



Monthly Reporter

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QUICKLINKS

DETROIT CHAPTER
HOMEPAGE
www.detroitiaa.org

IIA WEBSITE
www.theiaa.org

FUNDAMENTALS OF MEDIA AUDITING

BY: THOMAS BRIDGE

Every advertiser should be able to answer these MMI3 questions™ with regards to their media investment:

1. Did I get what I paid for? (Media Delivery)
2. Did I pay a reasonable price? (Media Cost Efficiency)
3. Were my buys managed according to my specifications? (Responsibility)

These questions seem very straightforward. Organizations investing money in advertising have the right to have them answered – and to have objective and accurate answers. However, many advertisers struggle to obtain answers to them. Why are such simple questions so tough for organizations to answer? Often times, advertisers and agencies have gaps in one or more of three key areas:

1. Performance criteria
2. Measurement methodology
3. Timely and accurate reporting

The fundamentals of media auditing involve all three of the areas listed above and extend through-out the entire media supply chain.

Clear Performance Criteria, Understood by All

To assess media performance, it is crucial to establish the benchmarks by which media performance will be evaluated. When establishing expectations, include the following:

- Define the media performance metrics in a way that can be measured and quantified
- Base the metrics on advertiser’s specific guidelines
- Shape the metrics using industry best practices
- Communicate the metrics clearly and consistently to all relevant advertiser, agency and media property representatives
- Set up rewards for meeting or exceeding the metrics
- Establish consequences for not meeting metrics
- Agree on timetables and detailed protocol for reporting, providing restitution, and confirming receipt of restitution

Straightforward, Airtight Measurement Methodology

Once the performance criteria are established and communicated, it is necessary to agree on how the performance will be measured. The measurement methodology must be indisputable and trusted by both the advertiser and the agency. Advertisers should:

- Identify a trusted resource for performance data
 - Agree upon which benchmarks will be used for each media type
 - Identify allowable exclusions (by either party) from the evaluation
 - Ensure that the agency and advertiser have a full disclosure relationship
 - Require agency and media vendors to manage data responsibly – transactions should be transparent and system based without manual intervention
 - Agree on how to validate and value restitutions for audience delivery shortfalls versus added value or bonus weight

Timely, Accurate Performance Reporting

The key to answering the MMI 3 questions™ is accurate performance data, generated according to agreed measurements, and reported upon in a timely and objective manner. Simple enough?

Continued on Page 3



Thomas E. Bridge, Chief Executive Officer
Media Management, Inc. (MMI)

PRESIDENTIAL

RESSES



Dear Colleagues,

There are only two more months to go before our year comes to an end. My, how time flies when you are having fun...and time is sure to fly, because the next two months will be filled with some exciting moments.

First we have our April meeting, which is Student Night. This meeting is one of my favorites as it allows me a chance to speak with some very enthusiastic and energetic future audit professionals. I enjoy the dialogue, the questions, the laughter and smiles that are exchanged with the next generation of auditors. I encourage all of you to network with the students to share your perspective of the profession and work experience. The time you spend with these individuals is valuable and always appreciated by them.

We will also be awarding five scholarships, four funded by the Detroit Chapter IIA Scholarship Endowment Fund and one funded by the Okopny Family IIA Scholarship Fund. This year, the Scholarship Committee received more applications for scholarships than ever before. Additionally, the award winners presented some of the best essays that the Scholarship Committee has received to date. We can't wait to recognize these students at the meeting. If that weren't enough excitement, we will also be recognizing new CIA's.

Our chapter meeting will begin with a presentation from Yvonne Lovins, Risk Assurance Director at Pricewaterhouse Coopers on external quality assessments, including the IIA requirements, the areas under review during an external assessment and how an internal audit function can prepare for this assessment. After dinner we will have a facilitated panel discussion. Our panelists include Jay Taylor, General Audit Director of General Motors and Greg Grocholski, Corporate Auditor of Dow Chemical Company.

While April is filled with some great events, May is action packed! Our first event will be the joint social event with our colleagues at ISACA. Join us for a night of networking, dining, dancing and cruising on the Detroit Diamond Jack. You and any number of guests you wish to bring are invited to join us on Friday, May 20. You can get more details on the event and register by clicking [here](#).

