



AZ Valley
of the Sun
Chapter

The Roadrunner

July 2018

Volume 20, Issue 2

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Call for Speakers - ACE2019

IMA® (Institute of Management Accountants) is seeking proposals for presentations and educational sessions for our 100-year anniversary celebration and Conference taking place June 15-19, 2019, at the Sheraton San Diego Hotel and Marina.

Participating as a speaker at ACE2019 is a valuable opportunity to raise your profile as an industry expert while building your leadership and educational skills. Additional benefits include:

- One complimentary ACE2019 Conference registration – a \$1,300 value
 - \$500 travel stipend
 - One-night free stay (room and tax only) at the Sheraton San Diego Hotel and Marina
- Before submittal, please [click here](#) to view the session tracks for ACE2019 as well as a list of suggested topics. You can submit your proposal using our convenient [online form](#). The deadline to submit is **Sunday, August 26, 2018**.

The ACE2019 Conference Program Committee of IMA members will review your submission and notify you by mid-to-late November 2018 if your proposal has been accepted.

Thank you for your interest in presenting at ACE2019. We look forward to seeing you in San Diego to celebrate 100 years of IMA!

ACE2019 Speaker Proposal Deadline is August 26, 2018.



The July issue of *The Roadrunner* newsletter is our annual conference wrap up. The IMA provides opportunities for members to succeed as grow their careers through certification and education. Take advantage of all IMA offers through local, national and online education. Mark your calendar for June 15-19, 2019 and join us at the 100th Anniversary at the IMA Annual Conference and Exhibition in San Diego. .

AZ Valley of the Sun Chapter President's Message

Dear IMA AZ Valley of the Sun Chapter Members,

The IMA AZ Valley of the Sun Chapter is committed to helping you – and our more than 500 members – to expand your professional skills, better manage your organization, and enhance your career. In our 2018-2019 fiscal year, IMA AZ Valley of the Sun Chapter has the goals to Increase awareness of CMA and certifications issued; Increase membership growth by 5%; Increase current member involvement by 25%; Demonstrate community spirit; and Provide superior member value through diverse educational and networking opportunities.

Through superior education meetings with CPE, CMA Exam Prep Webcast Courses, recognition and mentoring, monthly community service events, three student chapters, and three annual social events, IMAAZ continues to fulfill our annual goals. This year we continue to offer many types of events including: CMA Exam Prep Webcast Courses, Plant Tours, Networking Socials, A 4-hour Fraud Prevention, Detection and Response Session, and Dinner Technical Meetings. If one were to attend every event, they would earn a total of 36.00 hours, and more than half of these hours could be earned through the convenience of a webcast.

Through our community service each year, more than 100 of our members and their families generously give their time and talents to serve the Greater Phoenix community, contributing over 500 hours of their time and more than \$5,500, adding up to a significant impact on our city. They include the Salvation Army Bottled Water Drive, Back to School Supplies Collection, Walk to Defeat ALS, PBS Telephone Volunteers, Salvation Army Christmas Angel, Special Olympics-Waste Management Phoenix Open, Arizona Desert Bighorn Sheep Society Fundraising Auction, United Food Bank Drive, and the American Heart Association Heart Walk.

IMA AZ Valley of the Sun Chapter sponsors three student chapters at Grand Canyon University and Arizona State University. The chapter is also a member of a regional IMA Council called the Wild West Council. Many of the chapter members are also officers and board members of the Wild West Council, including their President.

Together with the Wild West Council, our chapter hosts the CMA Exam Review Class in the fall and spring, offering Part 1 in the afternoon and Part 2 in the morning on a Saturday. The class runs for seven weeks of five hour classes and are we offer early bird and student prices. We use the Gleim study materials and Ron LaPlante CMA CIA CPA, CFE, CFSA, CFM is our instructor. For more information, visit our chapter website.

In June 2018, our chapter won:

- ◆ 9th Place in the Stevenson Division Chapter Standings
- ◆ Community Service – Silver
- ◆ Newsletter – Silver
- ◆ Public Relations – Silver
- ◆ Social Media - Runner Up

The IMA AZ Valley of the Sun Chapter embraces the mission and vision of our global organization, to expand your professional skills, better manage your organization, and enhance your career. Please join us as we continue to develop today's accounting and financial professionals that make a difference in Greater Phoenix and beyond!

