April Monthly Chapter Program - Auditing Social Media

Program Overview

Many companies have taken the leap into the social media stream. However, it is often done without an understanding of the risks that must be considered and the associated controls. This session will provide a broad review of what is out there – the social media that exists, and the unintended impacts it can have on the company. It will also provide general information on the risks, the mitigation that might be taken, and suggestions on how audit might approach a review of the area.

Program Speaker

Mike Jacka, CIA, CPA, CPCU, CLU - Mr. Jacka has worked in internal audit for nearly thirty years with wide-ranging responsibilities including designing the training curriculum and materials for a 200-person audit used to streamline field audit processes, and management responsibilities for audit departments as small as five and as large as forty people. However, there is another side to Mike’s work including being responsible for the humor pieces in Internal Auditor magazine (e.g. “Alice in Audiland”, “Auditing Songs for the Holidays”, and “Do You Take this Auditor?”) and providing his sideways look at the profession through the blog “From the Mind of Mike Jacka”.

Refund and Complaint Resolution

For more information regarding administrative policies such as complaint and refund, please contact our Program Chair at IIAsacramento@gmail.com. All cancellation notices must be received at least 24 hours prior to the start of the Program. NO FUNDS WILL BE GRANTED. However, members may attend a future program within one year with the approval of the Program Chair. In case you cannot attend for any unforeseeable last minute reason, you may send a substitute participant with the caveat being the CPE credit can only be awarded to the attendee.
Highly skilled and dynamic individual with managerial experience seeks internal audit opportunities in the greater Sacramento area. A career audit professional with the last six years spent in internal audit, who is proficient in the entire audit cycle from planning, fieldwork, and report writing and understands the importance of working with the audit client in a collaborative manner throughout. If you’re looking for someone with excellent critical thinking, communication, and relationship building skills who will make an immediate impact towards the success of your audit shop and add tremendous value to your organization, then I’d like to talk with you. To discuss potential opportunities, please contact Dave Holbrook, CPA at 2bejazzed@att.net.

Searching for internal audit help?

This session explores audit planning at both the “macro” (annual plan) and "micro" (audit engagement plan) level, equipping participants with tools and techniques to study and apply risk to their overall and audit-specific plans.

Learning Objectives/outcomes:

* Gain an understanding of the organization’s opportunities and risk related to social media
* Identify the aspects of good social media strategies, governance & oversight, and policies
* Gain sufficient information to establish an audit of the organization’s social media activities

He is the co-author of two books – Business Process Mapping: Improving Customer Satisfaction (now in its second edition) and Auditing Social Media: A Governance and Risk Guide. Mike is a highly regarded speaker on subjects such as creativity, social media risks, process analysis, and leadership development.

Update your Profile

The Sacramento Chapter of the IIA uses the Member Information from the IIA National Office. If your membership status has changed or information has changed like work address, e-mail address, phone number, etc. Please contact the IIA to get it updated. We utilize their information to update our e-mail lists, etc.

http://www.theiia.org/Sacramento

Felicity Wood, Vice President - Sacramento Chapter of the Association of Government Accountants, and Dave Holbrook, IIA Sacramento Chapter Secretary, attended Mayor Kevin Johnson’s Sacramento State of the City Address on February 28th.
April Seminar
Auditing Critical Business Systems Apps


Seminar Overview
The primary focus of this seminar is on the process of auditing critical business applications, the associated IT infrastructure that supports these applications and the auditor’s role in assessing the internal controls environment in which these applications are designed to function.

Objectives
* Identify application controls and their benefits
* Determine that application input data is accurate, complete, authorized, and correct
* Evaluate whether application data are processes as intended within an acceptable period of time
* Assess application output and stored data for accuracy and completeness

* Establish if a record is maintained to track data processing from input to storage output
* Understand how to perform a risk assessment related to auditing applications
* Develop a sample review program

Instructor
Dr. Marcella is an internationally recognized public speaker, researcher, workshop and seminar leader with over 30 years of experience in IT audit, security and assessing internal controls, and an author of numerous articles and 25 books on various IT, audit and security related subjects.

