



AZ Valley  
of the Sun  
Chapter

# The Roadrunner

November 2014

Volume 16, Issue 6

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## Code of Ethics: Making Your Business Valuable

As children, we were taught right from wrong, good from bad. Then we took those values and modeled ourselves from that internal code of ethics. Over the years we develop and build our personal codes, and organizations should apply that same approach in designing standard ethical guidelines for conducting business.

### Enforce the Code from the Top-Down

Leaders have to create and enforce a standard code to have a solid and realistic set of guidelines. Then, they should implement these guidelines throughout the organization. If it starts at the top, the example can trickle down through the organization, creating an ethical business culture. Every employee should be equipped with the knowledge to handle daily moral dilemmas using this code without exceptions or deviations, which is where many organizations' ethical codes tend to fall apart. Annual employee training also will help enforce the code.

### Create Core Values

A well-thought-out corporate mission, vision, and core values statement are important in driving business strategy and creating company values. Senior leadership must regularly and clearly communicate these messages to their team and continuously endorse them. The companies with the highest ethical values win customer trust, gain employee loyalty, and benefit from increased revenue over a sustained period of time.

### Value = Ethics

Without a definitive set of guidelines, organizations will inevitably try to boost their bottom line however they can. But don't ever compromise your values to get ahead. Instead synchronize your values with your plans for the future of your business. If you have a great commitment to values but not the right leadership and strategy, you're doing a disservice to customers and all other stakeholders. Your emphasis should be on doing both. Ethics is at the core of what makes a business successful.

How do you make your business valuable? How do you implement your company's code of ethics?

Written by Jeff Thomson, CMA, CAE for the IMA Leadership Blog: Moments That Matter

The November 2014 issue of *The Roadrunner* focuses on career development, whether you are still in school or an experienced professional. From formal education, ongoing continuing education, certifications and networking, IMA can help you make the most of your career. Take advantage of your IMA membership and join us for the networking events and educational programs offered.

## President's Team Message

Dear AZ Valley of the Sun Chapter Members,

The theme for November is Career Development in our monthly newsletter. Our chapter makes this a focus every year in our planning of Continuing Professional Education in our Student/Career Development night. In addition, this topic is further supported by our Regional IMA Wild West Council, and IMA Global. Together, the IMA provides solid Career Development support to our members and students.

With our chapter, we traditionally hold our Career Development/Student night in October, as we did this year. Furthermore, this session has become a double session, with a 2 one hour presentations in the afternoon and a lecture in the evening on an important career development aspect, such as personal branding. We had 3 dynamic speakers this October with Christian Kaijser, Managing Director of Career Evolution, Julie Walker, Executive Recruiter at Vaco and Matt Eberle, Managing Member at Biltmore Executive Group.



With our area council, the [IMA Wild West Council](#) has quarterly meetings that include 4 to 8 hours of CPE. The WWC often has held career development as one of the CPE topics they offer at the meetings. Many times, this CPE is in our back yard, when the WWC meeting is held in Phoenix. On January 16<sup>th</sup> and 18<sup>th</sup>, you can get CPE on tax accounting for those looking to consider the tax accounting career. You don't want to miss this opportunity. Stay tuned to register for this CPE and find out more about the WWC!

Our global organization has a ["Your Career"](#) map for job seekers and employers. With a tool chest of information, this map can direct job seekers in how to set up your own job seeker account, set up an email job alert, or search jobs (as well as the [employment page](#) of our website). For employers, you can post a job (as well as the [employment page](#) of our website), view resumes and access your recruiter account. In addition, the map provide hot links to a plethora of career development articles.

With all of these career development opportunities, we can be prepared with a chest of career tools to get the best job for our career. October was also the month of a new CPE opportunities in our chapter including our 2nd Breakfast Meeting at the University Club. On October 31<sup>st</sup>, Neil Baier, VP Finance of Crescent Crown Distributing, spoke to us about [CFO: Analyst to Catalyst](#). Neil was on our board last year as our VP of Education and is always entertaining. He shared with us that he is also speaking at the [IMA Student Leadership Conference](#) in Indianapolis, IN. Neil also shared with us that he is applying to the Global Board of the IMA. We are hopeful that he will be accepted. Good luck Neil! We are so happy to have you as a loyal member of our chapter!