At our May meeting, which is centered on ethics, we are honored to have Cynthia Cooper as our guest speaker. Cynthia will share with us her journey from Vice President of Internal Audit at WorldCom to being named one of Time Magazine's "Persons of the Year" in 2002 for her role in uncovering the WorldCom. Registration is limited and will be offered on a "first-come, first-serve" basis. So make sure you register online as soon as the invitation is sent out to secure your seat at the meeting. The meeting will be held on Tuesday, May 24 at the Vista Tech Center in Livonia and will start promptly at 4:30 p.m. I would like to take this opportunity to thank our colleagues at KPMG LLP for co-sponsoring this event. We are very grateful for their sponsorship and support.

At our May meeting, we will also ask the membership to vote on the candidates for our board that were submitted by our Governance and Nominating Committee. Information on the nominees can be found in this newsletter and is also available at www.detroitiia.org. The Awards Committee will also present the Eloise L. Bradley Award of Merit for the 2011 Chapter Year. The award honors a member who has provided outstanding service to the Chapter during the Chapter Year, or who has provided continuous meritorious service over a period of years

I look forward to seeing you at the upcoming events!

Sincerely,

Tanya M. Cooper, CPA, CIA, CISA
President, Detroit Chapter IIA

ATTENTION MEMBERS!

The Membership Committee is asking all Detroit members to notify the Chapter of changes or career milestones they want recognized such as contact information changes, professional certification achievements, CAP contributions, and other career milestones. A Membership Update Form is available on the Detroit Chapter's website at the following address: http://www.detroitiia.org/Member_Update.htm

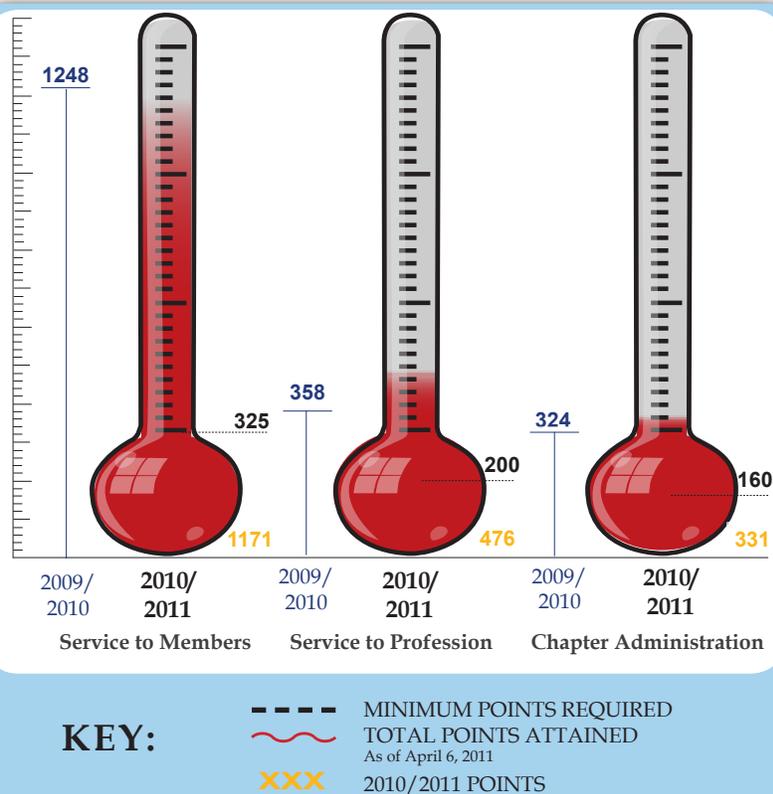
Please fill in your updated information and click submit. The form only needs to be submitted when changes occur and will be made available at monthly Detroit Chapter meetings.

It is also important to update your profile with IIA Global. This can be done by logging on at www.theiia.org and clicking [Update Your Profile](#).

FOR THE 16TH CONSECUTIVE YEAR, WE HAVE REACHED GOLD LEVEL, ALLOWING US TO REACH PLATINUM STATUS FOR THE SIXTH YEAR IN A ROW!

Total Points Earned as of 4/06/11... 1,978.11
 Point Total as of 3/30/10..... 1,930.23
CAP Achievement Levels:

BRONZE..... 685
 SILVER..... 1060
 GOLD..... 1560
 PLATINUM..... Ten Years of Gold Status
 Detroit's 2009/2010 Point Total..... 2360



FUNDAMENTALS OF MEDIA AUDITING (CONTINUED FROM PAGE 1)

Often times, advertisers do not have internal media expertise nor the organizational capacity to address all of fundamentals required for a media audit. Even in cases where advertisers have seasoned, full-time media personnel on staff, that team is typically far too time-starved to take on a responsibility as large as this. As a result, many organizations end up living with some level of ambiguity related to the media investment.

