

# Hampton Roads Financial Executives Forum

# The Advisor

## Greetings

Welcome to this issue of The Advisor. Dr. Doug Ziegenfuss will be discussing **“Professional Ethics”** in our last meeting before summer. We will be having our next meeting in September. You will receive a flyer and newsletter in time to plan for the fall meetings. This year has been successful so far and we hope to carry it into the fall.

All HRFEF meetings are held at the Holiday Inn Executive Center on Greenwich Road and each meeting will qualify for one hour of CPE credits unless otherwise noted.

In order to assist you in planning a preliminary schedule is included. Please remember that you may bring members of your staff to the meeting or send someone in your place if you are unable to attend. Also, we currently have over 430 financial executives on our list but feel free to forward this to any of your contemporaries at other companies if you think they would like to be included. We look forward to seeing you at our upcoming meetings.

**Ed Greene, CEO**  
*Don Richard Associates*



## UPCOMING EVENTS

**June 26, 2008**

**Speaker:** Dr. Ziegenfuss, Accounting Chair, ODU

**Topic:** Professional Ethics

**Time:** 11:15 am - 2:00 pm (2 CPE credits)

Breakfast meetings are \$20 and lunch meetings are \$25 to be paid at the door. No shows will be billed. Please RSVP to Jackie Cowan, Don Richard Associates 757.518.8600 or [cowanj@donrichard.com](mailto:cowanj@donrichard.com)

## Make A Social Network Work For You

by Don Willmott, [www.jobsinthemoney.com](http://www.jobsinthemoney.com)

You may not find your next job by hanging around on Facebook or LinkedIn, but you sure can raise your professional profile.

If your friends haven't urged you to join Facebook in the past few months, don't worry. Someone will bring it up soon. People have been joining in droves, and someone is sure to ask you to come on board as well. But is it worth your time? Can Facebook, or any large social network for that matter, have any meaningful impact on your career?

They certainly can if you end up working for one. Social networks and online communities are growing so quickly that it makes sense to consider perfecting your Web 2.0 development skills and looking at them as a career opportunity. However, if you'd rather stay in your chosen field and simply use these sites to facilitate your own career networking, there are smart strategies you can use.

*Continued on next page....*

*Continued from previous page....*

## **LinkedIn**

There are fewer people on LinkedIn than other social networks, but they're the right people. This well-crafted site is designed solely to help you make professional connections. It's so serious that until recently you couldn't even post a photo of yourself. Submit your resume and skills, state your intentions (looking to hire, looking to be hired, looking for freelance work, etc), import your address book to find colleagues who are already there-and start making connections.

Does it work? Some say it does. Janet Ryan, chief of advertising at TeeBeeDee.com, another social networking site, says she landed her job when the company's founder searched LinkedIn for a specialist to set up revenue operations just before the product launched. "By checking our mutual connections she was able to do a full reference check before we ever met, and I did the same on my end as well," Ryan recalls. "When we met in person it was like talking with an old friend, and we started working together immediately."

LinkedIn's search tools help find people like you, people who might need you, people you might need, and people who share your skills. The site also has a useful Q&A feature that lets you make your presence known by asking contacts specific career-related questions (and answering them, too). All this is free, and it's worth an hour of your time to get familiar with its look and feel.

## **Facebook**

The current social networking darling, Facebook's popularity exploded in 2006 when it opened membership to everyone, not just the college students who gave it its start. Last May, the site unlocked its application environment for outside developers, who responded by creating more than 5,000 applications to make it more fun and useful. Now millions of people are joining each month.

Once you have a few dozen friends lined up, you'll find Facebook is an engaging, if not terribly useful, place to visit.

*Continued on next page....*

## **Pressing for Excellence** by Jim Ball from *Professionalism is for Everyone*

Professionals press for excellence. They strive to be the best they can be. They push to do the best work they can do.

Professionals lead the quest for excellence. They raise the bar on performance and quality. They set the pace and standards that others follow. They strive for results with the highest quality attainable consistent with the financial and time limitations involved.

