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IIA International Internet Address:  
http://www.theiia.org

IIA Albuquerque Chapter Internet Address:  
http://www.abq-iiia.net/

Newsletter Features:

- The President’s Monthly Message
- April Quarterly Meeting
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- Membership News
- Editor’s Corner
The President’s Monthly Message
Defining Moments

I was invited to speak at the Beta Alpha Psi initiation last month and this was a life story and set of professional lessons I relayed to the students. Fortunately, this story resonated with students and professionals in attendance. A few people asked if I would share this story on a larger scale. With that, I am sharing this speech as my outgoing president’s message.

By definition, a defining moment is “a point at which the essential nature or character of a person or group is revealed or identified.”

I would like to relate one of those defining moments in my life and share some of my take-aways from it more than two decades later.

My professional life started when I was 16 years old, as a young Junior in high school. Prior to this I did hold a couple jobs, but none of them can be classified like what I am about to share.

So, 16, professional life starts. I went to Valley High School and participated in a number of activities with drama and dramatic technology being two of my favorites. Outside of school, I supported the community with lighting and sound when non-APS groups used the performing arts center. It just so happened that there was a remote broadcast of a string quartet that was performing at the high school one day. Just like a pop radio station broadcasts from a car lot on any given weekend, this classical station was doing something similar.

My role was merely to provide lighting and interior sound, but this “gig” would change my life forever. The radio station was 96 Classical KHFM and the man who I had just met for this event was Mr. Mike Langner, General Manager and part owner of the small local classical radio station here in Albuquerque.

By nature I am a learner and love being exposed to new things. On this day I discovered live broadcast relays, yagi antennas, and radio performance. I did not think much of my work setting up that day and just did the regular things I was tasked to do. However, I was taken with this new exposure.

After the show and broadcast, I helped Mike, er’ Mr. Langner, break-down the equipment and take it back to sun burnt red Saab. He thanked me for my time and was getting ready to leave. Something inside of me said be bold and talk to him, share my thoughts, and ask him … for something, anything.

I told Mike that I thought these last two hours were just fascinating and most interesting. I wanted to continue to learn more, but ‘what’ I didn’t know. I asked if he had an internship or some type of program for students. He said he’d never heard of or thought of such a thing with his radio station and was actually in a rather bit of a hurry.

At this point I was feeling a little silly for asking. But, Mike said he’d give it some thought and asked for me to swing by the radio station the following Tuesday and we could talk about possibilities. He didn’t even tell me where the station was (probably his first test) and I didn’t ask. I did however find it that evening after a little research.

Out of class and school that following Tuesday at 2:15pm, I jumped in my truck, and raced to KHFM. 2:30 now and I am sitting in Mike’s office. He comes in, sits down, and shares his thoughts.

Mike starts, “we’ve never had an internship or had the opportunity for what you have described and asked. However, we have odds and ends around the station that we need help with. I can’t pay you, but does station operations sound interesting to you?”

“HECK YA!” I replied … “station operations”…

Heck NO! For the next three months I would walk past the broadcast booth. For the next three months I would walk past the recording booth. I walked by those booths to the “back room.” There were two things in this room that I would become all too familiar with: vinyl records and a reel to reel tape machine. The thousands of albums were here for storage now as CDs had replaced the active playing library. However, they weren’t organized the way Mike wanted them organized. Five months after I started, they were.

The reel to reel….I spent three months straight, for two hours at a time, twice a week, and on weekends splicing and storing old commercials, interviews, and live recordings. This was a really cool job for about 5 minutes; then a boring job for the next two months, 29 days, 23 hours, and 55 minutes.

That was what I knew of station operations and working for “just the experience.” It was a good thing gas was 99 cents a gallon because I had to drive in my pick-up truck back and forth almost 15 miles round
trip each time and remember I was doing this for free. During this time I could go a week without seeing Mike, but something inside me said “keep going” and the rest of the staff and on-air talent were always so nice to me.

Three months into this decision, Mike calls me in to his office to see him, ask how I am doing, and if I am enjoying myself still. I was frustrated, but Mike was the kind of person you couldn’t be mad at. He had a very welcoming personality and this great “sing songy” voice, a radio voice. I told him I was enjoying myself and was very appreciative for the opportunity. I, to this day, am still not sure he believed me.

“Good” he said, “and now it is time to take it to the next level of learning.”

Wow! I was so excited and forgot about everything. In the end, I swear it was probably three months to the day and it was probably on his calendar all along. He knew what he was doing to me, how hard it was, and in the end was probably testing to see if this 16 year old could be trusted with such responsibility. That meeting ended with Mike saying, “plan on spending Saturday with me and we’ll cover a lot of ground.”

That Saturday, with Mike, I applied for my station operators broadcasting license, learned operations of the broadcasting technology, including management of overnight automation, was provided access to the live broadcast library, and most importantly given a station door key along with the alarm codes.

