Happy December!

It is hard to believe that this year is almost coming to a close and soon we will be celebrating the year-end holidays and the beginning of a New Year!

I’d like to take moment to thank all of the people that support our Chapter. Without our Board of Directors, Past-Presidents, event sponsors, speakers, volunteers and members we would not be able to provide the many services to our business community that we do. I am grateful to each person that contributes their time and resources to our Chapter and am proud to be part of such a wonderful organization. In the spirit of the holiday season the IMA Long Island Chapter will be hosting a Holiday Networking Event featuring a Comedy Night on December 12, 2017. We will also have a professional photographer here that evening offering $30 headshots. Look for the email invitations with the details. Thank you to our November speakers, Kevin Quinn, Aoifa O’Donnell and Tammy Luby who shared their expertise on the topic of Employee Well Being and how it affects their performance and your Company’s bottom line. Special thanks to Joseph Giacinto who moderated the evening. In addition to our regular dinner meeting, we had the opportunity to present our 5th annual Student Career Workshop. In attendance were 70 students from local Colleges and Universities, with representatives from Canon USA and Deloitte focusing on Personal Branding. Every year this event grows and provides important, practical information to our students getting ready to enter the work force.

I hope to see you all at our December event to mingle for some holiday cheer. In addition we will be collecting non-perishable items and new unwrapped toys for distribution to help those less fortunate or to put a smile on an ill child’s face. Please consider bringing a donation.

I wish you and your families a Happy Healthy Holiday Season!

Carmela
2017-2018 Dinner Meeting Schedule

January 9, 2018  Everything is Negotiation
February 13, 2018  The State of the Long Island Real Estate Industry
March 13, 2018  A New Paradigm Disrupting Accounting & Finance – The Impact of Data Science and Business Analytics (Use of Artificial Intelligence)
April 10, 2018  Crisis Management – Protecting Your Assets: Property, Plant & People
May 8, 2018  Annual Financial Executive of the Year Award Dinner

Quarterly Breakfast Series

(Breakfast meetings are FREE to Members, $25 for Non-Members)

January 23, 2018  Beyond Budgeting- Turning Budgets into Hands on Tools
April 24, 2018  HR & Employment Law – Current Updates
July 24, 2018  Affordable Care Act & New Tax Law Updates

Gleim Discount on CMA Study Material

The Long Island IMA Chapter has partnered with Gleim to ensure your success on the CMA exam!

The Gleim CMA Review has the largest exam-emulating test bank of multiple-choice and essay questions, our popular CMA exam instructional videos, and a no-hassle Access Until You Pass® guarantee. Gleim has over 40 years of success helping candidates pass the CMA exam.

Place your order directly online by going to https://www.gleim.com/IMALongIsland or contact Melissa Leonard at 800.874.534 or lmazany@signatureny.com to learn about the significant discounts you are eligible for as an IMA Chapter member.

Meeting Times

Please note the dinner meetings at The Woodbury Country Club at 884 Jericho Tpke, Woodbury, NY will now take the following format:

6:00pm to 7:00pm - Registration & Professional Networking
7:00pm to 7:30pm - Dinner Served
7:30pm to 8:30pm - Speakers / Q&A / Wrap Up
LinkedIn: The Power of Mass Communication

By James L. Smith, CPA and Marvin Rosen, VP of Membership Committee

With almost 400 members, thousands of local Business and University contacts on LI who could benefit from Membership in the IMA the question becomes how do we reach such diverse and spread out groups? The short answer is it’s as easy as typing on your computer!

I have used LinkedIn over the years to stay in touch with my peers and contacts but I had never really used it to distribute messages about events or organizations before. This year I have been experimenting with using LinkedIn to get our Chapter’s message out. It might be about an upcoming meeting, event or general news about the IMA. What I have experienced has been eye opening.

I started out by writing articles to let people know about the IMA events beginning with the September meeting. I was very excited to find out that as many as 200 people had viewed my post at that time. Over the course of the last 4 months I found that by communicating regularly, more and more people were following my account. The key I found is to keep the message short and to the point, so now I use posts. My most recent post was just 4 sentences long with 5 pictures. I created this post just this week. The topic was on the Annual Student workshop we held on Nov 14th. It is now 3 1/2 days later and this post has been viewed by 3,901 people. Liked by 42 and commented on by several people. This number grew by 200 just this morning, a number that I was excited to get “in total” just 4 months ago!

Communicating regularly and consistently also makes a big difference. People do not have a lot of time so “sound bite sized” communications are what people are looking for. If your followers know you keep sharp and concise topics they are more likely to look at what you have written. How do you know you are reaching the right audience you may ask? LinkedIn gives you basic analytics, in the free version, which give you nice insights. I was able to see the views came from the following groups and areas:

- My Company, Canon USA - 64
- Stony Brook University and Hofstra - 58
- Students - 90
- CEO’s and Executive Directors - 88
- Corporate Finance Specialists - 87

It is fun to see I have people who follow me all over the USA, India, Egypt, China and Europe. Who knew!