On Friday, October 17<sup>th</sup>, we also featured a new CPE Opportunity: the Ethics 4 hour Update for CPAs by Marcy Maslov, Chief Integrity Builder of E-Factor. The next day, on October 18<sup>th</sup>, she led a Case Studies on Ethics granting 1.5 hours of CPE to attendees. The CMA Case Studies are on Saturdays from 1 – 2:30 p.m. at CBIZ. The next one is being held on November 8<sup>th</sup> by Timothy Schanep, a Vice President at CBIZ Financial Services Inc. He is presenting a Case Study on Investment Risk and Portfolio Management. You don't want to miss this great accounting CPE.



From a community service prospective, we walked to defeat ALS on October 11<sup>th</sup> and exceeded our goal of \$1,500, raising \$1,595 with 18 walkers!

From a publicity angle, we issued our IMAAZ Postcard in September. Thank you to Laura Swanson for designing it! Thank you to Team Education for putting together a great lineup of CPE for our chapter!



This month's technical session offers another interesting topic on the Super Bowl in Arizona with the CFO of the Arizona Super Bowl sharing how to create a great experience at the event. We can see the numbers of how the various cities participate. Thank you to Team Education and Nick Stefaniak for lining up this great technical session.

And the last CPE event to sign up for is the Lunch and Learn – AZ Sales Tax Update on Friday, November 21st at the University Club from 12 noon – 1 p.m. The cost is \$30 for members and \$35 for guests. Ben Gardner, Associate at Steptoe & Johnson LLP has spoken to us on this topic before and will have more to share as we are getting closer to the start of the simplified tax on January 1, 2015.

Also, be sure to watch out for a new social fundraiser on January 8<sup>th</sup> 2015! We are going to Harkins Theatres in Tempe Marketplace to see the "Hobbit" and raise funds for our student chapters. Look out and sign up! Be sure to check our website as this information is updated. I hope to see you on the November 11th!

On the road to number one!

Respectfully,

*The President Team – Ron, Travis and Deb*

Ronald L. Caron, CMA – President

Travis J. Magneson, CPA, CMA, CFM – President Elect

Deborah C. Michalowski, CPA – Past President 2013-14

IMA AZ Valley of the Sun Chapter



**CPE Saturday 2014**  
**Saturday November 8<sup>th</sup> 8:00am-5:00pm**  
**DeVry University 2149 W Dunlap Ave Room 104 Phoenix, AZ**  
**Sponsored by AFWA Phoenix & IMA Valley of the Sun Chapters**

Earn up to 8 hours CPE and support a great cause! \$125 professional registration fee will go to the AFWA-Phoenix Charlene Kirtley Scholarship Foundation. Student rate is free. The AFWA Phoenix Chapter has awarded thousands of dollars to undergraduate accounting and finance students in Phoenix. Your donation to support students entering the profession is appreciated. Questions? PhoenixAFWA@gmail.com

Tentative program begins promptly at 8:00am. Come early, network and enjoy coffee provided by DeVry / Keller Graduate School. Register online at <https://www.eventbrite.com/e/cpe-saturday-2014-tickets-13361421371>

