The Association for Accountants and Financial Professionals in Business

NorthEast Regional Council
Linda M. Simmons
42 Farm Brook Court
Hamden, CT 06514

CAREER DEVELOPMENT

18.5 CPE's

IMA NorthEast Regional Council

3rd Annual Fall Conference

September 20-21, 2010

Mystic, Connecticut

REGISTER EARLY AND SAVE

Education and CMA Exam Prep Tracks - Check it out!

ima The Association for Accountants and Financial Professionals in Business

Conference At a Glance

CMA Review

18.5 CPE'S

CAREER DEVELOPMENT

NETWORKING

FINANCIAL STANDARDS

OPERATIONS

TECHNOLOGY

MOTIVATION

BEST PRACTICES

JOIN US!!!!

Concurrent Track—Both days

Overview of CMA Exam Prep-Part 2

Monday, September 20, 2010 **7:45 AM-5:15 PM**

Tuesday, September 21, 2010 **7:00 AM-4:00 PM**

Presented by Leonard T. Long

Financial Decision Making

A. Financial Statement Analysis (25%) (Level C) Principal financial statements and their purposes; limitations of financial statement information; interpretation and analysis of financial statements including ratio analysis and comparative analysis; market value vs. book value; fair value accounting; international issues; major differences between IFRS and U.S. GAAP; off-balance sheet financing; Cash Flow Statement preparation, analysis, and reconciliation; and earnings quality.

B. Corporate Finance (25%) (Level C) Types of risk; measures of risk; portfolio management; options and futures; capital instruments for long-term financing; dividend policy; factors influencing the optimum capital structure; cost of capital; raising capital; managing and financing working capital; mergers and acquisitions; and international finance.

C. Decision Analysis and Risk Management (25%) (Level C) Relevant data concepts; cost-volume-profit analysis; marginal analysis; make vs. buy decisions; pricing; income tax implications for operational decision analysis; operational risk, hazard risk, financial risk, and strategic risk; and ERM.

D. Investment Decision (20%) (Level C) Cash flow estimates; discounted cash flow concepts; net present value; internal rate of return; non-discounting analysis techniques; income tax implications for investment decisions; ranking investment projects; risk analysis; real options; and valuation models.

E. Professional Ethics (5%) (Level C) Ethical considerations for the organization.

Conference At a Glance

Education Track

Sunday, September 19, 2010

- 6:00 -7:00 PM REGISTRATION

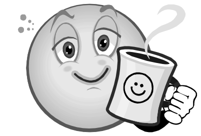
Monday, September 20, 2010

- 7:00-7:45 AM BREAKFAST/REGISTRATION
- 7:45-9:00 AM *"International Reporting Financial Standards"*
  Speaker: Tony Pencek 1.5 CPE
- 9:00-10:15 AM *"ASAP Utilities/Advanced Excel"* 1.5 CPE
  Speaker: Bill Riendeau
- 10:15-10:45 AM BREAK
- 10:45-12:00 PM *"Linked-In and Social Networking Requires A Strategy"* 1.5 CPE
  Speakers: Gail B. Benson/Deborah Polydys
- 12:00-1:00 PM LUNCH / *"New CMA Exam"* 1.0 CPE
  Speaker: Joe Vincent
- 1:30-3:15 PM *"SOP 97-2 Revenue Recognition"* 2.0 CPE
  Speaker: Tony Pencek
- 3:15-3:30 PM BREAK
- 3:30-5:15 PM *"Emotional Intelligence"* 2.0 CPE
  Speaker: Tony Kvedar

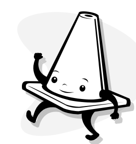
DINNER ON YOUR OWN

7:30-10:00 PM HOSPITALITY SOCIAL

Tuesday, September 21, 2010



- 7:00-8:15 AM BREAKFAST
  "Don't Let Health Insurance "Kill" Your Business"
  Speaker: Ann Chiodini 1.5 CPE
- 8:15-9:30 AM *"Theory of Constraints"* 1.5 CPE
  Speaker: Gerald A. Hoffman
- 9:30-10:00 AM BREAK
- 10:00-11:15 AM *"Liquidity for Growth; What Every Management Accountant Needs to be Doing"* 1.5 CPE
  Speaker: Richard Block
- 11:15-1:00 PM LUNCH
  "Economic Outlook and Forecast" 1.5 CPE
  Speaker: Peter M. Gioia
- 1:15-2:30 PM *"Supporting the Bottom Line With Safety Awareness"* 1.5 CPE
  Speaker: Dave Gelpke



- 2:30-2:45 PM BREAK
- 2:45-4:00 PM *"Unique Approaches to Motivate Employees"*
  Speaker: Greg Lainas 1.5 CPE

Please visit our website at http://www.nerc.imanet.org for more detail on the sessions and other conference updates.

