

**MEMBER SPOTLIGHT****Deborah S. Adkins**

Debbie previously served as a CFO, but made a career change in 2002, when she started working as a forensic accountant. Here's some of her 2006 in review:

- Began writing and hosting a monthly audio news digest, *Financial Accounting & Management Report (FAMR)*, for accounting and finance professionals. Published by Bisk, FAMR covers key domestic and international topics including lively discussions and in-depth interviews with internationally known experts who share timely analyses, problem-solving tips and key strategies to successfully navigate today's fast-paced business environment.
- Dinner with Dr. Art Laffer (President Reagan's economic advisor) in Ft. Lauderdale. Dr. Laffer continues to send advance copies of his articles and white papers. He's just agreed to do an interview by her for an upcoming issue of FAMR.
- Lunch with Colin Powell in San Francisco.
- Published first work, **Advanced Forensic Accounting**, an 8-hour CPE course for CPA's. It consists of 6 hours of written text and a 2-hour video.
- Presented 18 8-hour Internal Controls and 6 Sarbanes-Oxley seminars throughout the U.S.

Looking ahead to 2007, Debbie is included in INSIGHT Magazine's March/April feature article, "Fraud Fighters." Teaming up with colleague Gene Ferraro, she's writing a textbook on forensic accounting. DeVry University asked her to develop an Accounting Information Systems course. And, working with 4 co-authors from Texas A & M University, Debbie will help revise their 4<sup>th</sup> edition accounting information systems textbook. She's also been asked to write the accompanying study guide.

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FEI's Central Florida Chapter is proudly sponsored by these fine organizations:

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**PUBLICITY & COMMUNICATIONS COMMITTEE**

Stuart Jones, Chair  
Carlo Porreca, Co-Chair

**Newsletters**

This is the fourth of our eight newsletters this year that are being e-mailed before each dinner meeting to all members, prospective members and sponsors.

We also plan to submit press releases and announcements to the media, with news of our members and sponsors.

One of our objectives this year is to increase the visibility of FEI's members and sponsors and increase the value proposition for membership or sponsorship in FEI. We plan to highlight the accomplishments of our members and their companies (see column 1) and we encourage you to send us any relevant news.

**Our next newsletter will be published before our February dinner meeting and we hope at least one of our sponsors will provide an article for that issue.**

Please e-mail your submissions to:  
[sjones@ProfMgtCo.com](mailto:sjones@ProfMgtCo.com)

If you have any questions, call either (407) 688-7362, ext. 101 (office) or (407) 474-2304 (cell).

**FEI Brochures**

Available For Distribution

- 2006/2007 Chapter Key Information Brochure
- FEI Central Florida Chapter "Did You Know"
- Frequently Asked Questions About the Chapter
- Membership Benefits of FEI's Central Florida Chapter
- Company Representation of Chapter Members
- Chapter Newsletters

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# CHAPTER NEWSLETTER

Central Florida Chapter – *FEI's Best-In-Class Chapter* – Two Years Running

January 2007 – Issue 4

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**CHAPTER LEADERS****OFFICERS / DIRECTORS**

Dr. Stuart Michelson, *President*  
Deborah S. Adkins, *Vice President*  
Jim Bria, *Treasurer*

**DIRECTORS**

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**CHAPTER ADMINISTRATOR**

For additional information about FEI, please contact our Chapter Administrator, **Genia Gordon** at 407-277-8383 or [genia@feicentralflorida.org](mailto:genia@feicentralflorida.org).

## President's Letter

January 8, 2007

To our Members, Sponsors and Friends,

Happy New Years and welcome to January with Financial Executives International. I hope you had a wonderful and healthy 2006 as we look forward to making 2007 even better.

Our Chapter and membership meetings are continuing our exciting programs for the 2007 year. Our committee chairs have been active planning excellent programs, meetings and member services. You'll learn more about our ongoing plans in this Newsletter.

Mike Eggett has organized several excellent Career Services programs and has more scheduled in the near future. If you would like more information on Career Services, feel free to contact Mike at [eggettm@bellsouth.net](mailto:eggettm@bellsouth.net).

