Greetings Charlotte IIA Members:

Did you know that the month of May is International Internal Audit Awareness Month? In fact, our Advocacy Committee has been successful in securing a proclamation from Governor McCrory declaring the month of May as Internal Auditor Awareness month for the State of North Carolina. Please help us raise awareness by rallying up your audit department to celebrate. For some great ideas, take a few moments to view the International Internal Audit Awareness Month Video. The Charlotte Chapter is preparing an official kick-off of Audit Awareness month on May 1st at the National White Water Rafting Center. If you are an IIA member, please take a moment to register for this free event and join us!

I encourage each of you to visit our website to stay current on the activities and events which includes one more networking event and two more 8 hour trainings for this chapter year. Also, please take particular note of the link for the upcoming 2014 Central Regional Conference on May 18-24 in Indianapolis, IN.

As always, let us know what you think about the activities offered to you by the Charlotte IIA Chapter and please feel free to give us feedback by contacting us via Twitter or LinkedIn.

Sincerely,

Arlene Coyle, CIA, CFSA, CRMA

President, Charlotte Chapter IIA

Interested in contributing to our newsletter?
Email Vicie Moran at VMoran@tiaa-cref.org
May Events

Member Only Event: Social Hour and Chapter Meeting

When: May 1, 2014
4:30—7:00pm
Where: U.S. National Whitewater Canter
Cost: Free for members

Please join us on May 1, 2014 at the U.S. National Whitewater Center from 4:30 – 7:00 pm for a social networking event to celebrate Audit Awareness month followed by a member meeting where 2014-2015 officers and board class of 2015-2017 will be elected.

2015-2017 Board Nominations:
The following Board members are being nominated for a first term:
Lori Cairo
Mike Fabrizius
Matthew Molbert

Additionally, Nicholas Orlandi is being nominated for a second term

2014-2015 Officer Nominations:
The following officers are being nominated for a second term:
Arlene Coyle, President
Sarah Miller, 1st Vice President
Michelle Black, 2nd Vice President
Ely Martens, Secretary

Additional nominations include:
Todd Blagrave, Treasurer
Mike Levy, Co-Treasurer

Click here to register: Chapter Meeting

Art of Negotiation, Business Acumen and Leadership

This interactive and practical seminar will provide you the skills to (1) become an effective negotiator to be received as a strategic leader (2) develop a strategic plan for Internal Audit (3) apply leadership skills necessary to implement plans and (4) enhance your business acumen.

At the end of this session, you will learn to:
• Recognize your negotiation style and negotiation style of others;
• Use techniques to help you negotiate effectively and successfully;
• Identify common barriers and ways to overcome them, specifically addressing two common perception

When: May 5, 2014
8:00—5:00pm
Where: Paul M. Anderson Auditorium
400 South Tryon St.
CPEs: 8 hours
Speaker: Raven Catlin
Cost: $150 for members
$240 for nonmembers

Click here to register: Soft Skills Training
Interested in volunteering with the IIA?
Email Arlene Coyle at Acoyle@tiaa-cref.org

The IIA Indianapolis Chapter invites you to the 2014 Central Regional Conference (CRC) to be held at the Hyatt Regency in downtown Indianapolis from May 18th to May 21st. The city will host one of the largest sporting events in the world with the Indianapolis 500 later that same week. As such, the CRC is themed Racing to Relevance!

The CRC kicks off Sunday with two pre-conference activities: a CIA exam preparation workshop in the afternoon and welcome registration in the evening.

On Monday, Senior Vice Chairman of the IIA North American Board and the Virginia Department of Alcoholic Beverage Control’s Director of Audit John Wszelaki will take the stage with the first of four general sessions. Then over the course of two days, more than 32 concurrent sessions will be available in five educational tracks:

- IT Audit and Information Security
- Financial and Process Based Auditing
- Governance, Fraud, and Ethics
- Specialty Topics
- CIA Review Course

The last day of the CRC features two general sessions in the morning led by COSO Chairman Emeritus Larry Rittenberg and CAE panelists from Wendy’s, General Motors, Humana, and State Farm. On Wednesday afternoon, there will be two post-conference events: a CIA exam preparation workshop and CAE roundtable.