Professionals complete their own work in all respects, and check it to ensure its accuracy and quality. They follow through on open items and turn in a completed product that is top quality in every way.

Professionals do not tolerate mediocrity, ever, even the smallest bit. They pay attention to details. They avoid all substandard work and performance. They take action to improve things that are not up to par.

### **Do:**

- Press for excellence in all aspects of your life.
- Raise the bar and set the pace.
- Uphold the standards.
- Check your work and complete it in all respects.
- Pay attention to the details.

### **Don't:**

- Tolerate mediocrity.
- Accept less of yourself than your standards require.
- Turn in work that is incomplete or inferior.

*Continued from previous page....*

The running feed on your main page tells you what everyone you know is up to, and you can report on your own activities-telling everyone, for example, that you're finishing an assignment, or looking for a new job, or learning a new skill. That could prove helpful if you're trying to make your career intentions known.

Facebook will get a lot more interesting for professionals if, as rumors suggest, it eventually lets users separate personal and professional relationships. Filtering out all the fun chatter and using the power of the platform to assist your career development could make Facebook an important professional tool. For now, cave in to the peer pressure and establish a Facebook identity.

## Friendster

Been there, done that, walked away. Hot in 2003, the first big social network failed to evolve fast enough and was left in the dust of newer competitors. You won't make professional connections here, but you may find a date.

## MySpace

Your kids-if you have kids-are probably enjoying it, and its success is undeniable, but MySpace isn't a grown-up environment. There are all sorts of tools for creative self-expression, but they mainly appeal to the 16-year-olds. The time you spend here may be fun, but it won't benefit your career.

## Roll Your Own Social Network

If you're technically inclined, another way to use social networking is to create your own mini-network and populate it with people with whom you've enjoyed success in the past. Ning, a build-your-own social network service co-founded by Netscape founder Marc Andreessen, gives you the tools to set up your own little LinkedIn or Facebook. Just follow the template and consider creating a club for former employees of the company you used to work at. People usually enjoy reconnecting with old acquaintances, and you can update each other on where you are and what you're doing. As friends invite other friends, you may discover you've reconnected with dozens of potentially valuable contacts you thought were lost forever.

Don Richard Associates has recently launched a new website to better assist our clients and candidates in their search. You can find the Hampton Roads Financial Executives Forum newsletters on the website in the Resource Center, along with other informative articles. We also have listed other associations that we are involved with as an organization.



# Current Opportunities

## Accounting & Finance

**Senior Accountant** - Large Norfolk company seeks an experienced accounting professional to perform complex account reconciliations including corporate accounts, cash and inter-company, perform analytical review on General Ledger accounts, record journal entries to the General Ledger and resolve inconsistencies. Must have BA/BS and MBA/CPA preferred. Must also have 5-8 years accounting experience. Experience with PeopleSoft financials is highly desirable. Strong understanding of general accounting concepts and procedures required.

**Senior Accounting Manager** - Sophisticated CPA firm located in Virginia Beach is looking for a Senior Manager to serve as an engagement manager on client accounts, taking responsibility for pre-engagement planning, execution, final deliverable, and billing and collecting. Other duties include preparing and reviewing tax returns, consulting with clients on compliance and financial planning issues, performing and reviewing technical research, analysis and written memorandum and supervising and developing staff accountants. Must have CPA, minimum of 5 years public accounting (tax) experience.

**Bookkeeper** - Large warehouse & trucking company is looking for a bookkeeper. Responsibilities include A/P, A/R, general ledger postings, bank reconciliations, month-end closings, and financial statement preparation. Must have Microsoft Office Suite knowledge and Great Plains experience is highly preferred.

**Full-Charge Bookkeeper** - Local mechanical sub-contractor is seeking an experienced full-charge bookkeeper/office manager with construction industry experience. Must be well-versed in job costing, certified payroll, billing, account receivables, account payables and bank reconciliations. Responsibilities include journal entries, working with vendors and customers, process new hire paperwork and verifying I-9s, supporting project managers and assisting with bids and contract packages. Must have excellent written and oral communication skills and manage changing priorities.