In some cases the ambiguity is attributed to the complexity of media – but in the end, a buyer needs to be able to assess whether appropriate value was received for what was purchased. In other cases, the agency's self assessment is taken at face value ... because, after all, they are "the experts". But in how many other areas do marketers allow their suppliers to assess their own performance and value?

In the end, many advertisers agree that it is more than worthwhile to devote resources to assuring that one of their largest investments is delivering, efficiently, and according to their specifications. Often times, the only way to accomplish this assurance is through an independent media audit.

Thomas Bridge is the Chief Executive Officer of Media Management Inc., (www.mediaaudit.com). He is a member of the St. Louis Chapter of the Institute of Internal Auditors. He was a guest speaker at the 2009 IIA Gaming Conference in Las Vegas. MMI's client's have media spending in excess of \$18 billion annually and are all category leaders in their respective categories.

Help the Chapter Earn CAP Points!

Please let us know by sending information regarding your recent internal auditing articles, speaking engagements, summer interns, or any other CAP activities to CAP Committee Chair Marty Wood. Marty can be reached at martin.wood@flintgrp.com or at 734-233-7849.

EDITORIAL

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ANNOUNCEMENTS

2011 DETROIT IIA MEMBER SURVEY Expires April 25, 2011

The Chapter is asking for your help. Your feedback is very important to us! We would like to know more about your preferences and interests for the purposes of planning future meetings and training courses. We encourage you to take a moment to share your thoughts, ideas and preferences as we strive to develop the best curriculum of events in the upcoming year. Please complete the survey by clicking on the link below - and earn a chance to *win a \$100 gas gift card!* The survey will be open until April 25, 2011. [Chapter Survey @ www.SurveyMonkey.com/s/DETROITIA](http://www.SurveyMonkey.com/s/DETROITIA)

THE SOUTHEAST MICHIGAN ACFE'S 17TH ANNUAL FRAUD CONFERENCE Tuesday, April 26, 2011

The Southeast Michigan Chapter of the Association of Certified Fraud Examiners will hold its 17th Annual Fraud Conference at the VisTaTech Center at Schoolcraft Community College in Livonia. The event will feature discussions of *Fraud in Government Contracts*, *Procurement Fraud*, and *Public Corruption* by Gerald Dodson (MA, CAP, CFE, CPA, FCPA), Theresa Mack (CPA, CFF) and James Martin (CPA, CFE), and by Robert Cares (Esq. - AUSA), respectively. Additionally, the event will include two hours of ethics training provided by Marty Sviland, CFE. Conference attendees will earn eight (8) hours of NASBA certified CPE credits. Continental breakfast and a buffet lunch is included with the price of the conference. The conference is \$150 if registered before April 1, 2011 and \$175 until registration is closed on April 15, 2011. For more information and registration forms, [click here](#) or reference the [SEMCAFE website](#).

LANSING CHAPTER IIA SPRING SEMINAR - Tuesday - Wednesday, April 26-27, 2011 8:00am - 5:00pm

The Lansing Chapter of the Institute of Internal Auditors presents an exciting two-day seminar option for the 2010/2011 chapter year: Internal Audit Best Practices and Fundamental Principles. Based on Danny M. Goldberg's professional commentary on the Bureau of National Affairs Practice Series Internal Audit Best Practices and Fundamental Practices (authored by legendary audit scholars Curtis C. Verschoor and Mort A. Dittenhofer - co-author of Sawyer's Internal Auditing), this two-day seminar will take you through emerging trends and techniques in the internal audit world. Attendees will learn about real-world training and concepts they can apply in their department immediately! The seminar costs \$200 per attendee which includes the price of the course and 16 CPES as well as breakfast and lunch each day of the seminar. The seminar will be held at the Okemos Conference Center in Okemos, MI. Attendees also qualify for a discounted rate at the Holiday-Inn Express connected to the conference center at \$92.00 per night. Just ask for the "IIA Rate" when reserving! To register, please visit our website www.theiia.org\Lansing. Registration is available under the "events" section.

