



# The Spreadsheet

Volume 3, Issue 3

October 2011



## Social Media Uncovered: Mitigating Risks in an Era of Social Networking

Presented by Bill Watts, CPA, CIA

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Do you have an article or other information you would like to have published in *THE SPREAD-SHEET*? Submissions may be sent to the editor by the first Friday of the month for inclusion in that month's newsletter.

Contact Ruth E. Nouanesengsy [rnouanes@insight.rr.com](mailto:rnouanes@insight.rr.com) with comments or suggestions.

### “Building Bridges to Audit Excellence”

Register now for **The IIA Central Regional Conference** on November 6 through 9, 2011 in Pittsburgh, Pennsylvania.

See page 3 for details.

**Date:** Tuesday, November 8, 2011

**Time:** 11:30 am – 1:00 pm

**Location:** The Confluence, 679 West Spring Street, Columbus, Ohio

### Learning Objectives

- Why a social media strategy is important and crucial to align with business goals and objectives
- Understanding the risks and rewards of social media
- Why SM shouldn't fall on the shoulders of only one department
- How to effectively enforce your social media policy and train your employees

### Description

Social media presents a broad range of risks to an organization, from employee productivity to data privacy. Understanding these risks and developing a social media strategy is crucial to experience the benefits and rewards of social media while also attempting to mitigate the risks. A social media strategy should align with your business goals and objectives to capitalize on those rewards and help your business grow and prosper. Part of your social media strategy should include policy development and training for your employees. Crowe's presentation will help you understand who should be involved with creation of this strategy and how to effectively involve and train your employees to help manage risks for the business and reduce stress to the stakeholders. Crowe's phased approach takes into account the employee's and management's perspective overlaid with a current “snapshot” public view of your organization to help address these risks and formulate a strategy.

### BIO

Bill Watts is the Partner in Charge of Crowe Horwath's national internal audit practice. This practice provides internal audit, Enterprise Risk Management (ERM), Fraud, and Corporate Governance consulting to public and private organizations.

Bill has over 20 years of experience in helping organizations manage, monitor, and mitigate risks through sound governance, risk, and controls environments.

He has presented and published articles on governance, enterprise risk management, and internal audit. Bill has regularly presented at the IIA, FEI, and other business organizations, including the IIA's national and International conferences.

Register [HERE](#)

## Welcome New Chapter Members

Zachary King, Student

Jason Painley, The Park National Corporation



## Save the Date for Upcoming Chapter Events

- ◆ November 2011
  - ◆ 8th - Monthly Meeting: "Social Media Uncovered: Mitigating Risks in an Era of Social Networking"
    - ◆ Speaker: Bill Watts of Crowe Horwath LLP
    - ◆ Time: 11:30 am
    - ◆ Location: The Confluence, 679 West Spring Street, Columbus, Ohio 43215
    - ◆ CPE: 1 hour
    - ◆ Cost: \$25 members; \$35 non-members
    - ◆ For more information and to register, click [here](#). Registration deadline is Friday, November 4, 2011
  
- ◆ December 2011
  - ◆ 13th - Monthly Meeting: "Communicating Bad News"
    - ◆ Speaker: Raven Catlin
    - ◆ Location: The Confluence Restaurant, 679 West Spring Street, Columbus, Ohio
    - ◆ CPE: 1 hour
    - ◆ Cost: \$25 members; \$35 non-members
    - ◆ Registration deadline is Friday, December 9, 2011
  
  - ◆ 13th & 14th - Training: "Writing Effective Audit Reports"
    - ◆ Speaker: Raven Catlin
    - ◆ Location: The Confluence Restaurant, 679 West Spring Street, Columbus, Ohio
    - ◆ CPE: 16 hours
    - ◆ Cost: \$400 members; \$450 non-members
    - ◆ For more information and to register, click [here](#). Registration deadline is December 7, 2011



## Congratulations to Dr. Charles Saunders, CIA, CCSA

Dr. Charles Saunders, CIA, CCSA, successfully defended his dissertation and passed the final oral examination for the degree Doctor of Philosophy at The Ohio State University. The degree will be conferred at Commencement on December 11, 2011. Dr. Saunders's dissertation is titled, "Native American Tribal Colleges and Universities: Issues and Problems Impacting Students in the Achievement of Educational Goals." Dr. Saunders is currently Accounting Lead Faculty at Franklin University, and was formerly Internal Audit Project Manager at American Electric Power Company. He is currently a member of the IIA Central Ohio Chapter Board, and is a past Chapter president. Dr. and Mrs. Saunders cordially invite our IIA friends to a reception immediately following Commencement at the Fawcett Center, Alumni Room, 5 p.m. - 7 p.m. Dr. Saunders looks forward to greeting friends and colleagues at the reception, and requests that guests do not bring gifts, please.