Speakers

Anthony P. Pencek, CPA

Mr. Pencek is a practicing CPA in Rhode Island. He has been a member of the IMA for over 25 years and a member of the Board of Directors of the Providence Chapter for over 20 years. He is an adjunct professor of Accountancy at Bryant University and Rhode Island College. He is also a regional delegate to the NorthEast Regional Council for the Providence Chapter. He has his Masters of Business Administration degree from the University of Rhode Island, concentration in Accounting. He is also active in assisting other not for profit organizations in the area with their fund raising activities. His hobbies include golf and traveling. He has given several talks to other professional groups on various accounting topics.

Bill Riendeau

Bill is the owner of WRR Enterprises, LLC. WRR Specializes in the ERP System Syspro as well as working with several other ERP systems and custom programming in SQL and MS Access Databases. At WRR Enterprises, LLC. MS Office is used extensively including MS Excel and MS Access. There are several tools that can be added to the programs in order to use them more efficiently. Bill has been an owner of WRR Enterprises, LLC 4 years before which he has held positions such as Controller, Senior Financial Analyst and similar. Bill has also been a member of the Institute of Management Accountants since 1990 when it was the NAA. Bill Earned a Bachelor's degree in Accounting from Rhode Island College in January of 1991. Bill spends his free time with his 7 year old son or with Strafford Fire and Rescue as a volunteer fireman.

Joseph A Vincent, CMA

Joseph Vincent is currently serving a three-year term as Chair of the ICMA Board of Regents. He is a past National Vice President of the IMA and has served in many volunteer positions at the local, regional and national levels. He is the CFO & General Manager of Dixtal Medical in Wallingford, CT, a subsidiary of Dixtal Biomedica, São Paulo, Brazil, which was recently acquired by Philips. He previously spent 20 years with Novametrix Medical Systems, a publicly traded medical device manufacturer, serving 10 years as CFO. He was named the AOC/IMA Financial Executive of the Year for the Northeast in 1998.

Gail Benson, CISA, CIA, CCSA

Gail is Principal of The Benson Group LLC, a professional services firm dedicated to helping organizations manage their ongoing enterprise risks as they relate to technology, regulatory compliance and overall business processes. She works closely with your management team to understand your business risk exposure, develop a specific, targeted approach to evaluate how well those risks are currently being managed, and where they are not well managed, and recommends solutions to close the gaps. Gail holds an Associate degree from Endicott College and Bachelors and Masters degree from the University of New Haven. With over 20 years of IT audit and IT experience, Gail's professional experience includes a variety of industries, including AT&T, PWC, Aetna, ING, and Webster Bank. She is a tireless "networker" chairing the Hartford/Springfield Chapter of the Financial Executives Networking Group, and the Shoreline Executive Networking Group.

Deborah Polydys

Deborah has been the owner of Strategic Management Resources since 1989. She is a strategic planner, business development and marketing strategist for small businesses across diverse industries. With the constant explosion of technology, Deborah has effectively helped her clients launch viral sales and marketing action plans utilizing technology tools such as web sites, blogs, social media, and electronic marketing campaigns to build their client base and increase name recognition. Deborah has always believed that technology was the great equalizer, empowering small businesses to compete against larger companies. Deborah earned a Bachelor's degree from Albertus Magnus College and a Masters Degree from Fairfield University.

Anthony J. Kvedar, Jr., CMA, CPA

Tony holds a BS in Business Administration and a MBA from the University of Vermont. He received his CMA in 1994, CPA in the state of Vermont in 1996 and Certified Rate of Return Analysis in 2004. Tony has 25 years experience in the regulated utility field in accounting, financial planning and rate making. He is currently employed by Green Mountain Power Corporation. Tony is an adjunct instructor in Accounting at the University of Vermont and has also been an adjunct instructor in accounting, finance, and income tax at Trinity College. He has served on various committees including past President of NERC and national board member of the IMA.