THE 2011 IIA & ISACA DETROIT CHAPTERS SOCIAL EVENT Friday, May 20, 2011 6:15pm - 9:30pm

Join the Detroit Chapters IIA and ISACA for a night on the Detroit River with Diamond Cruises. The event is an opportunity to socialize with friends, new and old. The festivities will begin at the Rivard Plaza dock on the corner of Rivard St. and Atwater St. two blocks east of the Renaissance Center. The event costs \$27 per person for members and non-members, which includes a fantastic dinner and entertainment for the evening. Attendees can also enjoy a cash bar. Please RSVP by Friday, May 13, 2011. To register or for further information, refer to the [following link](#). We look forward to seeing you there!

MAY CHAPTER MEETING Tuesday, May 24, 2011 4:30pm - 7:00pm

The May Meeting will feature a presentation focused on Ethics. Our keynote speaker for the evening will be Cynthia Cooper. Ms. Cooper is an internationally recognized speaker on ethical leadership, most well known for her role in uncovering the accounting fraud at WorldCom. Cynthia will share with us her journey from Vice President of Internal Audit at WorldCom to being named one of Time Magazine's "Persons of the Year" in 2002. Registration is limited and will be offered on a "first-come, first-serve" basis. The invitation for the meeting will be sent out later this month, so stay tuned to ensure you do not miss out on this world-class opportunity. The May meeting will take place at the VistaTech Center at Schoolcraft College in Livonia, MI.

CHAPTER NOMINATIONS

Earlier this year, our Board accepted nominations for qualified individuals to fill the open Board of Governors and Officer positions for the 2011 - 2012 program year. Below are the nominated individuals who will be considered during voting in the May meeting. Additional nominations may be made in writing to the Secretary when supported by at least five members. These nominations, along with those made by the Nominating Committee, shall be published in each issue of the monthly newsletter between the date the nomination was received prior to a newsletter publication deadline and the date of the election. The nomination process shall be closed 30 days prior to the date of the election.

PRESIDENT

Dan Wiechec, MAS, CPA, CIA, CISA, CISSP, CFE, is currently the General Director of International Operations Audit at General Motors. Prior to joining GM, Dan was Vice President of Audit Services at Lear Corporation and also spent 11 years in public accounting with Deloitte & Touche, Coopers & Lybrand, and Arthur Andersen. In addition, Dan was an Adjunct Professor at Walsh College and Eastern Michigan University where he taught various audit and accounting courses. Dan currently serves on the Detroit Chapter IIA Board of Governors.

FIRST VICE PRESIDENT

Mark Savitskie, MBA, CPA, CIA, is the President of Allegro Home Loans, LLC. and serves as a Lecturer for audit and accounting courses at Wayne State University and the University of Windsor. He has held audit positions with Arthur Andersen, Ford Motor Company and the Internal Revenue Service. Previously, he served the Accounting Aid Society as Chairman of the Board and he currently holds membership in the Michigan Association of Certified Public Accountants, Michigan Mortgage Brokers association, Rotary of Plymouth and the Plymouth Chamber of Commerce. Mark currently serves on the Detroit Chapter IIA Board of Governors.

SECOND VICE PRESIDENT

Jeffrey Bankowski, CIA, CPA, CFF, is the Vice President of Strategy, Analytics, and Shared Services for Asset Acceptance Capital Corp. In his role, Jeff is responsible for Corporate Strategy, Portfolio Management, M&A, Analytics, Direct Marketing, and Shared Service operations. Previously, Jeff was the Director of Internal Audit for Asset Acceptance. Jeff has also served as the Chief Accounting Officer and Director of Worldwide Accounting Operations for Teksid Aluminum and has held financial and operational roles with BP, KPMG, and the Chicago Mercantile Exchange.

TREASURER

Pamela Weipert, MBA, CPA, CIA, CGAP, is the Manager of the Oakland County Auditing Division. Prior to her current position, Pamela was Chief Auditor for the City of Detroit Office of Auditor General. She serves as a Local Representative for the Midwestern Intergovernmental Audit Forum (MIAF) Executive Committee and also serves the Association of Local Government Auditors (ALGA) Awards and Education Committee. In addition, she holds membership with the Association of Fraud Examiners. Pam is currently Treasurer of the Detroit Chapter IIA Board of Governors.

