

## The CPAs in Industry Section is now on LinkedIn

The CPAs in Industry Section is the second of the 10 GSCPA Sections to form a group on the online networking community, LinkedIn. The LinkedIn group will be used as a forum to have discussions relevant to CPAs in Industry and to promote the activities of the section. The group is new as of this month and is ready to receive new members.

[Click here](#) to create a profile and join our group!

If you already have a LinkedIn profile, [click here](#) to request to join the group.

## ERM: Opportunities for Improvement

*Mark S. Beasley, CPA, Ph.D, Bruce C. Branson, Ph.D and Bonnie V. Hancock, M.S.*

As the result of fallout from the ongoing economic crisis, failures associated with existing risk management processes are already generating calls for reform and increased regulatory scrutiny. [Read More...](#)

## Twelve Keys to Greater Self-Awareness

There is no evidence to suggest that any species of animals other than humans come pre-packaged with a set of mechanisms for self-awareness. The degree to which we develop and use that capacity, in a constructive way, will largely determine our success in life. [Read More...](#)

## CFO 101: Five Prerequisites

*Matthew G. Lamoreaux*

To climb the ladder in most finance organizations, CPAs hone their skills in making accounting judgments, closing the books, accurately preparing financial statements and other reports and filing them on time. But current CFOs agree that to reach the top—the CFO position—another skill set is required. Unfortunately, these additional skills may not be written into the CFO job description. [Read More...](#)

## Advise and Shine

*Kate O'Sullivan*

It is certainly much easier to be a motivational leader when the news is good and there are plenty of perks to dole out. When your latest pep talk includes a mention of free baseball tickets or, better yet, bonuses, you can be sure the troops will love you. But when the company is under intense pressure and there is little to announce other than wage freezes and plant closings, even the most fearless leader can be tempted to hunker down and keep his office door closed. [Read More...](#)

## How to Give a Lousy Presentation - Fifteen Ways to Make a Bad Impression

*Carmine Gallo*

Giving truly great presentations requires skill, work, and practice. Giving catastrophic presentations is far easier. So if you want to take the easy way out and look like a

rank amateur, here are 15 surefire tips to guarantee that you leave a really, really bad impression. [Read More...](#)

## Getting (and Giving) the Message

*Marie Leone*

Internal communication issues are rarely top priorities for CFOs — that is, until they create potential liabilities. Witness e-mail messages and the policies (or lack thereof) surrounding them. Often, an e-mail flub is nothing more than embarrassing. At worst, though, the message could be entered as evidence in a lawsuit, as has happened to Enron, Boeing, J.P. Morgan, and Countrywide Financial. [Read More...](#)

## Upcoming CPE Courses

### [Loscalzo's Current Practice Issues and Solutions In Audits of Employee Benefit Plans](#)

Course No. 09023

Date: Friday, September 18, 2009

### [AICPA's Annual Update for Controllers](#)

Course No. 09026

Date: Monday, September 21, 2009

### [Advanced Controller and CFO Skills](#)

Course No. 09040

Date: Friday, September 25, 2009

### [Internal Control Essentials for Financial Managers, Accountants and Auditors](#)

Course No. 09044

Date: Monday, September 28, 2009

## Upcoming Conference



### **2009 Fall Decision Makers Conference**

Gwinnett Center, Duluth

October 23, 2009

#### **Featured Speaker:**

*Jeff Mangrum, SST Communications, Inc., Chicago, Ill.*

Chicago playwright, Jeff Mangrum, has had five full-length plays produced. He founded SST Communication in May of 1987. His idea was to develop highly informative training programs and deliver them in an entertaining format. The result was an exciting blend of information integrated with comedic and dramatic scenes designed to amplify the subject matter. SST has a proven track record of educating the mind while opening the hearts of audiences.

Mr. Mangrum will be presenting **"The Hero's Journey: Legendary Leadership and Decision Making."**

[Click here](#) to view the complete schedule.