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By Stephen Barlas, Christopher Dowsett, James Tucker, Kathy Williams



Sandy Richtermeyer Named IMA Chair-Elect

Sandra B. (Sandy) Richtermeyer, CMA, CPA, Ph.D., has been named IMA Chair-Elect, which means she will become IMA Chair in 2010-11. John M. Brausch, CMA, CFM, CPA, is IMA Chair for 2009-10. The IMA Board of Directors announced Sandy's nomination on January 10, 2009, and members had 30 days after that to nominate other candidates. At the end of the 30-day period a unanimous ballot was cast, so Sandy will become the new Chair-Elect July 1, 2009. As Chair-Elect, she will be a member of the Governance Committee and will chair IMA's Planning and Development Committee.

At present, Sandy is chair of the Department of Accountancy and associate professor of accountancy at Xavier University in Cincinnati, Ohio. Before joining Xavier's faculty, she taught at other colleges, including the University of Wyoming and the University of Colorado at Denver, and also taught while completing her doctoral studies at the University of Colorado at Boulder.

Although she is currently in academia, Sandy began her career in management accounting as a staff accountant for a John Deere dealership in Wyoming. Then, over the next several years, she worked as a Certified Public Accountant (CPA) in the Denver metropolitan area, focusing on management advisory services and specializing in accounting systems design, customization, and implementation. She also has several years of experience



in corporate taxation and financial statement preparation for a variety of clients in many different industry sectors. She was actively involved in planning and development for her clients and gained significant experience designing systems that support all functional areas of an enterprise as well as enable best practices in management accounting.

Sandy joined IMA in 1994 while pursuing her doctoral degree at the University of Colorado. Her primary reason for joining was to earn the Certified Management Accountant (CMA®) credential, and she has been promoting it ever since she became a CMA. She had already earned her CPA and wanted to demonstrate expertise in management accounting. An active IMA member, she has served in several national, council, and chapter leadership positions. She currently serves on the IMA Board of Directors and has been chair of the External and Member Relations Committee (2007-08), chair of the IMA Foundation for Applied Research (FAR) in 2004 to 2006, Professor-in-Residence (2004-2007), chair of the National Committee on Students (2002 to 2004), and president of IMA's Denver-Centennial Chapter in 2000-01. At present, she's a member of the Cincinnati North Chapter.

An active author and researcher, Sandy has been published in a variety of magazines and journals, such as *Strategic Finance*, *Management Accounting Quarterly*, *Journal of Information Systems*, *Human Relations*, *Journal of Business Research*, *International Journal of Accounting Information Systems*, and *Journal of Cost Management*. In 2006-07, she received the Lybrand Silver Medal for her article "Organization Ethics: Measuring Performance on This Critical Dimension" that was published in the Spring 2006 issue of *Management Accounting Quarterly*. She has

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also received several academic awards and honors related to teaching, research, and service.

Sandy works with a variety of other professional organizations in addition to IMA and is a frequent speaker on financial leadership, technology integration, and performance measurement. She also has served on the boards of many nonprofit organizations and has a special interest in voluntary health and welfare organizations. She is currently on the board for the Educational Foundation for Women Accountants and is active with the United Way and similar grant-making agencies, serving on advi-



Target a Variety of Students

There has been some recent discussion and articles on the problems of getting undergrad Accounting majors to consider management accounting careers and what to do about it. I believe that these students have had their eye on one thing since their sophomore year—that is obtaining a CPA. It would be very difficult to change that mind-set. My suggestion is to consider targeting different groups of students for management accounting careers and the CMA designation; Accounting majors would be part of that. Why not target Finance and Economics majors along with MBA students as the main focus of your efforts to increase IMA membership and CMAs? These students would most likely be interested in a certification program but may not be aware of where to look. The CFA is one designation for them, but many aren't even aware of the others like ours. I fell into this group, and only by accident did I find out about the IMA and CMA.

There is a whole, large group of potential management accountants out there to be tapped. Maybe you should change your focus to this segment.

—James M. Tucker, CMA

We welcome all opinions on articles and departments published in *Strategic Finance*. E-mail correspondence to Kathy Williams at kwilliams@imanet.org.

sory boards or audit committees. She is currently on the Microsoft Academic Alliance Advisory Board and she was recognized for curricular integration of technology as the first educator recipient of the Microsoft Business Solutions Pinnacle award. She also is in the 2008-09 class of Leadership Cincinnati USA, a flagship leadership development program for established leaders.

Sandy received her Ph.D., MBA, and M.S. degrees from the University of Colorado and her B.S. degree in management information systems/accounting from the University of Wyoming.

Notice of Annual Meeting

To members of the Institute of Management Accountants: Notice is hereby given to all members of IMA that the Annual Meeting of the Institute will be held Sunday, June 7, 2009, at the Sheraton Denver Downtown Hotel in Denver, Colo., to review the report of the Nominating Committee and to transact such other business as may properly come before the meeting.

GOVERNMENT



House Likely to Press Attack on FASB, SEC

By Stephen Barlas, Editor

Look for the House to take another step toward influencing the independent accounting standards-setting process when its Financial Services Committee holds a second hearing on fair value accounting. At a first hearing on March 12 in the subcommittee on capital markets, insurance, and government sponsored enterprises, Chairman Rep. Paul Kanjorski (D.-Pa.) gave the Financial Accounting Standards Board (FASB) and the Securities & Exchange Commission (SEC) three weeks to make changes to their fair value rules and standards that would be acceptable to the financial services community.

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