President’s Message
Tracy West, Chapter President

Hi All,

I am looking forward to seeing everyone again after a brief but busy summer and am very excited about the upcoming year. We have another great lineup of programs and seminars and several great social events planned throughout the year at some new venues in Dublin and Danville. I think you’ll find a good balance of today’s top technical topics (e.g., Social Media, Securing Mobile Content, IT Audit) as well as a focus on fraud (e.g., Procurement, Conflicts of Interest, Cybercrime). We also have several programs and seminars focused on soft skills and personal development (e.g., Anger Management, Brain Science) that you will not want to miss.

I would like to once again thank Ruth Powell, John Driscoll and Cheryl Louie for dedicating their time to bring you a fantastic list of high quality, low cost CPE and for their creativity to bring fresh ideas for our socials so we can benefit through networking. This year’s socials are not only going to be fun but touching as we make bicycles during the December holidays for children in need. Please stay tuned for our 2014 – 2015 Programs and Seminars Calendar, which details our course objectives, speakers and CPE for each event. I’d also like to thank Jason Salgado for once again developing our beautiful calendar so our members have an overview of this year’s events for proper planning. We will be handing out copies of the calendar at our first program on Auditing Social Media on Thursday, September 25 and will post the calendar on our website soon. I hope you can make this event and the social that follows in Dublin.

I am also pleased to report that we have maintained our Platinum status as an IIA chapter, we will be continuing to provide scholarships in the upcoming year and are evaluating internships, and we have enhanced our document retention practices and are well prepared from a succession planning standpoint, if you are interested in volunteering occasionally or are interested in pursuing a leadership role with our chapter. And, we continue to deliver 40 CPE annually for the very low cost of $795!

We hope you share the lineup, benefits and great things going on at NCEB IIA with your colleagues and friends! Thank you for your support!

Thank you,
Tracy West, Chapter President
Northern California East Bay Chapter

Programs
Ruth Powell, VP of Programs

It’s finally here!!! Our new year of programs is ready to begin! I hope by now you are registered to attend our Chapter year kick-off program on September 25th at Dublin Ranch Golf Course.

We have scheduled Mike Jacka to present two sessions in one afternoon. You will earn three CPE for this event! Please note we have moved up the time for this program. This meeting will start at 1:00 and run until 4:00. Following the meeting we will have a hosted happy hour. Please plan to stay and mingle with your colleagues!

Mike’s first session will be Auditing Social Media: Helping the Organization Control the Conversation. Organizations in all areas are recognizing social media as a significant risk. However, they are often caught unaware by the emerging issues that are part of this new technology. This session, by discussing the basics of social media, the emerging risks, and approaches...
to mitigation of these risks, will provide internal auditors the information they need to help their organizations navigate this constantly evolving area.

We will then take a short break and reconvene for Mike’s second session, **Practical Creativity: From Pie-in-the-Sky to Boots-on-the-Ground.** The concept of creative auditing is often thought of as an oxymoron. However, the application of creativity is the cornerstone of innovation, and innovation is the cornerstone of internal audit’s ability to maintain relevance into the future. This session will discuss how auditors can instill creativity within themselves and their departments while also demonstrating how that creativity can be used to develop practical innovations within the department and the organization.

Attendees at the September 25th Program will also receive a calendar brochure with all of our events to take home with them. As a heads-up, and to block out your calendar now, here is some abbreviated information for programs:

- **September 25 - Thursday, 1-5 PM, Dublin Ranch Golf Course, Mike Jacka – Auditing Social Media and Practical Creativity and Hosted Happy Hour – 3 CPE**

- **October 14 - Tuesday, 2-5 PM, Chevron Bishop Ranch 1, Tim Bryan – Cybercrime Case Studies – 3 CPE**

- **November 4 - Tuesday, 2-4 PM, Chevron Concord, Danny Goldberg - Anger Management; Managing your Inner Charlie Sheen – 2 CPE**

- **December 3 - Thursday, 2-6 PM, Oak Hill Park Ballroom, Danville, Bike-a-Thon Team Building Workshop and Holiday Social – no CPE**

- **January 15 - Thursday, 2-4 PM, Chevron Bishop Ranch 1, ISACA Joint Event with Ojas Rege of MobileIron – Bridging the Privacy Trust Gap for Mobile BYOD Deployments or Best Practices for Securing Mobile Content – 2 CPE**

- **February 19 - Thursday, 2-4 PM, Chevron Concord, Nadia Brannon, E&Y – Use of Social Link Analysis to Identify Conflicts of Interest – 2 CPE**

- **March 19 - Thursday, 2-4 PM, Chevron Concord, Jill Czerwinski, Crowe Horwath – The Auditors Guide to Protecting Data in 2015: A Practical Approach to Managing Increasing Risk Levels – 2 CPE**