Most exciting to me was that I found the demographic group I was hoping to communicate with was my biggest audience: the Greater NYC Area 2nd degree contacts. I can’t prove this is making a difference in my chapter’s membership growth but I can say that 30% of our new members are not from referrals this year: so is it coincidence or design I will let you decide for yourself.

What I can say is if you are looking to reach a lot of people to get your message out maybe LinkedIn could be the answer for you too. By the way, the count is now 3,921.

See you all on LinkedIn.

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November 14, 2017 heralded the 5th Annual Student Workshop on Self Branding for the Students of Long Island, which was held at the Woodbury Country Club. It was a great day with our panel of 5 experts from Canon USA, Inc. and Deloitte fielding questions from our local students and providing answers and insights in return.

Students and faculty from Molloy College, Stony Brook University, LIU Post, Hofstra University, Adelphi University, Farmingdale College and others were in attendance this year. With over 80 students and faculty attending the workshop, and 26 staying for the regular meeting it was quite a day. With a start time of 4pm and end time of 8:30pm you would think this would be a long day but I can tell you from being there, the time went by in an instant.

The Students once again impressed the IMA Board Members, Faculty and Panelists with insightful and honest questions. Exactly the level of confidence and self-image it takes to succeed and excel in business. One of the most important topics had to do working in team settings and using individual talents to complement one another to do together what you cannot achieve thru individual excellence along. That is the Business Work environment that we are in today.

Before we knew it, the 2 hour workshop had ended and the students were able to put what they had learned about networking and self-branding to work both in the Networking hour and the Dinner meeting afterwards.

Over the years, I have had the pleasure and privilege to keep in touch with many of our students. I have seen them go from student to intern, mentee and ultimately professionals. I tip my hat to those students who have the vision and commitment to invest early in their futures by getting to know the business leaders from Long Island and learn from their experience.

Thank you to our Panelists from Deloitte and Canon for donating your time to such a worthy cause and helping our local students to grow and thrive: Tatiana Cruz (University Specialist) and Alan Lehrer (University Specialist) from Canon USA and Randy DeYulio, CPA (Partner), Kelsie Valentiner, CPA (Audit Manager) and Bill Finn, Tax Manager from Deloitte. Many people from our Board, our sponsors (Canon USA, Inc., Deloitte, and AVZ) as well as the great management and staff of the Woodbury Country Club contributed greatly to the day’s success. To all of you who helped to make this a great day, thank you!

Congratulations to Marvin Rosen, this year’s VP of Student Activities and the great job that he and his committee did on making this year’s event the most successful to date.

See you all next year!
The LI Chapter of the IMA under the leadership of Carmela Borzelleri, President, has continued the direction of community and business involvement that has been the mantra of our long line of distinguished Presidents and great Board Members. Our message is clearly getting out to our community as we find ourselves closing in on the Magical number of 400 members this year.

Membership is a gateway to a bigger and brighter Career for all levels of Business Professionals.

When I speak to Professionals, Young Professionals and Students many ask me what makes the IMA and the Long Island Chapter special. I sum it up simply; we are a group of people and an organization that puts the members first. We exist to facilitate learning and career growth thru professional certification (CMA licensing, CPE courses, webinars, and many other methods) and networking.

No matter what business path you take successful business professionals strive towards management and the IMA speaks to the innate leadership capabilities and knowledge of our members. IMA Members are widely recognized to have the strategic skills, technical and soft skills to move up into and thru the Management Levels of any company.

This year our chapter is growing by over 15% this year, building upon global growth of over 10% because of our strong message and the value we bring to our members.

Reach out to me or any IMA member and learn why we have found the IMA to be the most rewarding Organization I have ever belonged to. Join now thru our membership committee and get a 10% discount on your first year’s dues.
Every businessperson understands how their employees and their contributions impact success – it is a truism: no one does this alone.

This evening’s panel emphasized the tangible, intangible, and empirical values generated by employees that are respected, appreciated, protected, and nurtured. The talents and experiences of Aoifa O’Donnell, Tammy Luby, and Kevin Quinn enlightened the audience with practical examples of what works and what doesn’t. How the investment in people is exponential to our businesses and to our employees.

Although many interchange Well Being with Wellness, there are significant differences; whereas Wellness is a segment of Well Being, Well Being is far more inclusive, dynamic, and broader based. We discussed the importance of health on productivity; however, health is not insular to just physical health. Mental health is increasingly more challenging and pervasive, and it renders greater effect on businesses and their bottom-line.

Many programs and systems address the holistic approach of Well Being management, and the significant rewards reaped by employing this holistic strategy. The overall impression from this evening’s engaging exchange was eye opening, motivational, and met with a rousing sense of new trends that need to be embraced and implemented.

Thank you again to a wonderful panel of professionals:
LAST MONTH’S DINNER MEETING
Healthy Food Drive Donations

Feeding America’s 2014 Hunger in America study found that 79% of clients purchase inexpensive, unhealthy foods just to make ends meet. However, clients report that they are looking to access healthier foods for their diets.