# Certification in Risk Management Assurance To Be Offered by The Institute of Internal Auditors

The Institute of Internal Auditors (IIA) will offer a new certification allowing audit practitioners to demonstrate their ability to provide advice and assurance to audit committees and executive management on whether key risk management and governance processes in their organizations are in place and effective. The Certification in Risk Management Assurance (CRMA) exam will be offered starting in mid-2013. The announcement was made from The IIA's 2011 Governance, Risk, and Compliance Conference held in August at the Omni Orlando Resort at Champions Gate in Orlando, Fla. As stated in the definition of internal

auditing as outlined by the International Professional Practices Framework for internal auditors, internal auditing "helps an organization accomplish its objectives by bringing a systematic, disciplined approach to evaluate and improve the effectiveness of risk management, control, and governance processes." Results of a recent job analysis survey related to The IIA's Certified Internal Auditor designation, as well as recent stakeholder surveys, strongly support the need for the internal audit function to be involved in an organization's risk and governance processes.

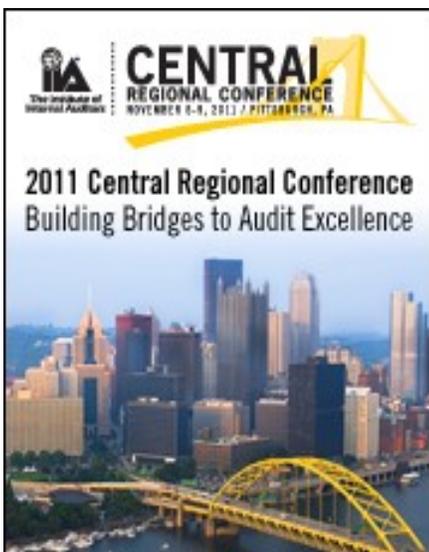
Beginning in October, qualified individuals with knowledge and experience in risk management assurance can begin applying for the CRMA prior to the exam launch exam through a "professional experience recognition" process. More information on the specifics of this process will be available later this year.

For more information about the new CRMA designation, visit [www.theiia.org/certification/crma](http://www.theiia.org/certification/crma).

Posted By The IIA (The Institute of Internal Auditors)

The IIA and the Pittsburgh Chapter will host a premier training opportunity for internal audit professionals in the Central Region. High impact speakers, industry knowledge, and valuable networking opportunities will converge in Pittsburgh this fall.

Find incredible value by participating in:



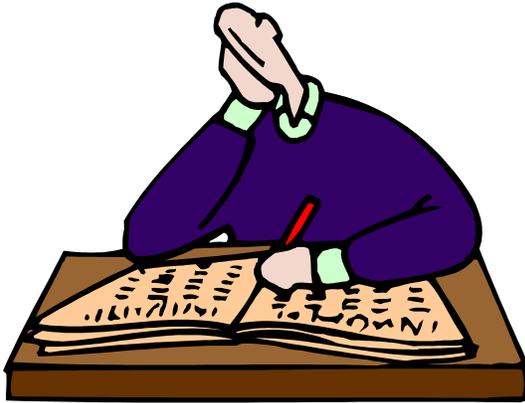
- ◆ Thirty six concurrent sessions in tracks dedicated to audit skills and professional development; risk management and governance; financial services; IT and non-traditional audit functions; and CIA exam review
- ◆ Pre-conference workshops led by subject matter experts on audit report writing and CIA exam review utilizing The IIA's CIA Learning System
- ◆ Four concurrent session financial services track including speakers from Key Corp., PNC, Crowe Horwath and Protiviti
- ◆ An exclusive CAE roundtable moderated by Ed Vargo, Chief Audit Executive, Aleris International Inc.
- ◆ Four general sessions led by highly rated and nationally known speakers .

Go to [www.theiia.org/crc2011](http://www.theiia.org/crc2011) for program details and registration.

## Employment Wanted

Are you an employer looking to fill a position? Here is the place you should look first! We are providing listings of individuals who are seeking employment opportunities including contact information and a brief summary of qualification and/or experience.