Respectfully,

Kendall Argust

Chapter President 2018-19

The Future Is Now: Help Your Team Navigate Digital Disruption

Accounting and finance teams sometimes resist change. It's understandable. After all, accuracy is essential in this field, and major changes to processes and the introduction of new ways of working could create additional stress and lead to costly mistakes.

However, resisting change is futile in an age of continuous and rapid digital disruption. Research conducted for [Benchmarking Accounting and Finance Functions: 2018](#), a special report from Robert Half and [Financial Executives Research Foundation \(FERF\)](#), suggests that the pace of technological change in accounting and finance organizations is accelerating. Many functions are expanding their use of automation and cloud computing — a move often motivated not only by a desire to increase efficiency but also to keep pace with broader digital transformation initiatives underway at the company.

According to the Benchmarking report, accounting and finance functions are most commonly automating processes such as invoicing, data collection, financial report generation, and documentation storage and compliance. Some also see an opportunity to automate more complex processes such as financial planning and forecasting, especially as machine learning and artificial intelligence (AI) technologies continue to mature and become more widely used in businesses.

What can you do as a manager to help your staff successfully navigate and embrace digital disruption — and perhaps, even assist in driving it? Try applying the following four strategies:

1. Explain the impact of the change

Get your team thinking about technological change not as a series of occasional disruptions, but a constant state. Also, instill the idea that this type of disruption can be a positive force rather than something to fear. For example, when adopting a new system or application, make clear how that technology will allow teams to work more efficiently. Further, explain how it will help them find more time to focus on higher-value projects they may find more challenging and interesting.

Paint a picture of how the department will operate post-change. Provide an overview of an average day, and explain what will be different, what will stay the same, and whether and how some job descriptions will evolve. When you help your employees understand how a change in technology will specifically impact their work and daily routine — especially for the better — they will be more likely to adapt to the change faster and with more enthusiasm.

2. Listen thoughtfully to employees' concerns

[Listening to employee feedback](#) is one pillar of successful change management. People on the ground often have the best understanding of how well a certain process is working and what the real impact of a change in technology might be. A good manager will take their staff members' comments and recommendations into full consideration.

(Continued on page 4)

The Future Is Now: Help Your Team Navigate Digital Disruption

You also need to know how to manage employees' objections to change decisively but gracefully. Some complaints you hear will be valid, while others will be rooted in unnecessary worry or misunderstanding. For instance, your accountants may feel that a manual reconciliation process is the only way to be confident everything is done correctly. However, systems have improved and doing everything by hand is not the best use of your employees' time, especially as the company grows.

To help counter the fear of change, in this case, you could discuss how automated reporting would work and what plans are in place to ensure accuracy. Then, you could list all the positives, such as leaving more time for analysis and strategy.

3. Encourage staff to maintain relevant skills

Every wave of digital change has an impact on the relevancy of your workers' current skill sets. So, what technical and **nontechnical skills** are most important for accounting and finance professionals to possess as their organizations undergo digital transformation? According to the Benchmarking report, **strong communication skills**, experience with data analytics, and experience with enterprise resource planning (ERP) systems all top the list.

Keep in mind that, for workers, a common fear of technological change is job loss. However, most companies surveyed for the Benchmarking report said digital transformation efforts are not having a significant impact on their staffing levels. Few organizations plan cutbacks, and firms are more likely to expand their teams. Encouraging your employees to maintain in-demand skills will help ensure they keep adding value to your organization as it evolves. And if the business must reduce headcount down the road, the professionals who leave likely will be more marketable to other employers.

4. Provide support after the change

Change management failures are still a possibility after you implement a new system or process. Keep up communication with your employees during this critical time, and ensure they have what they need to succeed. For example, you may find that you need to offer training to some or all team members. Or, you may need to engage extra support, such as **consultants with specialized skills and expertise**.