Below we have a list of suggestions for healthy food drive donations:

- Canned Beans
- Dried Beans
- Peanut Butter or Other Nut Butters
- Rolled Oats
- Canned Fruit in Juice (Not in Light or Heavy Syrup)
- Canned Vegetables (Low-Sodium)
- Low-Sodium Soups
- Canned Tuna
- Canned Chicken
- Brown Rice
- Instant Brown Rice
- Quinoa
- Nuts • Seeds
- Shelf Stable Milk and Milk Substitutes
- Whole Grain Pasta
- Low-Sodium Pasta Sauce
- Popcorn Kernels (Not Microwave Popcorn)
- Canned Stews
- Whole Grain, Low-Sugar Cold Cereals
- Olive or Canola Oil
- Canned Tomatoes
- Dried Fruits

Non foods such as soap, detergent and other cleaning items are welcome since SNAP dollars cannot be used for these non-food purchases.
Seems like everyone is using social media these days, both at work and at home. But is it too much? How can companies help ensure appropriate use of social media in the workplace and take advantage of its power to build their brand? IMA® (Institute of Management Accountants) conducted a survey of senior finance professionals from a cross-section of industries in September 2017 to find out how companies are minimizing personal use of social media at work.

Of the 103 survey respondents:
• 52% say their organization has a written policy on appropriate use of social media in the workplace.
• 26% say their organization doesn’t have a written policy.
• 7% are working on one, and the rest don’t know.

Of those who said their organization has a written policy on appropriate use of social media, 58% said their company has been successful in minimizing inappropriate use of social media during work hours. Only 34% of those without a policy said their company has been successful.

Besides having a written policy, the other practice most successful in minimizing inappropriate use of social media during work hours is educating employees about how the policy protects the company and the employees from potentially damaging activity. For instance, an ESPN employee recently tweeted her political opinions, and the ESPN brand took a big hit. Other examples of individuals sending out tweets and other posts with negative consequences for their organization are in the news every day.

Using social media for business purposes can also backfire. For example, one airline tried a Twitter campaign asking passengers to share their positive experiences. Unfortunately, the airline’s fleet was grounded the day before due to a labor dispute. And the customers were angry.

Regarding appropriate use of social media for business purposes, by far the most common sites used are Facebook (76%), LinkedIn (66%), Twitter (50%), and YouTube (35%).

The most commonly cited purposes for using these social media platforms are:
• Engaging customers (77%)
• Building brand awareness (71%)
• Increasing website traffic (42%)

On an individual basis, 76% said they use social media less than 30 minutes during the workday (17% said 30-60 minutes). Personal use is generally less than 25% of the workday. For those who use social media at work, the following are the most common purposes:
• Find information needed for my job (55%)
• Network with colleagues (53%)
• Take a break from work (52%)
• Communicate with friends and family at work (34%)

When we asked respondents to what extent they feel that social media is a barrier to getting their work done, 70% said it isn’t a barrier. Another 19% felt it is somewhat of a barrier, and 5% said it is definitely a barrier.

DON’T IGNORE THE USE OF SOCIAL MEDIA

Although it appears that personal use of social media isn’t a major problem among finance professionals, it’s probably a hindrance for some employees in the organization. To help ensure appropriate use of social media in the workplace, it’s important to develop a written policy and talk with employees about why it’s important.

The bigger opportunity is training employees on how to use social media to benefit the company, including engaging customers, building brand awareness, and increasing website traffic. It’s important to choose the right networks, maximize visual branding, and get your logo out there. If you aren’t already doing so, it may be time to hire someone with these skills and join the social media bandwagon!

Kip Krumwiede, CMA, CPA, Ph.D., is the director of research for IMA. He can be reached at (201) 474-1732 or kkrumwiede@imanet.org.

“Our chief want is someone who will inspire us to be what we know we could be.”
- Ralph Waldo Emerson
The Long Island Chapter of the Institute of Management of Accountants was charted in 1951 by the then National Association of Cost Accountants (“NACA”). Over the years the name was changed to the National Association of Accountants (“NAA”) and now is known as the Institute of Management Accountants (“IMA”). Harold Nohe was the first President of the Long Island Chapter.

In 1970 the Long Island Chapter was split into two Chapters, one in Nassau and one in Suffolk. The first President of the Suffolk Chapter was Paul Urban. The two Chapters co-existed until 1986. The two Chapters met the second week of the month with Nassau meeting on Tuesdays and Suffolk meeting on Thursdays. There were numerous members who attended both meetings.

In 1984 and 1985 both Chapters experienced a decline in membership and meeting attendance. A committee was formed of Donald Green and Marc Palker from Nassau and Eric Perlman and Charles Schreiber from Suffolk. In 1986 with the permission of the National Office and the Board of Directors, the two Chapters were merged to reform the Long Island Chapter. Donald Green was the first President of the reformed Long Island Chapter.

In 1987 the Past President’s met to decide how best to help the Chapter prosper and grow. From these meetings the Financial Executive of the Year Award was born with the first recipient being Sanford Weintraub, CFO of Independent Election Corp of America. This award still exists today and is named after the man whose idea became the finale of our Chapter year, The Milton Zipper Financial Executive of the Year Award Dinner.

As they say, the rest is history………………..