel across the nation. The "I Love New York" Bill would do essentially the same thing, but limited to travel to New York City.

Another bill has been introduced that would abolish the Sixteenth Amendment to the US Constitution. This amendment, of course is the one that established the federal income tax. Supporters of this bill claim that Americans pay \$300 Billion a year just to comply with the income tax laws.

And, lest you forget, the new tax bill is not here forever. It has a sunset provision. Unless Congress acts otherwise, the entire bill expires after December 31, 2010, sending us back to where we were in 2000.