



IMA and ASWA proudly invite you to a joint meeting and Panel Discussion:

Business Strategies For a Down Economy: Recommendations from Female Executives in a moderated Forum

March 19th, 2009 - Registration 6:30, with dinner and panel discussion to follow

The Domain Hotel 1085 East El Camino Real, Sunnyvale, CA 94087

“Business And Personal Strategies During Challenging Times”- An in-depth discussion and recommendations from three female executives in a moderated forum
We all see the catastrophic economic meltdown and expect a long winter ahead.
Many of us have lost jobs and hopes for career growth. What should we do?

From a business strategy perspective-

- Understand the need of new laws and technologies that must be staffed, developed, and managed across the next two years.
- Importance and key factors of cloud technology, environmental audit, green accounting, data center and virtualization, thin client technologies that will be required because they actually satisfy requirements to lower GHG emissions, organizational hiring and firing evaluation for assurance of fair practice in compensation and staffing.
- Define and discuss the need for effective financial management in down cycles.
- The art of effective balance sheet management and the important role it plays in obtaining financing in tight credit markets
- Learn the key elements of conservative working capital management and the tools required to measure liquidity and solvency
- The points of view through which stakeholders, investors, and creditors view different types of businesses during economic downturns and what can be done to shore up confidence

By attending this session
you will learn:

From a personal strategy perspective-

- Understand who we are today. Log your activities for a whole week and classify your activities into short- term and long-term.
- Log your time again one week per month, map your actual activities to your goal, measure the results and make it part of your routine.
- Define yourself, start the transformation process today, and you will become the new person you are wishing to be in the near future.

“This session provides three (3) Continuing Professional Education Hours” For more information, please register at

http://www.siliconvalleyima.org/joint_meeting_registration.html



The Institute of Management Accountants (IMA)
& American Society of Women Accountants (ASWA)



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Susan Finch

is a founding director of The Winters Group, a finance and economic consulting firm which provides outsourced CFO, Controllershship and Management Accounting services to established and start up businesses. Additionally she is a founding member of Forensic Financial Associates, LLC, a firm which provides business valuations, litigation consultation, and mergers and acquisitions.

With over 25 years of experience in corporate finance and management, and over ten years of experience as a financial and economic consultant, Susan is also a Certified Forensic Financial Analyst as awarded by the National Association of Certified Valuation Analysts, and testifies as an expert witness on matters pertaining to economic loss analysis as it pertains to breach of contract and tort cases. Susan earned a Bachelor's Degree in Economics and a Master of Science Degree in Applied Economics and Finance from the University of California, Santa Cruz. She also earned an MBA in Finance and Accounting from Regis University and is a member of the Board of Councilors for the Social Sciences Division of the University of California, Santa Cruz



Elizabeth Xu

is the Senior Vice President of Product Development and World Wide Support for Vitria Technology. She currently is responsible for Vitria's Product Development, Product Management, World Wide Customer Support, Education and IT Operation. Elizabeth started her career as a Software Engineer at IBM. She was promoted to project manager and then manager within two years of service. She launched the IBM Asian American Network with three IBM Asian Executive sponsors. IBM provided her with solid management skills and leadership training. Elizabeth joined Vitria in 2000 as an Engineering Manager. She has been promoted to Sr. Manager, Director, Senior Director, VP of Engineering and Sr. VP of Product Development in the last 8 years, her responsibilities expanded from Engineering to Professional Services, Customer Support, Education, Product Management and IT. Since she became the VP of Engineering, Elizabeth has been devoted to developing and growing leaders at Vitria through a weekly leadership training program. In the last few years, Elizabeth has expanded her efforts in elevating leadership skills in the Asian community by teaching in-depth leadership classes as well as making presentations to different Asian community organizations and alumni groups. Her well-received presentation "Ten Steps to a Successful Career" provides building blocks for individuals who pursue meaningful careers. Elizabeth holds a Ph.D in Atmospheric Science and an M.S..in Computer Sciences from the University of Nevada, Reno. She has earned an M.S. in Atmospheric Science and B.S. in Space Physics from Peking University

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Amidst endless chatter of gloom and doom, it is critical for business owners and financial managers to stay the course. Companies must continue to look for more than a survival strategy, to include real plans to achieve growth. It is a time to revise our business plans and redefine processes. This same strategy applies to all working professionals who run their careers as a business. They should re-evaluate, re-plan and redefine current daily tasks to be more competitive. We must position ourselves not only to win when the market turns around, but to even turn the market ourselves. What we do today defines what we become tomorrow. Transformation carries through each day with the simple decision to do things differently and strategically.



Robin Basham Directs the Enterprise Technology Governance Risk and Compliance, and Green Initiatives practice at [SOAProjects](#), implementing a 4 Point GRC and assuring alignment with Federal, National and International regulatory requirements. With expertise in ERP applications, data center control analysis, regulatory requirements, IT best practice, Sarbanes-Oxley Section 302 and 404 attestation, Security, and Business Continuity, Robin supplies policy, tools and strategy to mitigate risk associated with business interruption. Robin maintains active involvement in the advancement of audit methodology by way of technical committee and advisory role with OMG, OASIS, ITGI, ITSMF and acts as a liaison for ISACA, working to address Control Objectives for Sustainable Business. Prior to joining SOAProjects, Robin founded Phoenix Business & Systems Process, where she established strategy, tools, program, and process architecture, producing audit evidence for more than a dozen fortune five hundred companies. Robin's teams prior and since joining SOAProjects have earned 100% audit success, with attestation to non-qualified controls by four of the "big four." Robin's facility in providing open source compliance models allow clients to collaboratively develop long term SOX 404 solutions, while monitoring corrective action plans with remediation across all significant gaps before audit deadlines.



Moderating the Panel:

Sudha Chadalavada has over 15 years of experience in auditing and finance and currently employed at Nanometrics as SEC Reporting Manager and the chapter president of IMA Silicon Valley. During her tenure as the chapter president of Silicon Valley Chapter of ISACA, Sudha has conducted three major bay area conferences. The Joint conference with IIA San Jose chapter founded by Sudha Chadalavada is conducted during the fall for four years which gathers close to 200 attendees. Sudha has revived the ISACA Silicon Valley chapter's Spring Conference and also is the founder of Silicon Valley Chapter's winter conference that completed its two year's anniversary this January. Sudha's one of the long standing vision is to conduct a joint conference with multiple bay area associations to congregate professionals from various backgrounds and careers to interchange ideas, views and knowledge.

Contact: Sudha@pacbell.net or call at (408) 410-6148.

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