Track 1	Track 2	Track 3 – Students
Registration / Continental Breakfast		
Keynote: Alan Lobock, founder of SkyMall - Insights into Start-ups, Entrepreneurs, and the Investors Who Back Them		
SBA Loan Clinic part 1 - Craig Jordan, Lender Relationship Specialist, SBA	Tax Updates – Jerry Bordeaux, CPA, MAFM	Becoming an IRS CI agent - Richard Robinson, CPA, MBA
SBA Loan Clinic part 2 - Craig Jordan, Lender Relationship Specialist, SBA	Non-Profit Updates - Professor Arlene Goodman	What CPA Firms Are Looking for – CliftonLarsonAllen LLP
Lunch/Networking Sponsor: CliftonLarsonAllen LLP		Meet the partners! Lunch with CliftonLarsonAllen LLP
What Small Businesses need to know about HR - Ginny McMinn, SPHR, McMinn HR	AZ Ethics Update – Marcy Maslov, CPA, MBA, CGMA, Chief Integrity Builder	Becker CPA Exam Updates - Lorise Reed, Becker Marketing Specialist
Organizational Change Management - John MacCatherine, Ph.D.	AICPA Ethics Update – Marcy Maslov, CPA, MBA, CGMA, Chief Integrity Builder	IMA Panel discussion - Today's Management Accountant
QuickBooks Tutorial -Ruth Urban, CEO of OnTheMoney	Revenue Recognition – Joyce Barden, CPA, CGMA, CBM Accounting Program Chair-DeVry/Keller	Advanced Excel Part 1– Professor Robert Diehl,
(TBD)	Audit Update – Joyce Barden, CPA, CGMA, CBM Accounting Program Chair-DeVry/Keller	Advanced Excel Part 2– Professor Robert Diehl

## Future Pathways to Financial Leadership

The IMA partnered with the ACCA to understand the pathways to senior leadership positions in finance and accounting and to help develop, nurture and grow the next generation of leaders with appropriate competencies along their career arc. The future operating environment for tomorrow's companies is complex and competitive. It is also less stable, and inherently risky. Amid this uncertainty, tomorrow's CFO and the finance teams they lead must somehow chart a path able to create and sustain value for their businesses. When we consider what the future of finance will look like, are all bets off? Is there simply too much technological, social, economic and business change taking place to reliably predict how the future role of the CFO will evolve? Or does this turbulence instead set the framework for how the future role of finance leaders will evolve, as well as redefining the skills and experiences that will be most valued in tomorrow's leaders? This report shares findings from a global study undertaken jointly by ACCA and IMA on the future careers of CFOs. Combining a global survey and interviews with leading CFOs, the research provides insights from today's finance leaders on how they see the role of the CFO evolving, and explores the developments shaping finance leadership in the future.

The report outlines what all of this means for the career experiences that next generation finance chiefs need to acquire. Today's CFO faces many challenges and these will only increase, in the areas of globalization, technology, consumer sophistication, competition, among other factors. They need to have multiple lines of sight – oversight, hindsight, and foresight, balancing technical skills with leadership skills, and running the business with growing the business initiatives. Now, more than ever, the CFO is at the forefront of value preservation and value creation activities; no small balancing act. IMA and ACCA believe we have an obligation to enrich the profession and society by creating ethically sound accounting and finance team leaders with technical accounting depth and business operations breadth. I hope you'll agree this report is a significant milestone in that journey.

The 750 global CFO's surveyed gave advice for aspiring CFO's. Know your finance fundamentals. Future CFOs will still need a strong financial understanding and should target career experiences that provide them with that understanding across various points in the finance value chain. See strategy and business experience as the new baseline. The future CFO role in supporting strategic growth will be increasingly valued. Career plan for the next big thing in finance: insight and analytics. How organisations regress, correlate, and extrapolate data to drive better decision making is the next 'big opportunity' for tomorrow's finance team as data grows and the multiplicity of information presents new challenges to business decision making. Get risk experience under the belt. From traditional financial risks to emerging risks such as online reputational risk or cyber risk, the risks business face will grow, change, and in some cases become more difficult to calibrate and manage. Become a deal maker. Merger and acquisition activity was identified as the fourth most important area of experience for future CFOs to obtain. Get closer to stakeholders, become customer-focused. The future CFO needs to be customer savvy and taking roles which provide greater customer understanding will be key. Focus on the management skills that matter. The top four skills identified in our survey were leadership skills, communication skills, strategy skills and change management skills. Prepare for more regulation and broader reporting. Regulation was identified as the third highest factor influencing the future CFO role. Get connected. Tomorrow's CFOs need to be technologically adept and understand the significant role technology can play in driving better finance delivery. Expand your footprint. Future CFOs that can bring cross-cultural, cross-market business and finance experience to the table will be highly valued.