Debbie Adkins has a great program planned for January. Joseph Quinlan, chief economist with Bank of America, will be presenting the **Economic Outlook 2007**. This program has always been one of my favorites of the year. Debbie has some wonderful programs planned for the next few months, as well. We're looking forward to our **CEO Night** in February, **Financial Executive of the Year** in March, and, of course, our **Academic Night, Future Financial Leaders**, in April. This meeting will be especially exceptional with **Lee Corso** (ESPN College Football Analyst) as our featured speaker.

But, as with all professional organizations, success is dependent on the active involvement of the Members and Sponsors and we encourage your participation. If you have any suggestions, please feel free to contact me.

Enjoy the evening with Bank of America as our sponsor and many thanks for your continued support of our Chapter!

With best regards,

**Dr. Stuart Michelson**  
*President*  
Central Florida Chapter of FEI

**Treasurer's Report**

**Jim Bria, Treasurer**

The Treasury kicks off the 2007 with our highest cash balance ever.

We are working to improve some of our processes in serving members, some of which you will see over the next few months. A new member friendly credit card "swipe" device will be available for our upcoming meetings. In turn, effective in February, all meeting costs will need to be paid at the door by cash, check, or credit card without exception. The chapter will no longer be able to send invoices for unpaid balances. We ask all members to ensure arrangements are made for payment of each meeting prior to their arrival on meeting night.

We thank all of our new sponsors and members for their continued financial support.

Baker & Hostetler, LLP  
Beemer, Pricher, Kuehnhackl & Hiedbrink, P.A.  
Brown & Brown  
Clark Consulting  
CoAdvantage Resources  
Colonial Bank  
Deloitte

**CAREER SERVICES COMMITTEE**Mike Eggett, *Chair***Career Conference**

Thursday, January 18, from 12:00 p.m. to 1:30 p.m., the Orlando FEI Career Services Committee will sponsor an interactive call-in seminar with Diane Albergo, National FEI Director of Career Services. She will be speaking on "Career Management for Senior Financial Executives and Improving Your Job Search Skills".

Diane will cover FEI National's Career Services resources and share her observations gained from working on career management over the years with a number of senior financial executives. The discussion will focus not only on executive job search skills, but career management strategies to pursue while you are employed. The call format will include a Q&A period. Diane has prepared an outline of services available and resources for the discussion.

The call in number is 719-955-0562; the pass code will be 741873.

Please contact Genia Gordon, FEI Central Florida Chapter Administrator, at genia@fei-centralflorida.org or call 407-277-8383 to obtain a copy and register for this important discussion.

Any questions, please contact Mike Eggett, Orlando FEI Career Services, at eggettm@bellsouth.net, or call 407-760-5905.

**Networking**

We will be starting a regular monthly networking meeting for all in transition and interested members. The meetings will be held the second Saturday of each month at 9:00 a.m.

Our first meeting will be held at Professional Management Company, LLC at 109 West Commercial Street in Sanford (thanks to Stuart Jones for contributing our meeting place). If you are unable to make it in person, please feel free to participate by phone. The call in number is 563-843-5600 and the access code is 611772#.

Please bring a resume, be prepared to give a 90 second elevator speech, go over targeted companies and industries, so that we can get to know you and your needs. Bring leads, contacts, questions, frustrations, search strategies, etc., if you have them.

We will discuss the format, location and needs for future meetings.

**FINANCIAL EXECUTIVE OF THE YEAR**

To our Members and Sponsors,

The Central Florida Chapter of Financial Executives International is soliciting nominations for the "**Financial Executive of the Year Award.**" Nominations are open to all current members of FEI who have demonstrated outstanding performance as a financial executive in service to their company, their community and their profession. We will announce this year's recipient at the March 1, 2007 meeting.

The individual nominated should have exhibited qualities such as:

- Significant leadership qualities.
- Assumption of broad new responsibilities.
- Made major contributions to his/her company such as helping the company go public (or private), significant expansion or growth, major profit improvements, significant system implementations, reinvigorated a troubled operation, etc.
- Actively involved in demonstrating growth as a financial or accounting professional through professional certifications, continuing education or publication of education materials, and participation in professional organizations.
- Demonstrated commitment to our local community through leadership or participation in civic or charity endeavors or personal activism.

**If you would like to be considered or to nominate another member**, please complete the brief application form specifying all qualifications. More in depth follow up will be made by the selection committee. If you have any questions, please call me at 407-342-7743 or my email at wanda.evans@tatumllc.com.