SECRETARY

Susan Yamin, CPA, is an Integrated Internal Audit Specialist with more than 11 years in the internal audit profession focused on Fortune 500 companies and the Health Care industry. As a Professional Practices Audit Manager with Comerica Corporation, she was a leader in the development of audit methodologies, data-mining, quality assurance programs, Sarbanes Oxley testing and reporting procedures, and infrastructure reporting mechanisms to improve the internal audit function. As a former Principal Auditor with Blue Cross Blue Shield of Michigan, she was heavily involved in creating audit consulting methodologies for large software development projects, teaching Business Risk and conducting risk assessments for annual audit planning and individual audits. Susan is currently the President of the Detroit Chapter of ISACA and is currently serving her second term on the Detroit Chapter IIA Board of Governors.

BOARD OF GOVERNORS

Yvonne Lovins, CPA, joined PwC in 2005 and specializes in financial and operational controls within the automotive industry. Prior to joining PwC, Yvonne worked for an automotive supplier in Financial Manager and Controller roles for eight years. She is a certified Six Sigma Green Belt and has conducted continuous improvement projects for JIT manufacturing locations. Yvonne is a certified QS9000 internal auditor. Yvonne has worked with several automotive clients since joining PwC and has been able to provide guidance and best practices suggestions during the Sarbanes-Oxley testing phases, as well as the establishment and continuous improvement of internal audit functions. Yvonne is an active member of the IIA, AICPA and MACPA.

Christine Dobrovich, is a Director in Risk Advisory Services of Jefferson Wells' Great Lakes Office. She has over 20 years of diverse auditing experience in both the public and private sectors. Christine has directed large and small teams of professional and support staff in their performance of nation-wide audits for a diverse mix of businesses including manufacturing, financial institutions, federal, state and county government, and utilities; she provides excellent planning, organizational, and communication skills. Projects managed have included operational audits, enterprise risk assessment, Sarbanes-Oxley 404 compliance, internal audit, spreadsheet controls and remediation, program evaluation, economy and efficiency, and quality assessments. Christine is also certified in the Institute of Internal Auditor's (IIA) Quality Assessment and, since 2006, has served on the IIA's International Committee of Research and Education Advisors (CREA), formerly known as the Board of Research and Education Advisors (BREA). CREA is a technical committee established to encourage, initiate, and coordinate research and educational products on internal auditing theory, practice, management, and administration. In this role, Christine provides input on research priorities and reviews proposals for IIA educational products. Christine holds a Bachelor of Arts Degree with a major in English from Wayne State University and a Master of Public Administration degree from Wayne State University.

Nominee Bios are Continued on Page 7

CHAPTER EVENTS

UPCOMING IIA EVENTS:

- **Auditing Oracle Applications**
May 2-5, 2011
Costa Mesa, CA
- **Chicago Seminars**
May 3-6, 2011
Chicago, IL
- **San Francisco Seminars**
May 10-13, 2011
San Francisco, CA
- **Orlando Seminars**
May 23-26, 2011
Orlando, FL
- **70th International Conference**
July 10-13, 2011
Kuala Lumpur, Malaysia
- **2011 Governance, Risk, and Compliance Conference**
August 29-31, 2011
Orlando, FL

WEB-BASED TRAINING:

- **CIA Review: Part III**
April 11, 13, 15, 18, 20, 22, 25, 27, 29
- **Enterprise Risk Management: An Introduction**
April 11, 13, 15
- **Risk Based Auditing: A Value Add Proposition**
April 11, 13, 15
- **Operational Auditing: An Introduction**
April 25, 27, 29
May 2, 4, 6

For event and registration details, click the links above or visit <http://www.theiia.org/iaa-training/> for all IIA sponsored training events.

APRIL DETROIT CHAPTER MEETING

APRIL 12, 2011 - 4:00 PM to 7:30 PM

After a brief hiatus from the chapter meeting for the Annual Spring Conference, we meet again for the April Chapter Meeting. The evening will begin with a presentation on external quality assessments including the requirements by the IIA, the areas under review during an external quality assessment, and how an internal audit function can prepare for this assessment. Anyone interested in preparing for an upcoming assessment or looking to have an independent assessment performed to comply with IIA Standards should consider attending.

To continue the external quality assessment (EQA) discussion, after dinner we will have a panel discussion to address the following points:

- The experience each of you had regarding the EQAs conducted at your respective organizations
- How did each organization prepare for the assessment and do you feel you were you prepared enough for the reviewers?
- The benefits that your organization received from having one performed
- The improvement points you would recommend to someone having an EQA performed based on your experiences
- Feedback that you received (if applicable) from the stakeholders in your organization and how they benefited from the EQA

This discussion will be followed by an open forum Q&A discussion to address questions from the audience.

