



Delaware  
Chapter

March 2011



Greetings IMA DE Chapter Members, Colleagues, and Friends,

At February's dinner we honored Past IMA Presidents and were quite happy to welcome those who have contributed their time and energy to the Delaware Chapter of the IMA, as well as to the accounting profession. Thanks to all who attended and gave these men and women a well deserved "thank you."

We had 30 people in attendance at the meeting and they were all treated to a fine dinner, some good networking, and the chance to hear another excellent guest speaker. We were honored to have Mr. Nick Sakiewicz, CEO & Operating Partner of Keystone Sports and Entertainment LLC, the ownership group of the Philadelphia Union, our local professional soccer team. What a great story to hear - from business of funding and building a new stadium in Chester, PA, to the hiring of coaches and players, to effectively running an organization and even becoming a source of employment for many people living in the area surrounding the stadium. What an accomplishment and what a "partnership." Speaking of partnerships, Mr. Sakiewicz's stories of "building" to meet customer (i.e. fans) demands, in particular the Union's core fan base - the "Sons of Ben" - was wonderful to hear. How often do we all hear about the benefits of marketing by listening to what the customer wants? It seems like Nick and the Union paid special attention to this concept, for sure!

Speaking of marketing, I am pleased to announce that this month's speaker will be **Ms. Lisa Tierney**, who is the owner of TIERNEY Coaching & Consulting, based in Dresher, PA. Lisa is a powerful and engaging and thought provoking speaker who will bring lots of energy to the group. She is passionate about "Inspiration That Motivates Change." Her firm's primary focus is to provide multi-partner professional services firms (accounting firms; law firms; etc) across the country with customized marketing plans that are supported by an on-going coaching relationship. Our next event is a dinner meeting at the Hilton on **Tuesday, March 22, 2011**.

Lisa's presentation for that evening is titled "Effective Marketing & Communication Strategies" and she will explore proven methodologies of successful marketing strategies and define necessary components of a compelling message. Also, she plans to discuss some of the more popular social media forums, offering some thought-provocative ways to use social media to attract your ideal client or target audience to you. You can read more about Lisa at <http://www.cpamarketingconsultant.com/lisatierney1.html>.

I should also note that March 22 is "Student Recognition Night" for the Chapter and we will host student award recipients from various local colleges, as well as their sponsoring professors. These students are clearly a tribute to these schools, which may include Goldey-Beacom College, Delaware State University, Widener University, Wilmington University, and the University of Delaware, and we are excited to host them all.

We look forward to seeing you all on the evening of March 22. Included in the e-mail with this letter is the event flyer. Menu and RSVP details are provided. Thanks to all for their support and interest.

Keith Fleury, Co-President  
IMA Delaware Chapter 0125  
P. O. Box 7273  
Newark, DE 19714  
Website: [www.imadelaware.org](http://www.imadelaware.org)