IMC April 2013 Newsletter

Heading: Letter from the Editor

Dear IMC-ers,

(Where in LA is This? image) (keep box below image) (insert photo)

Congratulations to Taylor Ganz, last month’s “What LA Landmark is This?” contest winner! Taylor correctly guessed Angels Flight Railway. See more about Taylor in the Member News section.

Some interesting Angels Flight Railway factoids:
- It has been recorded as “The Shortest Railway in the World” at just 298’ long
- The railway opened in 1901 after Col. James Ward Eddy convinced City Hall to grant him a 30-year franchise
- When it first opened, the 1 minute ride cost 1 cent. Today, you can still ride it for just 25 cents.

Two great articles by IMC members this month: Be sure to read Jim Ayers’ article on Certification, called “About the CMC Certification from the Institute of Management Consultants.” And learn more about IMC’s Mentor Program with information from the program’s chair, Laura Fisher.

Elections for IMC SoCal Board Members will take place this month – please keep a look out for the ballot and vote!! The slate is in Chapter News.

IMC SoCal continues to offer the educational component of its overall mission via the LAX, SFV and OC breakfast meetings as well as quarterly evening meetings and presentations. To find out more, please visit new local IMC website (http://www.imcsocal.org) which allows members and those interested in IMC to more easily find IMC SoCal online, view upcoming events and keep abreast of important IMC news!

Get Seen! Email me any news about your practice – upcoming events, noteworthy accomplishments, etc. to share with other readers.

Interested in becoming an IMC member? To find out more about IMC, click on the IMC National Website. Click here for IMC membership application.

Important: Join the IMC Southern California LinkedIn Group and participate in the discussions – or start one of your own!

– Martha Spelman
Newsletter Editor

Contact: Phone (310) 670.5300 or email at martha@marthaspelman.com

Deadline for the next newsletter: April 30, 2013 – send your news today!!

* entrants can win only once in a six-month period

Heading: IMC SoCal Member News

In this issue:
Congratulations! **Taylor Ganz** – winner of this month’s “Where in LA?” contest. Taylor is a "Hands-on" management consulting specializing in strategic and operational retail consulting and turnaround / restructuring / workout engagements. Also provides Interim CEO/COO management services, receivership services and support, operational and financial due diligence for lenders / investors, and serves as financial intermediary between lenders and borrower-clients. Industry focus includes retail, manufacturing, distribution, consumer finance and service businesses. Taylor can be reached at: taylor@jtgadvisors.net and on web: www.jtgadvisors.net

- **Branding & Marketing Consultant, Martha Spelman,** has acquired the position of Account Director with Taproot Foundation. She will be heading a new web design for the East West Players theatre group, the nation’s premier Asian American theatre. Martha has also recently published her first ebook, “The Cure for Blogophobia: How to Easily Create, Publish and Promote Your Business Blog.” Martha can be reached at: martha@marthaspelman.com or directly at 310.266.6992.

- **Jeff Gotro** CMC, taught a Professional Development Course on “Polymers in Electronics” at the International Microelectronics and Packaging Society (IMAPS) on March 11, 2013 in Scottsdale, AZ. Jeff also presented a talk titled “Polymers Hard at Work in Your Smartphone” at the International Microelectronics and Packaging Society (IMAPS) on March 26, 2013 in San Diego, CA. Jeff is the President at InnoCentrix, LLC. Follow his blog at PolymerInnovationBlog.com, or he can be reached at 949.635.6916.

- **Jennifer Beever** was selected to teach Ethics in Marketing and Advertising at the UCLA Extension this winter as part of the UCLA Extension’s Marketing Certificate. UCLA has now asked her to teach Strategic Marketing, the capstone course for the certificate, this summer. Jennifer is an Inbound Marketing Certified Professional, a past president of IMC’s SoCal Chapter, and a national board member and past president, L.A. Chapter, of the Association for Strategic Planning. She received her MBA from Pepperdine University’s Graziadio School of Business and Management and consults with a variety of businesses and organizations today. Jennifer sends out a big “Thank you!” to members Margaret Chock CMC, Daniel Feiman CMC, and Chris Christensen CMC, all of who acted as references for UCLA Extension on her behalf.