Registration Instructions
Attendees are required to PRE-PAY by credit card, debit card or PayPal using the button via the Training & Events tab on the Chapter Website at http://www.theiia.org/sacramento. If you must pay by check, please RSVP by clicking the Register Me button on top of the seminar webpage. After registering on-line, send your completed mail-in registration form to:

The Golden 1 Credit Union
c/o Internal Audit
Department-IIA
P. O. Box 278598
Sacramento, CA 95827

See page 7 for CPE information.

Quick links
Training & Events
April Seminar Page
Register Me

For questions or comments, please contact VP Seminars Barbara Owens at IIASacramento@gmail.com
Did you know that a maximum of 25 CPE hours may be awarded in the participation category in each two year period for participation as an officer or committee member in a professional industry organization related to internal auditing? One CPE hour for each hour of qualifying participation will be awarded.

**Mail-in Registration Form**

Member: $175.00  Non-Member: $225.00

Name___________________________________________________________________________

Department______________________________________________________________________

Address_________________________________________________________________________

Phone Number___________________________Email____________________________________

***See page 3 for Registration Instructions***

Refund and Complaint Resolution Policy:
For more information regarding administrative policies such as complaint and refund, please contact our Seminar Chair at IIASacramento.to@gmail.com or 916.657-9089. All cancellation notices must be received at least 24 hours prior to the start of the seminar. NO REFUNDS WILL BE GRANTED UNLESS 24 HOURS NOTICE IS GIVEN. Members may attend a future seminar within one year with the approval of the Seminar Chair.

http://www.theiia.org/Sacramento
Did you know?

Paying for IIA events has never been easier. The Sacramento Chapter of the IIA accepts credit and debit cards. Payments are completed using the PayPal website or portal. You do not need a PayPal account (however it is easier).

The IIA's CIA Learning System

The IIA's CIA Learning System is a comprehensive training course designed to provide chapters, members, and the audit community of professionals with information and tools to master the global CIA exam syllabus. This premier quality program is aligned with the International Professional Practices Framework (IPPF) to ensure you stay current with the global internal auditing profession and are ready for the CIA exam. It combines printed text with online testing tools and online questions. Take advantage of the best prep materials out there by ordering yours today!

Contact Barbara Owens, Vice President Seminars of the IIA Sacramento Chapter, at IIAsacramento@gmail.com for more information.
The CFCIA is an association composed of investigators from various private companies, financial institutions, and law enforcement agencies whose occupational assignment is the investigation and prosecution of financial crimes.

CFCIA members have access to 3VR CrimeDex as a source of information concerning suspicious or illegal financial activity.

If you are not already a CFCIA member, a mere $50 will get you admission to the training day and a yearlong membership in the CFCIA, an association created to improve cooperation and networking opportunities of investigators from various private companies, financial institutions, and law enforcement agencies whose occupational assignment is the investigation and prosecution of financial crimes.

To register or get more information, please email: Sacramento-valley@cfcia.net or Northern@cfcia.net.

David Contreras  
CFCIA President  
2012-2013
San Francisco Seminars/Relevance, Excellence, Results

Beginning July 9, 2013, The IIA will offer several courses ranging in length from one to four days at MicroTek in San Francisco. Plan ahead now to fulfill your CPE requirements for 2013.

<table>
<thead>
<tr>
<th>Course Title</th>
<th>Course Code</th>
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<tbody>
<tr>
<td>Assessing Risk: Ensuring Internal Audit’s Value</td>
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<tr>
<td>Audit Manager Tools and Techniques</td>
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<tr>
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<tr>
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<tr>
<td>Beginning Auditor Tools and Techniques</td>
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<tr>
<td>Data Analysis for Internal Auditors</td>
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<tr>
<td>Enterprise Risk Management: An Introduction</td>
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<tr>
<td>Operational Auditing: Influencing Positive Change</td>
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<tr>
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<td>SSI</td>
<td>Intermediate</td>
<td>2</td>
<td>July 9-10</td>
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Enjoy an additional Members-only discount when you log in and register before May 24, 2013, for the greatest savings. The lower pricing will be reflected during registration.

GROUP DISCOUNTS ARE AVAILABLE. Contact Customer Relations at Customer-Relations@theiia.org or +1-407-937-1111 for details.

As an added bonus...