For aspirants CFOs planning their career paths, their focus should be on gaining experience which enables them to build better skills in all of these key areas, and learning how to apply them effectively in a changing business environment. Visit [www.roleofcfo.com](http://www.roleofcfo.com) for more resources for financial professionals climbing to the top finance spot.



## **IMA Leadership Academy Webinar Better You, Better Leader November 18, 2014**

**Presenter:** Gary R Brown, CMA, CPA, CITP, PFS Managing Director, Gary R Brown CPA LLC

**Moderator:** V Marcine Johnson, CPA President and CEO Accounting & Tax Advisory Services

**Event Description:** Everyone responds differently to change because we all have different personality styles. This webinar examines the aspects of your personality that make you a better leader and helps you understand the other personality types, allowing for effective communication and, therefore, avoiding conflict. Discover how to be a better leader by first understanding yourself.

**Learning Objectives** After this webinar, attendees will be able to:

1. Define examples of personality styles and how they are used.
2. Evaluate your personality style.
3. Identify ways in which your personality style impacts your leadership style.
4. Recognize other individuals' personality styles.
5. Describe ways to apply personality and leadership styles when working with others.

**Price:** Free

**CPE Credit:** 1.5 Credit

**Field of Study:** Personal Development

**Research Area:** Business Performance Management

**Program Level:** Overview

**Prerequisites:** Complete your DISC profile

**Advance Preparation:** Download Participant Guide

**Instructional Method:** Group-Internet

Institute of Management Accountants (IMA) 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](http://www.learningmarket.org). Visit [http://www.imanet.org/programs\\_events/IMAWebinars](http://www.imanet.org/programs_events/IMAWebinars) to register for webinars.

## CFO/Career Pathways - Professional Development

Ongoing learning and development is not only essential for all professionals, but it is also the best route to career fulfilment. ACCA and IMA offer certification programs that include a series of exams, followed by ongoing continuing education.

[Find out more](#) about how ACCA membership or IMA's CMA (Certified Management Accountant) credential can benefit you and your employer.

All credentialed accountants are required to undertake relevant CPE or CPD training to ensure that they maintain and develop the knowledge and skills needed to succeed in today's dynamic and demanding business environment.

Through our partner, [accountingcpd.net](http://accountingcpd.net), we have selected high-quality learning focusing on leadership, management and business performance. So whether you're an experienced CFO interested in developing the next generation of talent or enhancing your organisation's performance, or an aspiring CFO looking to develop your own skills or business strategies' these learning resources will help you do just that.

All courses are designed specifically for accountants, finance managers and CFOs, and offer a verifiable route to four hours of your accounting CPD or CPE allowance. Written by some of the field's leading names, [accountingcpd.net's](http://accountingcpd.net) courses are designed to stimulate, challenge and help you grow professionally.

Go to [accountingcpd.net](http://accountingcpd.net) for more information and to book; don't forget to enter the promotional code ACCA109 to get your 10% discount. Visit [www.roleofcfo.com](http://www.roleofcfo.com) for more career development resources.

## AZ Valley of the Sun Chapter Community Service Calendar

In 2013-2014 we had a phenomenal year of Community Service! Thank you to all members who participated in our Community Service events by giving their time or by bringing donations of items including bottles of water, holiday gifts for children, and non-perishable food. As a group, we gave over 370 hours to the community and helped raise \$4,275.00.

2014-2015 will prove to be another great year of community service for our organization.

July 15 - Bottled Water Drive  
August 19 - Beat the Heat Donations  
September 16 - Back to School Supply Drive  
October 11 - ALS Walk  
November - Walk for Juvenile Diabetes  
December 9 - Adopt a Family for Christmas  
January - Volunteer Income Tax Assistance  
February - Waste Management Open—Special Olympics  
March - Arizona Big Horn Sheep Auction  
March 17 - United Food Bank Food Drive  
March 21 - Phoenix Heart Walk

## Lunch & Learn

### Sales Tax Update

### November 21, 2014

Come join us for a discussion of the \*new\* Arizona sales tax regime. It is a complete change of the rules & includes a variety of new provisions that will impact most taxpayers. Enjoy lunch, earn one hour of CPE and have some fun at the University Club.