- Name: Steve Zwelling
- Certifications/Education: CIA, CPA, CISA, CDP; BS (Accounting) - The Ohio State University
- Contact Information: 614-595-5346; stevezwelling@hotmail.com
- Experience/Qualifications: Internal operations auditor who enjoys doing the detail. Excellent communications skills—written and verbal. Problem solver.



## Make Sure You're Receiving Central Ohio Chapter Updates

Many of us are inundated with unnecessary emails, so the “opt-out” or “unsubscribe” buttons have become popular. However, if you're not receiving newsletters and updates from the Central Ohio Chapter of The IIA, it could be because you opted out of IIA communications, which includes national and local communications. To make sure you're receiving information about local events and opportunities, follow the simple instructions below. The IIA continues to refine communication practices to ensure that you only receive relevant messages.

1. Log in to The IIA's website at [www.theiia.org](http://www.theiia.org) with your member number and password.
2. At the top of the screen, select 'Update Your Profile.'
3. Under 'Profile Information' click 'Edit.'
4. Scroll down to 'contact preferences' and make sure to check 'yes' for the item 'May The IIA and your local affiliate contact you by e-mail?'

refresh the rest of your profile information, and remember, you can opt out of solicitations and related party offers while continuing to receive official IIA and chapter communications. Anyone having trouble viewing or updating their profile and changing their settings can contact membership services at (407) 937-1111 or

Please take this opportunity to review and



For an easy access to the Chapter website, take a picture of the QR code on left with your phone.

PUBLISHED BY THE INSTITUTE OF INTERNAL AUDITORS

September 2011

 [Print Article](#)

## 18 Free CPE Credits for Members



For more than 67 years, *Internal Auditor* magazine has shared leading practices with internal auditors around the globe. Now in addition to supporting you in your career with print and online news and information, *Internal Auditor* is helping you earn CPE credit as well. With the release of each bi-monthly edition of the magazine, you have the chance to **earn three IIA CPEs** to support your IIA designations. Available to members for free, the online quiz takes your experience with the publication to the next level by testing your internal audit knowledge and providing valuable CPE credits.

Upon successful completion of the quiz, be sure to print/save your transcript for your IIA CPE reporting purposes.

Click [here](#) to access the quizzes online.

## 12+ Free CPE Annually PLUS Free Training

As a member of The IIA, you have access to a free monthly [Members-Only Webinar](#). The topics have included identity theft, risk, linguistic lie detection, and more.

How can chapters tie in these free CPE opportunities to chapter events? Consider holding a roundtable session the day after the Webinar to discuss the matter further. Or offer a panel session with professionals addressing the same subject matter as the Webinar. If you have other ideas on how to tie in the Members-Only Webinars, please let us know at [ChapterRelations@theiia.org](mailto:ChapterRelations@theiia.org).

Here is the upcoming schedule of events - all WebEx sessions begin at 1:00pm EDT and last for 60 minutes, with the exception of the panel, which will be 90 minutes in length:

Date	Topic*
Sept. 20, 2011	Lie to Me: Secrets of Linguistic Lie Detection
Oct. 18, 2011	The convergence of ERM and Continuous Control Monitoring
Nov. 15, 2011	Third Party Risk Assessment
Dec. 13, 2011	Write it Right: Communicating Audit Report Findings
Jan. 17, 2012	Panel: Anti-Corruption Practices

\*Note: Topic subject to change - please click [here](#) for access to the most current information.

## Bridge Membership Assists Unemployed Internal Auditors

Are you aware of any members whose IIA membership has lapsed due to unemployment? They may be eligible for a free IIA membership through the [bridge membership](#) program. Recipients receive:

- One-time, one-year complimentary individual membership
- Online access only to *Internal Auditor* Magazine

To qualify for Bridge Membership, the individual must be an active member of The IIA for the past two or more years and actively seeking employment. To take advantage of this opportunity, they will need to download the [application form](#) and submit a written request certifying they are unemployed and meet the qualifications of the program. All documents should be sent to: [membershipdevelopment@theiia.org](mailto:membershipdevelopment@theiia.org) and include their current IIA member number.



Bridge membership is not available to student members, those who are employed part-time or those who voluntarily quit their previous positions.

Any additional questions regarding this program should be sent to [membershipdevelopment@theiia.org](mailto:membershipdevelopment@theiia.org).