Attend the next Chapter Name meeting and you may be eligible to win a free copy of The IIA’s CIA Learning System® Version 4.0, valued at US $895! The IIA’s CIA Learning System is an interactive print and web-based program that teaches the entire CIA® exam syllabus in an interactive and convenient format. It is the first CIA preparation program offering content and questions aligned with the IPPF. For more information or to try a free demo, visit www.LearnCIA.com.
NASBA

The Sacramento Chapter of the Institute of Internal Auditors is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be submitted to the National Registry of CPE Sponsors through its website: www.learningmarket.org.

Congratulations to Carrie Ogata, CIA, CGAP, Deputy Auditor-Controller III at San Joaquin County and Robert Scott, Auditor, California Department of Finance, who have won the March contest. They are the lucky winners for the free admittance to the April 23rd program.

The IIA Sacramento Chapter Social Media contest continues for the month of April! Another two lucky IIA member(s) who decides to follow the IIA Sacramento Chapter on Facebook, Linkedin, or Twitter by April 30th will be chosen for free admittance to the May 28th IIA chapter program!

Please contact David Gray at IIAsacramento@gmail.com.

Chapter Library

New Arrivals! Member’s are now welcome to check out volumes from the new 6th Edition of Sawyer’s Guide for Internal Auditors. The updated edition of Sawyer’s Guide is divided into 3 volumes covering the following areas: Volume 1 - Internal Audit Essentials, Volume 2 - Internal Audit Processes and Methods, Volume 3 - Governance, Risk Management, and Compliance Essentials.

Overdue Items? Please bring your overdue library items to this month’s seminar. If you need more time with the materials, please email your request for an extension.

If you have any questions, please contact Mayra Villalta at IIAsacramento@gmail.com.

Click here for library list.
Last year, over 500 bowlers from the Sacramento area turned out to have fun, win prizes, and bowl for kids! Crazy themes and costumes make for a creative and unforgettable team-building event. This year’s theme promises to push the boundaries of creativity and craziness.

Junior Achievement is funded almost entirely by private contributions. One hundred percent of proceeds from this event help us to meet the growing demand for JA Programs in the Greater Sacramento Area.

The IIA Sacramento Chapter continues to be a Lane sponsor for this event! More information to come.
March Program Pictures

Internal Audit 2013: Emerging Trends and the Outlook Ahead

Patty Miller, CIA, CRMA, CPA
Global Chairman of the Board 2008-2009
pkmiller100@gmail.com
<table>
<thead>
<tr>
<th>Date</th>
<th>F.O.S.*</th>
<th>Program</th>
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<td>9/20/2012</td>
<td>M</td>
<td>Chief Audit Executive (CAE) Panel Discussion - Moderated by Kannan Rooney</td>
<td>CAEs from Chevron, NatApp, Safeway &amp; Union Bank</td>
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<td>10/18/2012</td>
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<td>External Quality Assurance Review (OAR) Panel Discussion</td>
<td>Panellists from Deloitte &amp; Touche, Chevron, Clorox, and Bank of the West</td>
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<td>1/17/2013</td>
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<td>Triaging an Investigation</td>
<td>Catherine Madrid, Marcus Wong, &amp; Kate Eckhart, Ernst &amp; Young</td>
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<td>2/21/2013</td>
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<td>Raj Chaudhary, Crow Horwath LLP</td>
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<td>3/2/2013</td>
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<td>Corporate Espionage</td>
<td>Dan Henage, Grant Thornton LLP</td>
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<td>4/18/2013</td>
<td>PD</td>
<td>Building Your Brand as an Emerging Leader</td>
<td>Jo Miller, CEO of Women’s Leadership Coaching, Inc.</td>
</tr>
<tr>
<td>TBA</td>
<td>M</td>
<td>Join Us for Another Great May Social at the Blackhawk Museum, Danville</td>
<td>Suprise Guest To Be Announced</td>
</tr>
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</table>

*Recommended Field of Study Auditing (A), Management Advisory Services (M), Personal Development (PD)

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**External Quality Assurance Review PANEL DISCUSSION**

Internal audit professionals who are interested in the following will want to attend this program:
- An overview of the Institute of Internal Auditing Standards for the Professional Practice of Internal Auditing.
- Implementing new/enhancing existing internal audit processes.
- Maintaining quality and leading internal audit practices.
- Confirmation that you are meeting stakeholder expectations and providing value to your organization.
- Preparing for or considering an external Quality Assessment Review to evaluate conformance with the Standards.
- Becoming a future internal audit leader.