Jay R. Taylor, CIA, CISA, CFE is General Director - Audit Services at General Motors Company. He is responsible for assessing governance, risk management and compliance processes for global information technology, corporate treasury, financial services, and an SEC-registered investment advisory company that manages over USD\$100 billion in pension and other benefit assets. Taylor is a frequent speaker and writer on topics including risk management and internal audit, and is currently serving a member of the Board of Governors for the Detroit Chapter IIA.

Gregory T. Grocholski, CISA, is the Corporate Auditor at The Dow Chemical Company. He is responsible for independently assessing the adequacy of accounting, financial and operating controls of Dow's global operations. In this role, Grocholski has responsibility for corporate auditing, fraud investigative services and contract auditing. Grocholski is a member of ISACA's Board of Directors and is also a member of ISACA's Audit Committee, Knowledge Board, Professional Issues Task Force and Strategic Advisory Council, and has been ISACA's Assurance Committee chair.

Yvonne Lovins, CPA is a Director in the Risk Assurance practice at PricewaterhouseCoopers. She specializes in financial and operational controls within the automotive industry. She has conducted numerous external and internal quality assessments for her clients and on behalf of the IIA. Prior to joining PwC, Ms. Lovins worked for Lear Corporation in Financial Manager and Controller roles. Ms. Lovins is a certified Six Sigma Green Belt and has conducted continuous improvement projects for manufacturing locations. She is an active member of the IIA, AICPA and MACPA.

The April meeting will take place at the VistaTech Center at Schoolcraft College in Livonia, MI. Directions to the Conference Center can be found [here](#) and at the [Chapter Website](#). To register, please click the following link [April Chapter Meeting Registration](#) or for group registration, please contact the Chapter Administrator at 1-866-895-1851 or at ChapterAdmin@detroitiia.org.

*Cost for Chapter Meetings: \$45 Members¹; \$45 Non-Members; \$20 Retirees & Student are FREE for Student Night. ¹Members who register before April 6, 2011, can take advantage of a reduced price of \$35.

An Annual Calendar of Chapter Events can be viewed at the following link:
<http://www.detroitiia.org/Events.htm>



Jay Taylor, CIA, CISA, CFE, General Audit Director, GM



Greg Grocholski, CISA, Corporate Auditor, Dow Chemical Company



Yvonne Lovins, Risk Assurance Director, PricewaterhouseCoopers

MEMBERSHIP VOICE

Do You Have Something To Share With Local Members? Advertise in the IIA Detroit Chapter's *Monthly Reporter*!

The Monthly Reporter has just the right space to publicize your message to Detroit's leading professionals.

- Reasonable Pricing for High-Quality Ad Space
- Extremely Targeted Audience
- Reach Out to Local Members

Contact us at chapteradmin@detroitiia.org or 866-895-1851 (toll-free) to discuss advertising opportunities.

Ad Size	Dimensions	Price
Quarter Page	5 1/8 X 3 7/8	\$85
Half Page	5 1/8 X 7 3/4	\$165
Full Page	10 1/4 X 7 3/4	\$330

CHAPTER NOMINATIONS (continued from Page 5)

BOARD OF GOVERNORS

David Shears, CIA, CISSP, CISA, CFE, is the Audit Director of Affinia Group which is a leading supplier of filters and brakes for the automotive aftermarket. Prior to his current role as Chief Audit Executive, he was the Internal Audit Director for Metaldyne and he has created and managed audit functions at both Lear and Federal-Mogul. During his 30 years in business, he has worked in manufacturing, banking, utilities, consulting, and insurance industries. David received both an MBA in MIS and a BS in Management with a specialization in accounting degrees from Oakland University. In addition, David is a CIA, CISSP, CISA, and CFE, was a Past President of the Detroit chapter of ISACA, as well as, a former adjunct professor at Walsh College.

Sajay Rai, CPA, CISSP, CISM, is the founder and CEO of Securely Yours LLC. Securely Yours LLC is focused on delivering innovative solutions through delivery channels like Software-as-a-Service, Managed Services and traditional IT consulting. Prior to starting Securely Yours LLC, Sajay worked as a Partner with Ernst & Young LLP for 10 years, responsible for the information advisory practice in the Detroit Metro area. He served as the national leader of EY's Information Security practice and a member of the Partners Advisory Council. Sajay also worked with IBM for 13 years. Sajay co-authored a recently published book, *Defending the Digital Frontier - A Security Agenda*. He also led the publication of Institute of Internal Auditors' (IIA) *Global Technology Audit Guide (GTAG) No. 9* on the topic of Identity and Access Management. Sajay is a member of IIA's Advanced Technology Committee (ATC). He also serves on the board of ISACA Detroit Chapter and as a member of Walsh College's Accounting Advisory Committee.