Register before March 21, 2014 to take advantage of the early bird registration price: $595 for IIA members and $695 for non-members, or call +1-407-937-1111 for group pricing. The CIA Review Course has an additional fee of $205 per part.

Rooms at the Hyatt Regency Indianapolis are available at a special rate of $159 plus tax per night for reservations made before April 28, 2014.

Please visit www.theiia.org/goto/CRC2014 for more details and to register. And follow the CRC on Twitter!
Welcome To Our New Members

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Chambers on the Profession

In his April 14th blog, Richard Chamber, President and CEO of the IIA discusses 5 emerging risks that should be on Internal Audit’s radar:

- Cyber Security Frameworks
- COSO 2013 Readiness
- Third Party Risks
- Cloud Computing
- Mobile Technology

Are these risks included in your audit universe?

To read this blog and others written by Chambers, click the link below:

http://www.theiia.org/blogs/chambers/

IIA International Conference—July 6-9, 2014

The 2014 International Conference, aptly titled Time to Make the Connection, is the premier global training and networking event of the year. For the first time since 1988, the Conference will be held in London England. With speakers like Alastair Campbell, former Director of Communications to Tony Blair, and Michael Woodford, former President & CEA of Olympus Corporation, it is sure to be worth the trip.

Register

Member Webinars

The following webinars are being offered by The IIA. Click on any webinar title to view a description and outline, along with presenter information and key takeaways.

May 14, 27, 2014 1:00pm—2:00 pm
Guidance Webinar: Internal Audit Role in Ethics, Governance and Culture

May 20, 27, 2014 1:00pm—2:00 pm
Members-only Webinar: SOX, Supreme Court and Whistle blowing: Compliance and Internal Audit Implications
Internal Audit Business Model Canvas

**The Idea:** My first GSD blog post introduced the Business Model Canvas as a way to understand strategy. Back then I said, “To be relevant to strategic conversations, you need to have a point of view on what’s strategic. A business model describes the rationale of how an organization creates, delivers, and captures value … The Business Model Canvas is a cool tool for capturing a business model on one page.”

**The Execution:** As part of my 2014 audit plan presentation, I wanted to articulate internal audit’s unique value proposition to my company’s executive committee. A key message was the criticality of executive sponsorship to delivering the full value of internal auditing. To ensure they recognize what that unique value proposition is and how we address our “customers’” needs, I walked them through our Internal Audit Business Model Canvas (see illustration).

![Internal Audit Business Model Canvas](image)

Every business exists to fill customer needs. Internal auditing is no different. Everything starts with the customer and knowing who they are. Internal audit has many stakeholders, and our exercise to identify our customer segments clearly showed us that! We put ourselves in their shoes and asked, what do they each need from internal audit? The Customer Relationships box reflects the four things the chief financial officer, a key customer, envisions for our function:

1. Be an assurance provider on systemic risks.
2. Be an internal consultant with an enterprise point of view.
3. Export talent to finance and the business.
4. Provide advice on strategy execution.

You’ll note we color-coded the canvas to differentiate between the two types of services we can deliver. Items in burgundy relate to **assurance activities**; items in blue relate to **consulting activities**; items in black are relevant to both. Our Value Proposition clearly expresses why internal audit is uniquely positioned to deliver these services. It’s our “killer app.”

It’s a challenging document to walk executives through, but if you provide a read-ahead and focus on the key points (notice the larger font in Key Resources used to amplify the importance of sponsorship) you can have a meaningful conversation about internal audit’s role in the organization. Even if you keep the business model canvas behind the scenes, it remains a powerful tool for ensuring you understand your customers, know what they need, focus on the right activities, and have the resources and distribution channels to deliver them. It’s a template for designing an internal audit function that meets your organization’s needs.

If you adopt this approach for your function, I’d love to hear the results and feedback from your customers!
Thank you to our 2014 Corporate Sponsors!

If you are interested in sponsoring our local chapter, please contact Lashanda Dover for additional information

Ldmitchedov@yahoo.com