Join a panel comprised of Kristen Barry of Deloitte & Touche, Bonnie Sara of Chevron, Bov Nanton of Clorox, & Therese Nierts of Bank of the West.

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**Risk Management Third Party Risk Management**

During this presentation, we'll discuss how an effective enterprise risk management program incorporates third-party risk mitigation efforts. At the end of this session, participants will be able to:
- Recognize current risks in the marketplace related to third-party risks.
- Through a case study approach, identify internal and external challenges to discover, analyze, and assess risk.
- Explore solutions to be implemented in order to achieve a successful proactive program.
- Utilize technology to enhance third party risk management efforts.

Presented By:
- Rick Warren, CIA, CBCS, Principal, Third Party Risk Management, Crow Horwath LLP

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**Corporate Espionage**

In this presentation, Dan Henage will:
- Use live hacking demonstrations and videos to show how corporate espionage occurs.
- Explain what happened in some of the largest attacks of all time and how the organizations failed to protect themselves.
- Describe the steps that can be taken to protect against corporate espionage including:
  - Firewalls
  - Training
  - Patching
  - Tracking
  - Testing
  - Encryption
  - Physical Security

Presented By:
- Dan Henage, CPA, CISSP, Business Advisory Services Manager, Security Specialist, Grant Thornton LLP

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**Build Your Brand as an Emerging Leader**

What does it take to establish a reputation as a go-to person, expert, or up-and-coming leader?

In this workshop, discover:
- How to identify your ideal career niche.
- How to turn it into a compelling brand statement.
- Cultivate a strong, positive reputation for yourself.
- Learn how to communicate your brand to your leaders and engage them in your career development.
- Attract high-profile assignments and roles that make your expertise visible.

Presented By:
- Jo Miller, CEO of Women’s Leadership Coaching, Inc. and creator of the Women’s Leadership Coaching system.

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**Triaging an Investigation**

Catherine Madrid, CPA, CPA, Partner, Marcus Wong, CPA, CPA, Senior Manager, & Kate Eckhart CPA, CPA, CPA, Manager, Fraud Investigations and Dispute Solutions, with Ernst & Young, will cover best practices in initial response to alleged wrongdoing.
- Learn how to:
  - Conduct the initial triage
  - Respond to threats to the business or its employees.
  - Consider reporting obligations.
  - Organize the investigation.
  - Conclude and transition to a longer-term project.

Joint program with the Financial Women’s Association. Join us for a Social at Plate & Vine across the street in the Clarendon Hilton.

Location: 1970 Diamond Blvd, Coacred Time: 6:00 - 8:00 p.m.

Presented By:
- Raj Chaudhary, PE, COBIT CSEC, Principal and National Practice Leader, Security and Privacy, Crow Horwath LLP

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**Mobile Device Risk in an Increasingly Connected World**

With the proliferation of mobile devices over the last few years, organizations are beginning to feel pressure from employees to allow access to corporate data and information from consumer phones and tablets. While this is a clear advantage for productivity, placing sensitive data on mobile devices presents additional risks to the security of this information. This presentation will explore the threats organizations are exposed to via mobile devices on which they depend and mobile security approaches within the enterprise.

Presented By:
- Raj Chaudhary, PE, COBIT CSEC, Principal and National Practice Leader, Security and Privacy, Crow Horwath LLP

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**May Program & Social at Blackhawk Museum**

Please join us for another exciting event at the Blackhawk Museum. The Blackhawk Museum was established to ensure that significant automotive treasures blending art, technology, culture and history would be exhibited for public enjoyment and educational enrichment. Blackhawk displays about 40,000 cars, many of which are on loan from Museum friends in many different parts of the world. Car collectors enjoy sharing their automobiles and Blackhawk has the most dramatic presentation of coachbuilt cars in the world, without exception. You won’t want to miss this opportunity to network with your peers, enjoy an exceptional dinner, and hear from our special guest.

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Attend all programs this year and receive up to 16 CPE credits*.