**Lunch:** 12:00 – 1:00 p.m.

**Topic:** "Arizona Sales Tax Update 2014"

**Speaker:** Ben Gardner, Associate at Steptoe & Johnson

**Presentation:** 12:00 – 1:00 p.m.

**Venue:** The University Club 39 E Monte Vista Rd, Phx

**Cost:** Member \$30, Guest \$35, Student \$10

Please arrive a few minutes early so that we can place our orders from the menu.

Benjamin F. Gardner focuses his practice on all areas of taxation, with a particular emphasis on state and local tax issues. Mr. Gardner has experience in advising clients in all areas of state and local taxation, including sales and use tax compliance, corporate income tax matters, and nexus-creating activities. In addition, Mr. Gardner has assisted in representing clients in both administrative and judicial tax appeals.

Mr. Gardner also has extensive experience advising clients on worker classification issues, including representing businesses in employment tax audits and appeals. While attending law school, Mr. Gardner served as a research assistant to Professor Grant S. Nelson, former Dean William W. Warren, and Professor Carole Goldberg, aiding in the publication of casebooks and law review articles on subjects including real estate law, bankruptcy law, and federal Indian law.

RSVP: [www.imavalleyofthesun.org](http://www.imavalleyofthesun.org)

## IMA AZVOS Breakfast Meeting

### \*\*New CPE Opportunity\*\*

### October 31, 2014

Our IMA AZ Valley of the Sun Chapter board continue to look for ways to provide our members value for their IMA memberships. Not all our members can join us for the monthly technical sessions on Tuesday nights.

Take advantage of a new addition to our CPE and networking offerings by attending the breakfast meeting on October 31st at the University Club of Phoenix.

Join us for a new CPE session – The Breakfast Meeting with 1 CPE hour featuring timely topics discussed in our IMA Strategic Finance Magazine.

**Topic:** CFO from Analyst to Catalyst

**Facilitator:** Neil Baier, CMA

**Price:** \$20

**Time:** 7:30-8:30

**Location:** The University Club of Phoenix 39 E Monte Vista Rd - Phoenix

**RSVP:** [www.imavalleyofthesun.org](http://www.imavalleyofthesun.org)

Our October CPE session will feature a discussion of the February 2014 edition of Strategic Finance Magazine article titled, "CFO Analyst to Catalyst". The meeting will be led by facilitator Neil Baier, VP Finance of Crescent Crown Distributing, and will cover how "partnering opens up opportunities to focus on top-line growth rather than just cutting costs through a 'say no' approach." A Continental Breakfast with coffee will be served.

## November 11, 2014 Technical Session

**Date:** Tuesday, November 11, 2014

**Time:** Networking 5:00 - 6:00 / Dinner: 6:00 - 7:00 / Evening: 7:00 - 8:00

**Location:** Phoenix Airport Marriott 1101 N 44th St Phoenix, AZ 85008

**Topic:** The Background of the Arizona Super Bowl Experience

**Speaker:** Tina DeNicole, CFO Arizona Super Bowl

**Description:** How do things happen in the super bowl? How is everything coordinated between the various cities and participating organizations in order to create the experience that is the Super Bowl?

**Amount of CPE:** 1 hour

**Menu:** Beef Stroganoff Plated Dinner

**Cost:** Members \$37, Non Members \$42, Students \$15

**RSVP Due:** Thursday October 16, 2014

Register online at [www.imavalleyofthesun.org](http://www.imavalleyofthesun.org) and use our credit card payment option.

### Speaker Biography

Tina DeNicole was appointed CFO by the Arizona Super Bowl Host Committee and will lead the effort for all financial management, human resources, risk management and information technology for the organization. She will regularly interact with the Board of Directors, NFL's legal counsel and the outside audit firm on all financial and administrative matters.