Speakers

Ann Chiodini, CPA, CMA

Ann Chiodini has a diverse background in healthcare finance with extensive skills in managed care pricing and product design. As a senior financial consultant with Affiliated Computer Services, Inc , Ann served as project finance director for the State of RI's Medicaid managed care, SCHIP, and fee-for-service health care programs, serving 12% of the State's population. In this role, she focused on development and implementation of enhanced financial and metric reporting and assessment processes, contract negotiation and underwriting, and coordination of reporting and program reviews. She has served as liaison with Federally Qualified Health Centers with responsibility for ensuring compliance with federal mandates, has served as Director of the Accounting Department for Central Massachusetts Health Care (Cigna Massachusetts), a $140m health maintenance organization, and has served as CFO for the RI MRI Network, a consortium of 10 hospitals, managing all financial operations with responsibility for issuance and refunding of $20m in tax exempt bonds & leases. She has taught as an Adjunct Professor of Accounting & Finance at Providence College on both the undergraduate and graduate levels. Ann graduated with honors from Bryant University with a Masters in Business in Accounting/Healthcare Management. She holds a Masters of Science in Taxation and a Bachelor of Arts in Economics. Ann is a Fellow with the Health Care Financial Management Association.

Gerald M. Hoffman

Gerald Hoffman began his association with AGI in January 1992, following 21 years in finance and operations with AMF Incorporated and Carlisle Companies Incorporated. Gerry's experience in metal fabrication, electronics and injection molding include 10 years as Vice President, Finance with responsibility for finance, information systems, human resources, materials scheduling and distribution. He has implemented the Theory of Constraints in organizations as diverse as the semiconductor industry, United States Navy and Independent Day Schools. Mr. Hoffman is co-author of the Supply Chain materials for Drum-Buffer-Rope and Market Demand Pull, as well as the technical training materials for the Supply Chain Expert Training Program. Gerald performed his undergraduate studies at the University of Pittsburgh and Central Connecticut State University. Gerry and his wife Sandi reside in New Haven, CT. They have one son, Joshua, a first year law student at Roger Williams University School of Law in Bristol, RI.

Richard Block

Block is currently the Chief Operating Officer and Controller of Terascala, a venture-capital backed developer and manufacturer of high throughput, scalable parallel storage appliances optimized to get data to applications quickly. Prior to joining Terascala, Block was a Partner in the New England Office of Tatum, LLC, a national executive and financial services firm. Prior to Tatum, Block served as both the CFO and Financial Consulting Services Practice Leader for Avicon, a pre-IPO Supply Chain consulting and software development firm. Prior to Avicon, Block held operational controllership roles for various divisions of large publicly held companies in the computer systems and semiconductor industries. Since 2006, Block has been an adjunct professor of management accounting at Babson College in Wellesley, Massachusetts. Block started his career on the audit and consulting staffs of Deloitte and Touché. He specializes in working capital, cost, & cash management in environments of rapid growth, decline and restructure, merger and acquisition integration, design and implementation of enterprise resource planning and financial reporting systems, equity and debt financing , financial control and audit management, financial modeling and business plan development, and academic and executive education program development and delivery. Block has co-authored a number of articles for and has been frequently quoted in CFO.com magazine. Block holds a Bachelor of Science in Computer Science from New York University and a Master of Business Administration from the University of Chicago.

Leonard T. Long, CMA, CFM

Dr. Leonard Long is a professor at Bridgewater State College and the Chief Financial Officer of MIL Associates, Inc. He holds a DBA from Nova University and an MBA from American International University. Len's professional certifications include the Certified Management Accountant, the Certified Financial Manager and the Certified Town Accountant – Commonwealth of Massachusetts designations. He is a member of the Town of Mashpee Finance Committee, Past President and Treasurer of the Boston Chapter - IMA, CMA Director for the NorthEast Regional Council – IMA, the American Accounting Association and Kiwanis International.