In the coming weeks, I continued to work with and demonstrate working knowledge of the lessons from that weekend. It was also during this time that I was given preliminary “radio voice lessons” and learned just enough classical music Italian, French, Russian, Spanish, and German to glide through liner notes with minimal effort.

The icing on the cake was my $5/hour paycheck that came along with the knowledge and adventure into radioland that I was embarking on. It was springtime of my Junior year in high school. Half of my friends didn’t work and the other half flipped burgers, bused tables, stocked shelves, or scooped ice cream. I was now completely responsible for running a radio station during my 6-hr shift, programming overnight automation, securing the radio station for the night, and often getting up way too early to continue radio station operations at 6:00a on a weekend morning.

What a ride! This continued for two years until I got a new internship opportunity more in-line with my education and studies at the University. Even with as much fun as I had at the radio station, I knew it was not what I wanted to be, but it started to show me who I was and am today. It was truly my first professional defining moment.

So what has this “defining moment” or opportunity taught me? A lot and I carry it with me through life every day. Let me share a few of these lessons with you now.

First and foremost, *Chariots of Fire* IS NOT classical music. But seriously…

“Ask” - ignorance is an excuse, a business killer, and personal success limiter. With my opportunity at KHFM, I was entering in a new world that I had never seen before. We covered ground ranging from radio transmission technology, to FCC regulatory requirements, to classical music, to programming policies, and public contact. I never hesitated to ask questions for knowledge and clarification for understanding.

Change your “not knowing” to “knowing”, plain and simple. That search for understanding helped, I believe, provide assurances to Mike, and you will see contribute to other learned success factors that I’ll share shortly. Also, I never would have had this opportunity with KHFM had I not “asked”. Asking may result in “no”. But not asking ALWAYS results in “we’ll never know.”

“Time is critical” – manage it, respect it, and unless intending to do so with your own, don’t waste it. With radio, I came to learn time management filling an hour with music, commercials, and required identifications. A big part of broadcast was connecting with others broadcasting outside of the studio - down the street or around the world. These connections were critical and absolute precision to the second was essential.

In my life today, I don't have to manage time to the second, but I carry with me respect for time and the people who give theirs to me. I start meetings on time. I end meetings on time and I use the meeting time to maximize the collective participation of everyone present.

“Take Responsibility Seriously” – after only three months at the radio station and minimal exposure to me, Mike entrusted his radio station operation, FCC compliance, and his listening audience to this 16 year
old. Most of us teenagers at the time couldn't even be entrusted with the keys to the car. This was a realization I had of what was given to me, entrusted to me, and my obligations. It resonated with me then and I answered. This is potentially one of the greatest lessons to learn I believe, and be successful in business.

When you are hired to do a job, the company, owner, or manager is entrusting you to complete the tasks, do the work, and achieve what you were hired to do. Make this earnest effort a priority. There is nothing more rewarding intrinsically than knowing you are a go-to person. In positive work environments and with good managers this relationship will repeatedly open doors for you.

“Do your part” – KHFM operations were split into operational shifts. Success depended on everyone doing their part. A lot goes into running a radio station and there is little room for slack or an operator/DJ not carrying their own weight. We all had our jobs to do and were expected to do them. As part of our team, relationships, and support, we also prepared the first hour of the next broadcast shift. Doing my part meant doing my job and supporting the others on my professional team who were depending on me. As frustrating as teams and team work can be at times, it is critical for business success today. Companies must leverage teams and you must work in teams. Do your parts, meet your deliverables, as well as support and prepare those on your team for their success. That effort will result in your individual success as well.

“Know expectations” – know them not to meet them, but to exceed them. This is a culmination of all of the above: gaining knowledge, managing time, taking responsibility, and doing your part along with enabling the success in others … then applying it to the customer service experience both with your external and internal customers as well as any other stakeholder.

Those are things I have learned personally through this particular defining moment and the mentorship from Mike Langner. I have relayed these lessons and realizations to you through anecdote and example.

As you grow and go through life, these defining moment opportunities have presented and will continue to present themselves. Recognize them, explore them, capitalize on them, and appreciate them. They are some of life’s greatest gifts to you.

Reflect tonight and this week on your positive defining moments and experiences that have shaped who you are today. What were they? What did you learn? How did they shape who you are today?

More importantly, no matter how distant or how recent a defining moment has been. Remember and acknowledge WHO it was that facilitated or enabled your learning. Reach out to them, share your realization, and offer your appreciation. They helped shape your world and in return your sharing back with them may mean the world.

Then as you move on in life, you will have the ability to facilitate these opportunities and present them to others. Mike Langner was the quintessential professional life mentor to me and we came together in the most unlikely of ways. While I am not in radio anymore, there is not a week that goes by that I do not think of the lessons I learned with him. There is not a day that goes by that I do not apply a little of KHFM to what I am doing consciously or subconsciously.