Please submit your nominations by Friday, February 1st. Please send them directly to Genia Gordon at genia@fei-centralflorida.org. If you need an additional copy of the member directory, please contact Genia.

There is no honor more significant than recognition of your peers. Think seriously about fellow FEI members that have made a significant contribution to our profession and that have been an active contributor of the growth of our FEI chapter that should be recognized for their accomplishments.

Thank you in advance for your help.

**ACADEMIC COMMITTEE**Mark Bennie, *Co-Chair*  
Stuart Michelson, *Co-Chair***2007 Program Update**

Academic night is scheduled for April 5<sup>th</sup>, 2007. The evening is sponsored by Gray Robinson and this year's exciting program features Lee Corso, the former football coach and an ESPN College Sportscaster.

The summer internship program kick-off letter has been distributed to chapter members and sponsors. Last year seven FEI firms were involved and we placed 14 student interns.

Contact Mark or Stuart if you would like to be involved.

mark.bennie@siemens.com  
smichels@stetson.edu

**MEMBERSHIP COMMITTEE**Eric Morris, *Chair***NEW MEMBERS**

Welcome to the following new members who have joined the chapter since the November newsletter:

- **Douglas Weinberg**  
CFO, Children's Home Society of Florida, Inc.
- **Peter O'Hanlon**
- **David Duda**  
CFO, A. Duda & Sons, Inc.

The chapter has now added 23 new or transferred members since the beginning of our fiscal year in July.

**PROSPECTIVE MEMBERS**

Anyone interested in membership in FEI should contact **Eric Morris**, Chair of the Membership Committee (see his contact information in the middle column), or any other committee member or board member for information and an application.

**BOARD OF DIRECTORS****OFFICERS & DIRECTORS**

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386-822-7376 (smichels@stetson.edu)

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407-644-8500 (debbie@dsadkins.com)

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407-551-1119 (jbria@trane.com)

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407-256-0274 (fbarone@cfl.rr.com)

**Mark A. Bennie**, Controller  
Siemens Power Generation, Inc.  
407-736-3140  
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**Renato C. Carrasco**  
407-330-0318 or 407-489-9486 (cell)  
(rccarrasco@cfl.rr.com)

**Mike Eggett**  
Hospital Corporation of America  
407-760-5905  
(eggettm@bellsouth.net)

**Wanda Evans**, Partner  
Tatum LLC  
407-342-7743  
(wanda.evans@tatumllc.com)

**Ann Y. Graham**  
Resources Global Professionals  
386-956-2123 (agraham1@cfl.rr.com)

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Professional Management Co., LLC  
407-688-7362 (sjones@ProfMgtCo.com)

**Jose A. Martinez**  
407-617-0825 (jams9304@yahoo.com)

**D. Eric Morris**, CFO & Treasurer  
Wayne Automatic Fire Sprinklers, Inc.  
407-877-5519 (emorris@waynefire.com)

**Bryan R. Roub**  
321-795-6483 (bryan@roub.net)

**PROGRAM COMMITTEE**Debbie Adkins, *Chair***SCHEDULE OF EVENTS****2007:**

**January 11:**  
**Chapter Dinner Meeting**  
**Economic Outlook – 2007**  
Sponsored by: **Bank of America**

**February 1:**  
**Chapter Dinner Meeting**  
**CEO Night**  
**Speaker: Craig Miller,**  
**Chairman, President and CEO**  
**Ruth's Chris Steakhouses, Inc.**  
Sponsored by: **Robert Half**

**March 1:**  
**Chapter Dinner Meeting**  
**Financial Executive of the Year**  
Sponsored by: **KPMG**

**April 5:**  
**Chapter Dinner Meeting**  
**Academic Night**  
**Speaker: Lee Corso,**  
**ESPN College Football Analyst**  
Sponsored by: **Gray Robinson**

**May 3:**  
**Chapter Dinner Meeting**  
Sponsored by: **Trammell Crow**

**Menu Selections:**

**January 11**  
Chop Salad  
Stuffed French Cut Chicken Breast  
Sticky Toffee Banana Pudding

**February 2007**  
Bosc Pear and Cambozola Salad  
Veal Saltimbocca  
Crème Brulee

**CONGRATULATIONS!**

To **John Webb**, who recently joined **Stromberg Consulting, Inc.** as a business advisor.

Stromberg Consulting is focused on providing CPAs to support small-to-medium sized businesses with financial consulting services.