- **April 16 - Thursday, 2-5 PM, Chevron Bishop Ranch 1, IT Panel Discussion moderated by Thierry Dessange, Safeway – 2 CPE**

- **May 14 - Thursday, 2-6 (or ?) PM, Diablo Vista Park, Danville, May Social - NCEB’s Amazing Race and Barbecue – no CPE, just lot’s of fun!**

Again this year we will be utilizing Eventbrite registration software. Eventbrite has proven to be a cost-effective solution for our registration and event administration activities and has been a great time saver for our Hospitality, Programs and Seminars Committees and our Treasurer. We will continue to send invites via e-mail and post the registration link on our website, but you can also go direct to Eventbrite and search for our Programs and Seminars there.

Your Programs Committee is very excited about the slate of programs – and the three social events planned for this coming year! We would love to have you help us out with programs, if you have some time to spare. It would be great if you could come 20-30 minutes early to a program to help set-up and welcome people or stay 20-30 minutes afterwards to help us clean up and pack up.
Once again, I want to extend my gratitude to Cheryl Louie for all she has done to help plan our programs for the upcoming year. Cheryl is one of the most gracious and energetic people I know and I have the good fortune to work on this committee with her. Thank you seems like such a small phrase to appreciate all she has done! Thanks so very much, Cheryl! This would not have worked without you!

Thanks, Ruth Powell, VP of Programs

Seminars

John Driscoll, VP of Seminars

We have scheduled a seminar for October 23, 2014 in the Chevron Concord Auditorium. Toby Groves will deliver a one-day seminar that will focus on Critical Thinking: Brain Science for Auditors. Toby is a well-known speaker across the nation at numerous IIA sponsored events.

This presentation uses behavioral science to integrate behavioral science with auditing concepts. Participants will be able to identify and understand concepts of critical thinking and apply them to professional judgment in auditing situations.

Topics covered include:

- Breaking myths about motivation
- How to employ "situational awareness"
- The science behind decision-making under pressure
- Recognizing our own sub-conscious thinking biases

Academic Relations

Brenda Roberts

We are planning for upcoming events that will include meeting and speaking with students on campus at Bay Area Colleges and at local business offices. Students greatly appreciate the opportunity to talk with professionals. Your participation at these events is a great way to promote the profession of internal audit to the next generation of auditors.

Please contact us if you can attend any of the following events:

Thursday, October 9, 2014
Meet the Firms
CSU East Bay – Hayward campus
25800 Carlos Bee Blvd - Hayward New University Union building, Multi-Purpose Room A&B,
Time: 6pm – 9pm

October 30, 2014
Student Networking Event
Robert Half Offices – Oakland
1999 Harrison Street
Time: 5:00pm – 7:30pm

November 12, 2014
Accounting Students Organization
San Francisco State University
Cesar Chavez Building – Rosa Park Room A-C
Time: 5:00pm – 7:00pm

And other events are planned later in the year and into 2015 as follows:
January 14, 2015 - Student Networking Event
PwC Offices – San Francisco
April 2, 2015 Student Networking Event
Salesforce Offices – San Francisco

Please contact us if you would like to participate!

Brenda Roberts
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510.517.1067

Semira Jahanian
Semira.Jahanian@blackhawknetwork.com
925.226.9343
Membership

Leona Jay

Please join me in welcoming the following new members to our Chapter:

Daniel Romano
Eric Jolly
Renee Duncan
Alex Niebrugge
Francis Buatsi

Also, please remember to update your IIA profile for any changes to your contact information, especially any changes to your email address.

Please send your announcements, articles, employment advertising and other information to the editor, Jason Philibert at:
Jason.philibert@trinet.com

Visit the NCEB Chapter Website by scanning the QR code below with your smartphone!
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# Other Contacts

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## Committee Chairpersons

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Over the last several years, the internal audit profession has expended significant effort to rebrand its image and position itself as a strategic partner in supporting an organization's achievement of its goals and objectives. Shedding the stereotypes of watchdogs and policy police has been an ongoing challenge. The IIARF Bookstore’s new release, *Become a More Strategic Auditor*, seeks to arm practitioners with the information they need to continue the charge.

Beyond tackling the reality of internal auditing’s current level of involvement, researchers offer insights on:

- How internal auditing and the chief audit executive (CAE) can assist with strategy.
- How internal auditors can obtain these new skills.
- What role internal audit plays in strategy and strategic risks.

As practitioners continue to search for ways to add value to their organizations, getting a firm handle on what will allow stakeholders to view the profession as a strategic partner is critical. This research will get readers one step closer to understanding how to go about it.