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Speakers

Peter M. Gioia

Peter M. Gioia is vice president and economist for the Connecticut Business and Industry Association (CBIA), the state's largest business organization with about 10,000 member companies. Gioia oversees the Member Services Department, which includes both HR Services and Research. He creates partnerships to enhance the quality of HR programs and surveys and provide new ways of sharing experiences, expertise, and business opportunities for members. CBIA's research department provides in depth economic and policy analyses and survey research assistance to CBIA divisions and to member companies. The department also provides association members with international trade information. Gioia is a frequent speaker at conferences and seminars. He is quoted over nine hundred times a year in the media and is a frequent guest on media programs concerning business and political issues in the region. Prior to joining CBIA, Gioia was a senior consultant with KPMG Peat Marwick. Gioia joined CBIA in November 1989. Gioia holds a master's degree from the University of Connecticut and a bachelor's degree from Hobart College. Gioia has been appointed to the first Economic Advisory Council to the Governor in Connecticut. Gioia was Connecticut Team Captain for *USA*NAFTA*. He is a past president and member of the Hartford Area Business Economists, a member of the National Association for Business Economics, and a board member of the Metro Hartford Alliance's Economic Development Council and a past board member of the New England Economic Project.

OUTLOOK

David R. Gelpke, CSP, CPEA

Dave is the Safety and Facilities Manager at CANBERRA Industries in Meriden, CT. He holds a Bachelors of Science Degree in Industrial Technology – Occupational Safety and his background includes supervisory and managerial positions in manufacturing. The past 15 years, Dave's focus has been in the Safety and Environmental profession. He has developed and managed programs that include hazard and risk assessments, emergency action and response planning, pandemic protocols, industrial hygiene, ergonomics, worker's compensation and modified work duty, chemical and radiation safety and environmental management systems. In addition to Safety and Environmental programming, Dave currently oversees the facilities operation entailing preventative maintenance, contractor programs and security activities at CANBERRA. Dave is a 20 year member of the American Society of Safety Engineers (ASSE), active at the national level and is a past president of the local chapter. Recently, he was recognized as the Safety Professional of the Year for 2010 from the New England Area Chapters of ASSE. He is an 18 year member and past president of the Connecticut Safety Society and continues to serve on the advisory board to both organizations. Dave is a Certified Safety Professional and a Certified Professional Environmental Auditor and enjoys spending time with his family, playing golf and playing the guitar.

Gregory A. Lainas, CPA

Gregory A. Lainas is the Division Director of Robert Half Management Resources, a division of Robert Half International, Inc. Robert Half Management Resources is North America's largest consulting firm providing accounting and financial professionals on a project or interim basis. Greg started with Robert Half International, Inc. 22 years ago with the Accountemps division, where he has earned Chairman's and President's Club status. In May of 1998, he started the Robert Half Management Resources Division in the Hartford office. Prior to coming to Robert Half International, Inc., Greg worked for ESPN, Whittlesey & Hadley, and Fleet Bank. Greg received his Bachelor of Science degree in Business Administration from Northeastern University. Professionally, Greg served on the Board of Directors of the Connecticut Society of CPAs for five years and is presently serving a three year term as a trustee on the CSCPA's Education Trust Fund. He is a frequent speaker at local meetings of the Institute of Management Accountants, the Financial Executives Institute, the American Society of Women Accountants, and The Connecticut Society of Certified Public Accountants. Greg holds membership in the American Institute of CPAs, the CSCPA, and the Waterbury chapter of the IMA, where he served as president from 1990-1991.

The Association for Accountants and Financial Professionals in Business

Lodging and Directions

Lodging Information for Sunday and/or Monday Night September 19 -20, 2010

Hilton Mystic
20 Coogan Boulevard
Mystic, CT 06355

Tel: 860.572.0731

Fax: 860.572.0328

Personalized Group Web Page: http://www.hilton.com/en/hi/groups/personalized/MYSMHHF-IMA-20100918/index.jhtml?WT.mc_id=POG

Register Early!

To reserve a room at conference rates, please call the hotel and mention **Institute of Management Accountants. It is important to specify that group name when making a reservation.** OR reservations can be facilitated though the Personalized Group Web Page.

Rates: $149.00/night plus local and state taxes

Conference rates are in effect while rooms are available or until the cut-off date of August 21, 2010.