- **Daniel Feiman** The New York Journal of Books just published Daniel’s review of Blindspot: Hidden Biases of Good People; Mahzarin R. Banaji Anthony G. Greenwald. You can read it or subscribe at http://goo.gl/H39Bp. Daniel will be speaking on “OnShoring, InSourcing, Nearshoring, RightSourcing, ReShoring? The Changing Landscape of Manufacturing in the U.S.” at the 98TH Annual International Supply Management Conference April 29th in Dallas, TX. The conference is open to ISM members. More information can be found at http://goo.gl/ycE1M. Daniel is the Founder & Managing Director of Build It Backwards, Turning Roadblocks into Roadmaps℠ & can be reached at 310.540.6717 or DanielFeiman@BuildItBackwards.com or www.BuildItBackwards.com
Jerry Savin will be teaching Accounting and Enterprise Business Systems at UCLA this quarter. It is an introduction to modern accounting systems, their features, functions, and behaviors. It is one of the few courses that allow students to get “hands on” experience with a variety of accounting systems. Jerry is the President of Cambridge Technology Group (CTCG), a management consulting company that specializes in information technology and business information systems. He can be reached at: jsavin@ctcg.com.

Separate box
Got news? Please email Editor Martha Spelman (martha@marthaspelman.com) with any:
   - Chapter News of general interest
   - “Lessons Learned” or Social Media Resource info or blog
   - IMC Newsletter comments or suggestions

IMPORTANT:

Example of format to submit Announcements, Member or Event News:
Bob Smith will be presenting a seminar entitled “How to Make a Ton of Money” on Saturday, April 1, 2010 at 12:00 p.m. at Redemption Hall, 1234 ABC Street in Somewhere, CA. The seminar will be open to IMC Members and their guests. The cost will be $50. for members and $55. for non-members. Bob Smith is the President and CEO of Tons of Money, Inc., with clients in the financial, educational and reality TV show industries. Bob can be reached at: bob@tonsofmoney.com, 310.123.1234.
SFV Breakfast, Friday, April 19, 2013

Location:
Greenberg & Bass
16000 Ventura Blvd.,
Suite 1000,
Encino, CA, 91436

Cost: $15 for IMC members. $20 for non-members.
Please make check payable to IMC

About the San Fernando Valley Breakfast Meetings

The San Fernando Valley Breakfasts occur on the 3rd Friday of each month from 7:30 - 9:00 a.m

“Leverage LinkedIn for Marketing Success”

With Jeff Gotro [insert photo]

You set up your LinkedIn profile—now what? Join consultant Jeff Gotro as he shares his secrets of success on LinkedIn – how you can take your presence on this business social media platform to the next level and get added results. Jeff will share what he does to update LinkedIn on a day-to-day basis as well as advanced features that most users don’t even know exist.

Email your reservations to Jerry Savin - jsavin@ctcg.com (so we know how much coffee and rolls to bring).

Header: Consultants Networking Event - Tuesday, May 14, at McCormick & Schmick's, 4:30 – 6:30 p.m.

McCormick & Schmick’s

Address: 2101 Rosecrans Ave., El Segundo, CA, 90245, United States [insert photo]

Network with L.A.’s top consultants at McCormick & Schmick’s in El Segundo, Tuesday, May 14, from 4:30 to 6:30 PM. Come network with IMC consultants and enjoy McCormick & Schmick’s famous happy hour (no host), featuring cocktails, cheesburgers, ahi tacos, calamari, wings, pork sliders, mussels and more. The event costs only what you order for drinks and food, but please RSVP to Martha Spelman (martha@marshaspelman.com) so we get an attendance count.
SFV Breakfast, Friday, May 17, 2013

Location:
Greenberg & Bass
16000 Ventura Blvd.,
Suite 1000,
Encino, CA, 91436

RSVP by Wednesday, February 13 to reserve your place, to jsavin@ctcg.com
Cost: $15 for IMC members. $20 for non-members.
Please make check payable to IMC

About the San Fernando Valley
Breakfast Meetings

The San Fernando Valley Breakfasts occur on the 3rd
Friday of each month
from 7:30 - 9:00 a.m.