All programs are $30 for Members/$35 for Non-Members excluding the May Social.

The courses in this flyer are being provided at a part of the Northern California East Bay Chapter of the Institute of Internal Auditors Annual Program Schedule. Courses are $30 for Members/$35 Non-members excluding the May Social. For more information regarding complaint resolution and program cancellation policies, please visit the Programs and Seminars section of our website at http://www.theiia.org/chapters/index.cfm/home/pages/pas/index.cfm

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Some of the Keynote Speakers include:

Madeleine K. Albright
Chair, Albright Stonebridge Group
Chair, Albright Capital Management LLC
United States’ 64th Secretary of State

Tom Peters
One of the Most Influential Business Thinkers of All Time

Diana B. Henriques
Best-selling Author of The Wizard of Lies: Bernie Madoff and the Death of Trust

The IIA’s 2013 International Conference

One World, One Profession, One Destination. Register prior to Feb. 28, 2013, at an IIA member early registration rate of US $1,395 when you also make your reservation at the official conference hotel.

Keynote speaker spotlight - Madeleine K. Albright: In 1997, Albright was the first female to be appointed U.S. Secretary of State – and at that time was the highest ranking woman in the history of U.S. government. On May 29, 2012 President Obama awarded her the U.S. Medal of Freedom, the nation’s highest civilian honor.

Currently she chairs both a global strategy firm and an investment advisory firm focused on emerging markets; is a professor in the Practice of Diplomacy at Georgetown University School of Foreign Service; chairs the National Democratic Institute for International Affairs and Pew Global Attitudes Project; is president of the Truman Scholarship Foundation; is a member of the U.S. Department of Defense’s Defense Policy Board; and is author of five New York Times best-sellers.


http://www.iiac2013ic.org

http://www.theiia.org/Sacramento

Watch Archived Webinars On-demand 24/7 Members-Only Webinar Playback
Benefits of Membership

IIA members are entitled to free or specially priced guidance, training, and services. Many of the valuable opportunities available to IIA members are listed below.

- Advocacy
- Audit Career Center
- Bookstore
- Certification
- Guidance
- Knowledge
- Networking
- Partner Savings
- Training

“I'm a member because of the relevancy of educational opportunities and networking opportunities.”

Kimberly Phegley, CIA
IIA member since 2000
Nashville, TN, USA

IIA Sacramento Chapter has renewed its partnership with Gleim Publications to ensure your success on the CIA exam! Working together, we will provide you the necessary study tools to prepare for this difficult exam.

Gleim provides an extensive self-study course for the CIA exam. Our most successful candidates use the Gleim CIA Review System with Gleim Online. This system combines Review Books, Test Prep software, Test Prep for Windows Mobile, audio reviews, Gleim Online and a Personal Counselor (a real live person!) to maximize your available study time. Because Gleim identifies and focuses on your weak areas, you will not spend any more time preparing than is necessary to guarantee success. The CMA Review System with Gleim Online GUARANTEES that you will pass each exam part the first time. We are here to save you time and money. Gleim has been helping CIA candidates pass the CIA Exam since 1980.

As a member of the chapter, you are eligible for 20% off all Gleim’s CIA Review materials, as well as Gleim CPE. To take advantage of the reduced prices, please see order form or contact our chapter representative, Melissa Leonard.

By phone: (800) 874-5346, Ext. 131
By email: melissa.leonard@gleim.com
By fax: (888) 375-6940, attn: Melissa Leonard

Do you have feedback on what you have read or suggestions on future topics? Maybe you are studying for the exam or have recently passed and want to share tactics you used. Email Gleim at iiachapters@gleim.com with your comments.
Newsletter Contribution

Be a part of the newsletter. Write an article and publish it, with the discretion of editorial changes as needed. Information for inclusion into the monthly newsletter is due to the Editor last week of each month.

Chapter Programs are on the 4th Tuesdays of October through June (except December).

Reservations are due the Friday prior to the meeting. The Newsletter will be posted to our Sacramento Chapter Web site two weeks prior to the reservation deadline at http://www.theiia.org/sacramento, with an e-mail broadcast being sent to all Chapter members & guests to provide notice of its availability.

For more information, please contact Charlene Ho at IIAsacramento@gmail.com.