Call-in reservations may be cancelled up to 48 hours prior to arrival without penalty. Reservations canceled within 48 hours will be charged the first nights room rate. In the event a guest check-outs prior to the guest's reserved check-out date, the hotel will add an early check-out fee of $25.00.

Useful Links:

Hilton Mystic	http://www.hiltonmystic.com
Mystic Country	http://www.mysticcountry.com
Visit New England	http://www.visitconnecticut.com/mystic.html

Driving Directions

From Boston: Southeast Expressway (Route 93 South) to Route 128 North, to Interstate 95 South, to Exit 90. At the end of the exit, follow the signs to the Mystic Aquarium. The Hilton Mystic is right across the street from the Mystic Aquarium.

From Hartford: Route 2 East to Exit 28S (395 South) to Exit 78, Route 32 South (New London), to Interstate 95 North, to Exit 90. At the end of the exit, follow the signs to the Mystic Aquarium. The Hilton Mystic is right across the street from the Mystic Aquarium.

From New Haven: Interstate 95 North to Exit 90. At the end of the exit, follow the signs to the Mystic Aquarium. The Hilton Mystic is right across the street from the Mystic Aquarium.

From Newark / Northern New Jersey: New Jersey Turnpike North to George Washington Bridge Interstate 95 North, to Exit 90. At the end of the exit, follow the signs to the Mystic Aquarium. The Hilton Mystic is right across the street from the Mystic Aquarium.

From New York City: West Side Highway or FDR Expressway North to Interstate 95 North to Exit 90. At the end of the exit, follow the signs to the Mystic Aquarium. The Hilton Mystic is right across the street from the Mystic Aquarium.

The Association for Accountants and Financial Professionals in Business

REGISTRATION

IMA NERC FALL CONFERENCE REGISTRATION FORM

Name: **Designation (s):**

Nickname for Badge:

Title:

Company:

Address:

City, State, Zip:

Telephone:

E-Mail:

IMA Member Number: **IMA Chapter:**

Do you require an electronic certificate for your CPE's? Yes No
CPE's are electronically posted to IMA member account

Seminar Fees:	**By**	**On/After**	**Students w/ID**
	7/15/2010	**7/16/2010**	
Full Program	**$249**	**$289**	**$145**
Day One Only	**$199**	**$239**	**$120**
Day Two Only	**$199**	**$239**	**$120**

Conference Cancellation/Refund Policy: A refund will be issued if cancelled by August 31, 2010. No refunds will be issued for cancellations after that date. NERC—IMA is only responsible for processing the Conference registration. IMA is not responsible for any travel or lodging expenses or out-of-pocket costs incurred. If for any reason you must cancel your Conference registration, please remember to cancel your hotel accommodations directly through the Hyannis Conference and Resort Center.

Please check the track you are most likely to attend. Note: Attendees may change track later; this information is only to assist in the event planning.

Monday, September 20, 2010
- Education Track
- CMA Review—Day One

Tuesday, September 21, 2010
- Education Track
- CMA Review—Day Two

Payment information:

Check enclosed payable to IMA-NERC

VISA MasterCard

________________/________/__________
Card Number Exp. Date Security Code (back of card)

________________ /________________
Name as it appears on card (Please print) Authorized Signature

Billing address:

Address:____________________________

City, State, Zip: ____________________________

MAKE CHECKS PAYABLE TO IMA-NERC
MAIL OR E-MAIL REGISTRATION FORM AND PAYMENT TO :

IMA-NorthEast Regional Council
c/o Linda M. Simmons
42 Farm Brook Court
Hamden, CT 06514

Phone: 203-988-4903
E-Mail: Linda.Simmons@comcast.net

Please check the website http://www.nerc.imanet.org for online registration form.

*IMA is registered with the National Association of State Boards of Accountancy (NASBA) as a "Group Live" sponsor of continuing professional education on the National Registry of CPE Sponsors. However, be aware that state boards of accountancy have final authority on the acceptance of individual courses for CPE credit.

Liability Waiver: I agree and acknowledge that I am undertaking participation in NERC-IMA events and activities as my own free and intentional act and I am fully aware that possible physical injury might occur to me as a result of my participation in these events. I give this acknowledgement freely and knowingly and that I am, as a result, able to participate in NERC-IMA events and I do hereby assume responsibility for my own well-being.