Hiring Consultants from a Consultant-Turned-Corporate Perspective
With Joe Herold

Email your reservations to Jerry Savin - jsavin@ctcg.com (so we know how much coffee and rolls to bring).

Heading: “IMC Certification”
About the CMC Certification from the Institute of Management Consultants
by Jim Ayers CMC (insert photo)

This article is aimed at the consultant weighing the option of pursuing CMC Certification. It’s intended to provide an overview; additional ample detail is at the IMC USA website (http://www.imcusa.org).

History

The Institute of Management Consultants (IMC) was founded in 1968. My first boss, Ted Barry of Theodore Barry & Associates in Los Angeles, participated in the founding. And our mid-sized firm encouraged its consultants to get certified.

The founders’ intent was to provide an organization for the individual consultant. At the time ACME (Association of Consulting Management Engineers) founded in 1929 catered to larger firms, but an organization for individuals was missing. The founding directors included big firm notables like Marvin Bower of McKinsey and Dick Paget of Cresap, McCormick, and Paget.

The stated purpose of IMC was “…to establish management consulting as a self-regulating profession meriting the same public confidence and respect as medicine, accounting and law.” The certification would assure the public that its members possess the ethical standards, professional competence and independence to practice as management consultants. Today, all members must agree to abide by the IMC Code of Ethics whether they are certified or not.
My early certification process in 1978 consisted of an interview with a Big 8 Price Waterhouse partner. Later, a standard set of questions (13 plus optional questions) were administered by panels of three CMCs.

Last year, the International Standards Organization (ISO) certified the IMC USA process under their ISO/IEC 17024 certification program for individuals. In fact the final step occurred in Los Angeles with the examiner from Austria observing two of our chapter’s panel examinations. (Both passed.)

Today, IMC USA, in addition to certifying local members, provides certification to nascent chapters in countries like Portugal and Kazakhstan where certified consultants are in scarce supply.

**Benefits of CMC Certification**

No one argues that the CMC has the credibility and visibility of the CPA, MD, or passing the bar exam. However, each candidate must state why the he or she wants to pursue the CMC. Differentiation is the principal objective. Far and away the most common response is a statement like “to set myself apart from all the other consultants.”

Also, most CMCs are individual practice or small company consultants – not consultants in major firms. The CMC is part of the image many consultants seek to project. They note their certification on their websites, in their proposals, and in their email signatures. One prominent chapter member states her profession as “Certified Management Consultant” on her tax return.

Over time, particularly as an independent consultant, the majority of my work has come from other consultants – about 80%. I believe that this can be attributed to collegial relationships with other consultants established through IMC. This business model enables temporary partnerships of diverse skills to meet a client need. I believe being a CMC has enhanced my chances of being asked to join teams like these; I know it helps when I go looking for consultants to add to my own teams. I also believe such teams are competitive with large consulting firms with high overhead who rely on junior consultants that are bright but less experienced. FYI, I was a partner in firms like those and understand the model well.

The prospective CMC should target not only clients who are unaware of the CMC but also other consultants who could become your partners. Few of us know with any certainty where our next opportunity will come from. So we have to push all the levers within our control – a form of “faith-based marketing.” Surely, there is little downside (other than the effort it takes and the modest cost) to affirming your adherence to the consulting Body of Knowledge and Code of Ethics. You are also establishing your commitment to the business and declaring you are not just “passing through” the profession in a period of unemployment.

**Process/Cost**

The follow are the minimum requirements for pursuing the CMC.