Remember, change management is ultimately about people. Your ability to affect change in your business requires the support and involvement of your workers. So, when team members step up to help you and their colleagues through the transition, be quick to acknowledge their efforts. And with each milestone achieved, take time to share and celebrate that success collectively. These are good practices not only for change management but **staff management**.

Accountemps, a [Robert Half](#) company, is the world's first and largest specialized staffing firm for temporary accounting, finance and bookkeeping professionals. Accountemps has 300 locations worldwide. More resources, including job search services and [career advice](#), can be found at roberthalf.com/accountemps.

Share Your Story as We Celebrate 100 Years

IMA® (Institute of Management Accountants) will celebrate its 100-year Anniversary in 2019, and as we look to the future, we invite you to help us celebrate the past. This month, we're launching a social media effort to gather member stories of what it means to be part of IMA. Over the next year, we'll be asking a series of questions on social media and asking you to submit your personal observations and recollections. It doesn't have to be long – one or two sentences will do. Also feel free to post videos or photos as well.

We invite you to share, on your own personal social media channels using the hashtag #IMA100Years, Why you're proud to be an IMA member. Your best memory as an IMA Conference participant. How IMA has supported your career.

We'll be announcing these topics – and others – on our social media channels and will be using the content we receive from you to create a special 100-year website. As part of this effort, we'll also be sharing the history of IMA and key highlights of our 100-year journey on our social media as well.

For questions or more information about submitting your stories on social media, please contact Morgan Del Rio, IMA marketing and social media manager, at morgan.delrio@imanet.org. If you'd like to submit a longer, more in-depth story, IMA's flagship magazine, *Strategic Finance*, is seeking submissions from members on their favorite personal experiences with IMA or how the profession has changed over the years. Contact Editor-in-Chief Kathy Williams at kwilliams@imanet.org for more information or to share your IMA story. IMA's 100-year celebration will kick off at our [Annual Conference & Expo](#) (ACE2018) in Indianapolis this June. It will culminate at our Annual Conference & Expo in San Diego in June 2019. Don't miss either one!

IMA Wild West Council August Meeting - San Diego

Friday, August 17, 2018:

Taking Advantage of Tax Reform - Justin Demere and Mike Shafer, Squar Milner, LLP

2018 Economic Update - Brian P. Simpson, Ph.D., National University

Location: National University 11355 N Torrey Pines Rd. San Diego, CA 92037

Dinner at The Grill at Torrey Pines

Saturday, August 18, 2018:

IMA WWC Meeting - 8:30 am to 12 Country Inn and Suites - San Diego North 5975 Lusk Blvd San Diego, CA 92121

Afternoon Social Event - Marine Aviation Museum

Dinner - TBA

Visit the IMA Wild West Council website wwc.imanet.org for more details.

Leadership Academy Webinar

Advanced Team Skills

July 10, 2018

Presenter: Nancy Zaworski, CMA Finance Director, City of Kasson

Event Description Most likely, you are a member of several teams—at work, in your community, in your school, or elsewhere. Do you want to be a better team member or lead a more productive team? This course focuses on the stages of team development, contributions to healthy team development, and team rules of conduct.

Learning Objectives After this webinar, you will be able to:

1. Analyze the four stages of team development and their characteristics
2. List examples of team leader behaviors and member characteristics for each stage of team development
3. Describe mistakes that teams frequently make and how to avoid them
4. Develop a list of rules of conduct to use with teams

Price: Free

CPE Credit: 1.5 hours

Field of Study: Personal Development

Research Area: Business Leadership & Ethics

Program Level: Basic

Prerequisite: None

Advanced Preparation: Download Participant Guide

Instruction Method: Group Internet

Visit the IMA Global Website www.imanet.org for more webinars and registration.

IMA AZ Valley of the Sun Chapter
Net Tech Session
July 17, 2018

Date: Tuesday, July 17, 2018

Time: Networking 5:30pm - 6:00pm / Dinner 6:00pm - 6:40pm / Session: 6:40pm - 7:30pm

Topic: Economic Update

Speaker: Stephane Frijia, Sr Vice President - Greater Phoenix Economic Council

Session Description: Join us to hear Stephane Frijia share the latest updates on the economic forecast for the Phoenix area.