I thanked Mike many years later and he knows of my appreciation, but he will never fully know the depth of the appreciation or the breadth of his impact on me and my professional life. That is not possible, but what is possible is for me to return my benefits from this experience to others in time.

In closing … as business students, colleagues, members of the UNM community, and members of this business fraternity, I challenge you to do the same one day too. Be ready to offer yourself professionally, personally, and in everything you are to help facilitate someone else’s defining moment. Decades down the road you will be remembered. It might be silent and internally appreciated or it may be verbal and even publicly celebrated.

Either way, be one to make a difference and enable someone’s defining moment. Thank you for your time this evening.

As audit and business professionals in our active IIA community, please realize the potential positive impact you can have on students, interns, and young professionals. Give them the time. They may benefit more than you’ll ever know. This month ends my year as Chapter President and will be returning to Chair of Academic Relations for the upcoming program year and hope to strengthen connections with our student community.

Timothy Sanchez-Brown,
President, IIA Albuquerque Chapter
(Twitter: @auditoddity, Blog:
auditoddity.blogspot.com)
The April 18th, 2012 quarterly meeting was presented by Frank Perri, JD, MBA, CPA, CFE. Attendance at the meeting was phenomenal and it received rave reviews. It was a pleasure to have Mr. Perri present the topic and we look forward to seeing you all at our next event!

**Upcoming Programs**

**May CAE Roundtable**

*Internal Audit Co-Sourcing with Consultant Auditors*

**Springtime!** That means it is time for a CAE Roundtable (complete with one low cost CPE). On the 23rd we will be coming together to discuss Strategic Out-Sourcing and Co-Sourcing for internal audit work. As CAEs, Managers, and Supervisors, I hope you can join us and we look forward to seeing you again. This is a continuation of our CAE meeting efforts started in the 2010-11 program year and each roundtable has proven more successful than the last. If you haven't joined us yet, then we have a special invitation to you and now is the perfect time.

Given the sensitive nature of this topic, we ask that attendance be self-limited to CAEs, managers, and supervisors of internal audit departments of our area companies (no external service providers).

**Date:** Wednesday, May 23rd

**Time:** 7:30-9:30am

**Location:** Courtyard Marriott by Journal Center

**RSVP:** Abq.IIA@gmail.com by Thursday, May 17th

**Price:** IIA Members - $20
Non-members - $20
Pay with cash/check onsite or PayPal

**CPE:** One hour

**Menu:** Hot breakfast

**Details:** [http://www.abq-iiia.net/ForAuditExecutives.html](http://www.abq-iiia.net/ForAuditExecutives.html)
Announcements

May is International Internal Audit Awareness Month

It’s an exciting time to be in internal auditing – one of the most attractive and dynamic professions in today’s marketplace. In fact, studies have shown that internal auditing is still one of the most dynamic and sought-after careers today. With all of the attention focused on our profession, now is the perfect time for us to tell our story. Today, when we talk about the profession, people are motivated to listen, and it’s up to us to seize the moment.

May is International Internal Audit Awareness Month — the perfect opportunity to promote the profession and its important role in organizational governance, internal control, and risk management. The Institute of Internal Auditors (IIA) encourages chapters and institutes to participate in this important celebration to elevate the profession and promote it to audit customers, executive management, boards of directors, and local communities. We all play a role in telling the world about internal auditing’s value and importance to good business.

2012 Standards Exposure Reminder and Update

Proposed changes to the International Standards for the Professional Practice of Internal Auditing (Standards) opened for comment on February 20, 2012 and will remain open until May 20, 2012. The IIASB believes that the proposed changes will be beneficial. To facilitate response to this exposure draft, members can complete an online survey. For access to the exposure instructions, online survey, and the Webinar click here.

Calendar of Events

Done for the Year!

Thank you for your participation in our event offerings during the year. We are currently developing the programs for the upcoming year, so please lookout for the new calendar coming this summer.

Membership News

Survey

Members and non-members alike! It’s that time of the year once again when the Albuquerque Chapter seeks your input, ideas and feedback of the current program year through our annual membership survey. The annual survey is your opportunity to share with Chapter leadership how the Chapter has served your membership, educational and networking needs during the year. The leadership takes your feedback and works to improve in the areas where there is opportunity and to refine those areas you say are working great! This survey is also your opportunity to identify potential topics and speakers you’d like to see for upcoming seminars and chapter meetings.

Please take a few short minutes to complete the survey. Survey participants will be entered into a drawing for a $25 gift card to a local establishment. Be sure to include your correct name and email address in survey question #1 so that we may contact you if selected. Please check your email for the survey or visit the chapter webpage to find it.

The Editor’s Corner

Please submit newsletter articles for June by Tuesday, June 5th to Michael Hansen at michael.hansen@state.nm.us and mikehansen22@comcast.net .

Thank you!

Marisa Vargas, Newsletter Editor