**Experience:** At least three of the last three years as a full-time consultant and five years of business experience.

**Education:** A degree from a four-year college with some exceptions.

**References:** Five satisfactory client evaluations from clients.

**Engagements:** Written summaries of engagements, which will be employed during the oral examination.

**Ethics:** A written examination and oral examination on the IMC Code of Ethics.

**Competence:** A qualifying written examination followed by an oral examination with a panel of three CMC® examiners. The purpose is to demonstrate professional competence, that the candidate is current...
in his or her area of specialization, and that the candidate has an understanding of the management consulting process.

More experienced consultants or managers may be eligible for a process with reduced requirements. The panels are administered face-to-face in locales like Southern California where there are many CMCs in the area. A remote candidate will have a teleconference session.

The fee structure encourages IMC membership. Members pay $350 when submitting the application; non-members pay $550. Other costs include an annual CMC charge of $395 for members and $550 for non-members.

For those who want to go ahead, the first step is to submit a CMC® Multi-stream Application found on the IMC USA website with supporting documentation to IMC USA. The form requires answering 15 questions and must include three written engagement summaries and contact information for five or six clients who will be invited to complete on-line client evaluations.

Jim is the Principal at CGR Management Consultants, LLC providing services in supply chain management, improving business process design, and healthcare management strategy. To find out more about CMC certification, please contact Jim at: jayers@cgrmc.com

**Heading: Chapter News**

Mentor Program for SoCal IMC 2013/2104

From: Laura Fisher, Mentor Chair

Hi All!

Just wanted to share some highlights with everyone about the mentor program for our chapter of the IMC for the upcoming year

- The mentor program is designed to introduce new members to both the benefits of the IMC (educational and ethical training and CMC certification), as well as provide support through mentor relationships in specific areas in the consulting field.

- The mentor/mentee relationship will be designated by the mentor chair and the board, the goal is to provide each mentee a few choices in mentors so that the best fit can be met.

- Communications during the relationship can be via email, phone, in person and Skype, and also we are looking into utilizing LinkedIn to promote awareness.

- A questionnaire may be used to determine the needs of new members, and new members will be informed of the program when welcomed to the IMC by Pete Crosby.

- The length of the mentor/mentee relationship will be 6 months unless one year is desired; assessments will be taken at the beginning, midpoint and end of the program to determine effectiveness and areas to improve.

- Demographics will be taken into consideration.
The ultimate goal of this program is to promote awareness of the educational benefits offered by the IMC as well as to provide a tool to certify new members.

Thank you!

Please contact Laura Fisher with any questions at lfisher280@gmail.com

Laura Fisher, Mentor Chair

Laura Fisher is the

**Attention IMC Members – Upcoming Board of Directors election.** Newly-elected board members (and those continuing) will be voted on this month. Please watch your mail for the ballot and be sure to vote!

**Here is the slate:**

President - Jerry Savin  
Immediate Past President - Nick Juarez  
Vice President – Vacant  
Treasurer – Don Gilman  
Secretary - Bette Hiramatsu  
Program Chair - Jerry Savin  
Certification Chair - Jim Ayers  
Membership Chair - Leon Owens  
Membership Advisor - Peter Crosby  
LAX Breakfast Chair - Jennifer Beever (until June 30, 2013)  
SFV Breakfast Chair - Jerry Savin  
SFV Breakfast Committee - Martha Spelman, Chase Morrison, Leon Owens  
Database Chair - Margaret Chock  
Mentoring Chair - Laura Fisher  
Board Member-at-Large - Sharon Hyder
Wanted: IMC Volunteers

IMC SoCal relies on the volunteer efforts of its members including meeting and event planning, SIG operations, Roundtable groups as well as many other positions. If you would like to get involved, please contact IMC SoCal Chapter President, Nick Juarez at: njuarez@juarezassociates.com.

Next Newsletter Deadline: April 30, 2013

All materials must be pre-formatted and edited for inclusion (include your name, relevant titles, short bio and contact info). See example below and send to:

IMPORTANT:

Example of format to submit Announcements, Member or Event News:

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