She spent 13 years with Cox Communications in various roles, including 11 years as Vice President of Business Operations in Phoenix, Ariz., Atlanta, Ga., and Las Vegas, Nev. Tina was responsible for all financial activities and financial stewardship, facility and fleet, loss prevention and risk management, and supply chain management.

Tina served as Business Manager for Gannett Broadcasting with KPNX-TV12 from 1987 until 1996. She also spent time with Insight Enterprises in Tempe where she participated in the negotiation of significant deals with Dell Computers, Toshiba and Netscape.

She has a Bachelor of Science in Accounting from Berry College where she has served on the Board of Visitors for the past ten years. Tina also serves as Board Chair for the Arizona Animal Welfare League and is a CPA, licensed in the state of Arizona.



## IMA's 15th Annual Student Leadership Conference

Advancing your career starts with a single, purposeful step. Attending IMA's Annual Student Leadership Conference can help you begin or continue your journey by connecting you with industry professionals, students, professors, and more in a relaxed, collaborative environment.

From seeing the inner-workings of Lucas Oil Stadium to hearing from an Indy 500 race car driver and global experts, to participating in career roundtables and onsite job interviews, this year's Student Conference is infused with as much networking, learning, and fun as possible.

No steps are too small or too slow, as long as you keep taking them.

So join us in Indianapolis for IMA's 15<sup>th</sup> Annual Student Leadership Conference and advance with purpose.

### Hotel Information

The IMA Student Leadership Conference will be held November 6-8, 2014, at The Indianapolis Marriott Downtown. The hotel is located at 350 West Maryland Street, Indianapolis, IN, 46225. The direct phone number is (317) 822-3500.

Hotel reservations will be taken by the [Indianapolis Marriott Downtown](#). A block of rooms is available at a special IMA rate of \$125 per night, single or double occupancy, plus 17% tax. Be sure to mention that you are with IMA or the Institute of Management Accountants. This rate will be in effect while rooms are available or until the cut-off date of October 10, 2014. Reservations after October 10, 2014, or after the IMA block sells out may be subject to the higher rate. There is no guarantee that rooms will be available until October 10, 2014.

Conference details and registration, visit [www.imanet.org/programs\\_events/Student-Leadership-Conference-2014](http://www.imanet.org/programs_events/Student-Leadership-Conference-2014)



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Corner

## CMA Continuing Education Requirements

CMA's and candidates who have completed the CMA examination but have not yet met the experience requirement are required to maintain their proficiency in the fields of management accounting and financial management. This includes knowledge of new concepts and techniques as well as their application in the management accounting and financial management professions. The objective is to maintain the professional competence of the individual and to enhance one's ability to perform job-related requirements. Persons who have retired need not meet continuing education requirements. The continuing education requirement is 30 hours per year.

A broad range of subjects may be included in the programs for which hours of credit will be given. The subjects should be related to the topics covered on ICMA's examinations and/or to an individual's job responsibilities. Examples of the subjects that may qualify are: all aspects of accounting, financial management, business applications of mathematics and statistics, computer science, economics, management, production, marketing, business law, and organizational behavior.

All CMAs are required to complete a minimum of 2 hours of continuing education on the subject of ethics as part of their 30-hour annual CPE requirement. If more than 2 hours of Ethics are earned in a given year, up to 3 hours can be carried forward to the following year.

IMA's Statement of Ethical Professional Practice is an excellent framework for determining the types of ethics topics that are acceptable. The focus of the ethics education should be principally in the area of management accounting and financial management. Topics should include ethical considerations in the area of decision support, planning, and control for accounting and finance professionals working inside organizations. ICMA encourages members to use education sources that address specific scenarios such as fraud in financial reporting, manipulation of budgets for personal gain, and disclosure of confidential financial information. Also acceptable is coverage of ethics within the general business environment. The responsibility for determining that a program qualifies is given to those who must meet this requirement.

For information about specific continuing education opportunities offered by IMA, visit the Learning Center section of IMA's website: [www.imanet.org](http://www.imanet.org).