Amount of CPE: 1 hour

Evening Location: Phoenix Airport Marriott 1101 N. 44th St. Phoenix, AZ

Cost: \$40 Members, \$45 Guest, \$7 Student

Register online at azvots.imanet.org and use our credit card payment option. Monthly board meeting to be held immediately following the technical session.

Save the Date - Upcoming Net-Tech Session Topics

July 17th - Economic Forecast

Aug 21st - FASB Update: Non Profit Financial Reporting

Sep 18th - Sales Tax Updates

Oct 16th - Accounting Careers / Student Night

Nov 13th - Non Profit Accounting / Tour

Dec 11th - Brewery Plant Tour / Spouses Night

Conference Memories



The logo for the Certified Management Accountant (CMA) certification, featuring the letters "CMA" in a serif font with a registered trademark symbol.

*IMA's Certification for
Accountants and
Financial Professionals
in Business*

The
CMA
Corner

New CMAs Hits All-Time Record

More than 60,000 professionals have earned the CMA® (Certified Management Accountant) certification since the program's inception in 1972. That's double the number of CMAs awarded just 10 years ago, and it's a number that keeps climbing.

For the fiscal year ended June 30, 2018, ICMA® (Institute of Certified Management Accountants) also awarded 6,093 CMA certificates, a record number for any fiscal year and up 47% compared to last year. For the same time period, new candidates in the CMA program totaled 39,516, an increase of 52% compared to last year. Continuing a similar trend begun last year, new candidate growth rate in the U.S. continues to gain momentum, growing by almost 20% compared to last year, thanks to IMA's successful integrated campaign and other initiatives.

The CMA figures are part of a growing trend among all IMA membership, which by the end of this past fiscal year totaled 111,866, a year-over-year increase of 24% and the highest year-end number in IMA's history.

The Americas still possess the highest concentration of CMAs, with approximately 57% of active CMAs located in this region. At the same time, the geographic reach of the exam continues to expand, particularly in China, which now has more than 7,600 active CMAs and more than 43,000 candidates currently enrolled in the program.

Dennis Whitney, CMA, CAE, ICMA senior vice president of certifications, exams, and content integration, said, "We have continued to build on the success of the CMA program, and are very pleased to have reached the milestone of 60,000 CMAs certified since the program began more than 45 years ago. As evidenced by the historic number of CMA certificates awarded this year, we are building the awareness and influence of the CMA program. This is part of a longer-term trend of an annualized growth rate of more than 29% for the past five years. We are encouraged by the expanding growth in U.S. numbers as well as the strength of our program in China, and we will continue to pursue efforts to attract new candidates both in these regions and others around the world."

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melissa.leonard@gleim.com
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July 2018 Community Service Project

The IMA AZ Valley of the Sun Chapter is supporting the Salvation Army Hydrate Arizona Water Drive this summer. Help us by bringing donations to the July 17th Net Tech Session.

The Salvation Army has activated the [2018 Red Shield Survival Squad](#) program. This annual campaign supports the Extreme Heat Emergency Plan during the hot summer months across the Valley of the Sun. The Red Shield Survival Squad collects much-needed water and funds, assisting those who suffer through the extreme heat conditions the most – people without a cool place to go during the most excruciating time of year in the Valley.

How you can help:

Check in on neighbors that might be at risk of dehydration or heat-related health issues.

Tell them how you made a difference by donating to **#HeatReliefAZ** on [Facebook](#) and [Twitter](#).

On average Arizona sees 109 days of 100-plus temperatures. **Imagine having no relief from those harsh conditions.**



August 2018 Community Service Project

The IMA AZ Valley of the Sun Chapter will be holding a Back to School Drive at our August 21st Net-Tech Session to help supply the Salvation Army with a variety of school materials to assist those in need.

Help support local students by bringing any of the following donations to our August meeting!