**Accounting/IT Project Manager** - Great opportunity for Degreed Accountants with Project Management and process improvement experience with financials and systems. Responsibilities include defining management strategies, improve processes, measure and monitor compliance, improve documentation procedures and A1231 remediation. Candidate must have 3-7 years experience with audit, accounting, project management, public accounting and PMP certification highly desired. Oracle experience and knowledge is preferred. Must have at least a BA/BS in Finance, Accounting or related field. Excellent benefits package!

**Senior Cost Analyst** - Large government contractor seeks an accountant with a 4 year degree and 10 years experience to provide project analysis and indirect pool analysis for end users. Responsible for performing monthly review of projects against budgets/cost proposals, preparing projections of revenue and expenses, reviewing manning requirements against contract requirements and reviewing and reconciling billing for contract line items. Deltek/Costpoint experience strongly preferred. Government contract experience including CASB requirements preferred. **EXCELLENT BENEFIT PACKAGE!**

If you or someone you know are interested in any of these positions please contact Liza Parker at 757-518-8600 . Please visit [www.donrichard.com](http://www.donrichard.com) for additional career opportunities.

# Current Opportunities

## Business Support & Administration

**Public Relations Director** - Southside Hampton Roads regional Advertising & Public Relations firm seeks Director of P.R. & Promotions to join their award winning team and be a part of their explosive growth and continued success. Previous Ad agency experience needed as an Owner/Director is desired. They are looking for a candidate that knows P.R. at the street level to interact with journalists, new media contacts and local, regional and national clients. Previous radio, advertising, television, media, journalism and national company experience will be considered. For more information contact Jennifer Tomlin.

**Export Compliance Officer** - Reputable organization seeks a Compliance Officer to work in their legal department. Will identify, plan and deliver export compliance training to all personnel. Maintain compliance manual current, draft documents, licenses, permits and agreements to meet company business needs and submit to various government agencies. Will receive and respond to problems promptly, attend export seminars and conferences to remain current in new compliance developments. For more information contact Joyce Diaz.

**Export Compliance Specialist** - Under general supervision, provide export/import support to departments and ensure smooth communication between customers, suppliers and other divisions. Manages license and agreement files as well as other USG agency files along with databases. Drafts and revises correspondence, permit applications and maintains strict compliance with regs and laws of export control. College degree preferred coupled with knowledge of governing regs, ITAR, EAR and DFAIT. Must have working knowledge of US Customs laws and procedures. For more information contact Joyce Diaz.

**Corporate Legal Assistant** - Extremely reputable Southside firm seeks Corporate Legal Assistant to support a managing partner with mostly corporate work and bit of tax and commercial work. Must be a self-starter, possess top-notch skills and be a strong communicator. Candidate must have minimum of 5 years legal experience and have great organizational skills. Editing and proofing skills are of vital importance. Firm offers full benefit package after temp to hire period. Normal working hours: 9 - 5 pm. Paid parking provided. For more information contact Joyce Diaz.

**Administrative Assistant** - Company on Peninsula in need of administrative professional to lend support to upper management in an education environment. Will answer and screen calls, provide information, schedule meetings, make travel arrangements, and serve as liaison to contacts at member educational facilities. Strong interpersonal organizational and computer skills required. Must have excellent knowledge of both Excel and Word. Contact Sam Morton at 757-873-0447 for more information.

**Office Clerk** - Construction company in Williamsburg is currently seeks a part-time office clerk to assist a division manager. Qualified applicant will have excellent customer service skills and a working knowledge of the Microsoft Word and Excel. Position will be approximately 10 hours per week. Prior construction experience preferred but not required. Contact Sam Morton at 757-873-0447 for more information.

If you or someone you know are interested in any of these positions please contact the appropriate Recruiter for more information. Please visit [www.donrichard.com](http://www.donrichard.com) for additional career opportunities.