Look Who's Hiring! Detroit Chapter Website Job Posting Board

The Detroit Chapter IIA is now listing open, audit-related positions in the surrounding Metro Detroit area on the [Job Posting Board](#) section of the [Chapter Website](#). Bookmark the website for exciting new positions!

The Chapter is currently developing a process and pricing structure to accept posting applications from businesses looking to post their open positions on our website and in the newsletter. Once the process has been approved, it will be communicated on the [Chapter Website](#) and in the newsletter. Stay tuned for more information!

BULLETIN BOARD

Eloise L. Bradley Award of Merit

The Awards Committee is seeking nominations from Detroit Chapter IIA members for the Eloise L. Bradley Award of Merit for the 2010-11 chapter year. This award honors an individual who has provided outstanding service to the Chapter during the chapter year, or who has provided continuous meritorious service over a period of years. Members who have previously received the award or those who are currently serving as a Chapter Officer are not eligible. Last year's recipient was Duane Borkowski, who was recognized for his many years of service to the Chapter.

Your nomination, including a detailed explanation as to why you believe your nominee deserves to be honored by the Chapter, should be forwarded by March 31st to the Awards Committee Chair, Jay Taylor (email him at Jay.R.Taylor@GM.com). Your nomination must be received by March 31, 2011. However, your earlier input on deserving candidates would be greatly appreciated. Also, if you are interested in serving as a member of the Awards Committee for this year, please contact Jay at (313) 665-3576.

2011 Detroit Chapter IIA Scholarship

The Detroit Chapter IIA Scholarship Committee is pleased to announce an opportunity to four qualified candidates to receive a \$750 award for 2011. Candidates should possess the following qualifications:

- Academic achievement of a minimum 3.0 GPA overall (transcripts required*)
- Leadership in extra-curricular or volunteer activities
- Actively enrolled in a college/university in pursuit of a degree (part- or full-time)
- Any business major (undergraduate or graduate)
- Winners must be present at the Tuesday, April 12 meeting of the Detroit IIA Chapter
- Winners must complete a W-9 Form prior to receipt of check

Qualified candidates should prepare a three-page essay (double-spaced) on the following topic:

Discuss the risks and exposures that an organization faces with respect to employees using social networking websites. Discuss how internal audit can effectively partner with management to identify opportunities to mitigate these risks.

Students are encouraged to contact industry specialists for advice and counsel. Due to economic conditions, students who have returned to college/university for a new business major degree are also eligible to participate. Please submit your qualifications and essay to the Committee at chapteradmin@detroitiia.org by Thursday, March 31, 2011. Awards will be presented at the Detroit Chapter IIA Meeting on Tuesday, April 12, 2011.

(* Official seal not required)

2011 Detroit Chapter IIA & ISACA 12th Annual Spring Conference

The 2011 Spring Conference was another big success!! On March 7 - 9, 2011, the Detroit chapters of the IIA and ISACA continued their successful partnership by co-hosting the 12th Annual Spring Conference. Similar to past conferences, this year was again a sell-out, attracting over 350 attendees, instructors and vendors daily. The course offerings, ranging from Internal Audit University to Cloud Computing, were well received, topical, and highly engaging.

We would like to thank all attendees for their participation and continued support of the Detroit chapters of the IIA and ISACA. We would also like to thank our exceptional instructors and Platinum and Gold sponsors for helping to make the event a big success.

We look forward to seeing you again at next year's conference as the Detroit chapters of the IIA and ISACA continue to offer local, world-class, cost effective training options to our members and community. Visit our websites for additional training opportunities.



Platinum Sponsors

- Accretive Solutions
- Ernst & Young
- Jefferson Wells
- PriceWaterhouseCoopers

Gold Sponsors

- Auditmaton
- KPMG
- Plante Moran
- Resources Global
- Robert Half
- TeamMate

SPRING CONFERENCE ATTENDANCE:

IIA Members - 242 • Non-Members - 113
Vendors/Instructors - 42 • Students - 3
Total - 400