Backpacks

Colored Pencils

Crayons

Erasers

Folders

Glue Sticks

Paper

Markers

Pens/Pencils

Notebooks

Rulers

Scissors



IM A VALLEY OF THE SUN FALL SOCIAL

AT CHASE FIELD



Save the Date: Friday September 21, 2018

Join the IMA AZ Valley of the Sun Chapter on Friday, September 21st for Networking at our "Fall Social - Diamondback Game"! This is the last Friday night home game of the season for the Diamondbacks and they are playing the Colorado Rockies. Tickets are in the lower level outfield bleacher area.

Invite your families and friends!

Seats: \$20 – Bleacher seats

Networking at Game Seven Grill (meet in patio area), next to entrance into the ballpark.

Network: 4:45 – 6:15 p.m.

Game: 6:40 p.m. First pitch

Parking: Usually \$12 at parking garages around the stadium. For more information, go to [diamondback directions and parking information](#).

Reservation details coming soon!



**Arizona Diamondbacks vs.
Colorado Rockies**

Fri 9/21 @ 6:40pm
Chase Field, Phoenix, AZ



Chase Field
401 E. Jefferson St.
Phoenix, AZ 85004

Strategic Finance: IMA 100 Years and Counting

In the July 2018 issue of Strategic Finance, Lori Parks shares the 100th Anniversary Celebrations for the IMA. In 1919 Major J. Lee Nicholson, a pioneer in cost accounting, formed a new association—one that would eventually develop into what is now one of the world's most respected professional organizations for management accountants. With 97 original members, the National Association of Cost Accountants would over the course of 100 years evolve into the National Association of Accountants and then IMA, a more than 110,000-member-strong organization with a presence in 140 countries and seven regions.

At last month's Annual Conference & Expo in Indianapolis, Ind., IMA kicked off a yearlong celebration commemorating the historic anniversary of the association's founding. Leading the efforts to honor IMA is a special group of individuals: the 100-Year Anniversary Committee, which takes seriously its charge to recognize this great achievement in the association's history—and make sure members are in on the fun, too.

100 Years and Counting: A History of the Institute of Management Accountants e-book. Written by Kulesza and Pollara, the book will chronicle the members and milestones of IMA's 100-year history from modest beginnings in upstate New York to an increasingly global and influential organization.

Century Student Scholarship Fund. In a special effort to support the future leaders of the profession, members are being asked to contribute \$100 to help fund the ever-increasing costs of education for motivated accounting students.

Proprietary research. IMA will embark on a global research project on the future of the profession.

2019 Annual Conference & Expo. IMA will celebrate the 100-Year Anniversary at a special Annual Conference & Expo June 15-19, 2019, in San Diego, Calif.

Read the full issue of IMA's Strategic Finance Magazine at sfmagazine.com.



Upcoming Chapter Event

June 17th
AZVOTS / WWC Dinner
Indianapolis, IN

July 17th
Economic Update
Phoenix Airport Marriott

Aug 21st
FASB Update
**Hilton Phoenix Airport Hotel **

Sep 18th
Sales Tax Update
**Hilton Phoenix Airport Hotel **

Sep 21st
Fall Social—Baseball Night
Chase Field—Phoenix

Sep 22nd
CMA Review Course Begins

Vision Statement

Our vision is to be the resource for developing, certifying, connecting, and supporting the world's best accountants and financial professionals within business.

AZ Valley of the Sun Chapter

azvots.imanet.org

azvots.imanet@gmail.com



The Association of
Accountants and
Financial Professionals
in Business

Mission Statement

IMA's mission is to provide a forum for research, practice development, education, knowledge sharing, and the advocacy of the highest ethical and best business practices in management accounting and finance. IMA currently represents more than 80,000 accountants and financial professionals in business. The participation of each of our members makes the success of our mission possible.

JULY 2018

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
8	9	10 Webinar	11	12	13	14
15	16	17 <i>Net Tech Session</i>	18	19	20	21
22	23	24	25 Webinar	26	27	28
29	30	31				

Reminders:

- Take advantage of free CPE, sign up for the monthly IMA webinars.
- New Net-Tech Session location and rates begin in August
- CMA Review Course begins Sept 22nd