# PASS THE CMA EXAM!

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## 2014 - 2015 Board of Directors

President	Ron Caron
President-Elect	Travis Magneson
Treasurer	open
Assistant Treasurer	John Bakker
Secretary	Kathleen Moren (P)
Chapter Advisor	Bill Fraser (P)
VP Administration	Debbie Michalowski (P)
Meetings	John Bakker
Employment	Travis Melham
VP Communications	Trey Ballard
Email Distribution	Diane Hewlett (P)
Newsletter	Laura Mangan
Publicity	Trey Ballard
Community Programs	Patti Hammond
Webmaster	Nick Stefaniak
VP Education	Christine Fritsch
Co-Director	Bill Fraser (P)
Co-Director	Pam Zanzucchi (P)
Co-Director	Nick Stefaniak (P)
Co-Director	Greg Gilstrap (P)
Co-Director	Camille Cook (P)
CMA Program	Travis Magneson
Asst CMA Program	Julie Wilson
Asst CMA Program	Andrew Rhea
Education Reporting	Dawn Sandberg
Certificate Reporting	Karen Timian (P)
Student Affiliate/Scholarship	Donna DeMilia
VP Membership	Tom Dopler
Corporate Development	Karen Timian
Academic Development	Bob Minniti
Member Acquisition	Scott Johnson
Member Relations	Travis Melham
Attendance	John Bakker
Immediate Past President	Debbie Michalowski (P)

## IMA Membership Benefits

IMA's comprehensive services and benefits are specifically tailored to the needs of accountants and financial professionals in business. At all levels of the profession—from C-level executives to young professionals to students and academics—we offer valuable resources to enhance your career and power your business potential.

Professional Development

Networks & Communities

Publications

Conferences & Events

Career Services

Research & Information

Ethics Center & Helpline

Benefits Custom-Tailored to You

IMA offers membership types so you can select the membership level that's right for you or your organization.

Professional Members

Young Professional Members

Student Members

Academic Members

Staff Enrollment Discount Program

Maximize your IMA membership and join the AZ Valley of the Sun Chapter #239. For more information on IMA membership benefits and to join, please visit [www.imanet.org/ima\\_membership.aspx](http://www.imanet.org/ima_membership.aspx) or contact Tom Dopler at [tomdopler@cox.net](mailto:tomdopler@cox.net).

## IMA AZ Valley of the Sun Chapter Member November Anniversaries

### 1 - 10 Years

Alexandria High  
James Champlin, CHFP  
James Emanuelson  
Katherine Wu  
Kean Thomas  
Martha Martinez  
Melinda Kay Pauley  
Belen I Avina  
Yue Peng  
Anthony Robert Roy  
Brett M Nebeker  
Casey L McSpadden  
Dana Maria Alexander  
Garrett D Voge  
Homer Lopez  
Josh Austin  
Michel Civalier  
Hillary Erin Feher  
Amy Jensen  
Amy C. Daniels  
Anita Ann Magilke, CMA  
Christopher L Hurley, CPA, CGMA  
Jason Farnsworth  
Ellen C. Mitchell-Gilbert  
Bernard J. Myrter, CMA

### 11-20 Years

Terry H Gelber, CPA  
Slobodan Jaksic, CMA, CFM  
Leon S Kanon  
Sandra D. Giani-Kipnes, CMA, CPA  
Robert H. Bugh

### 21-30 Years

Diane G. Hewlett, CMA, CPA  
Kenneth L. Gerard, CMA  
Nancy L. Scott, CMA  
Gregory D. Gilstrap, CMA  
Michael R. Potter, CMA  
Patrick L. McLaughlin, CPA  
Deborah T. Miller, CMA  
Gary E. Kukowski, CMA

### 31-40 Years

Donald J. Knafels

### 41-50 Years

Kenneth J. Roberg, CMA, CFM, CPA  
Serafino M. Forzano

### 50+ Years

Paul A Rydin

### Strategic Finance: The CMA Advantage How Much More Could You Earn

In the November 2014 issue of *Strategic Finance*, Gregory L Kippel and Sheila Mitchell CPA review the research results aimed at quantifying the CMA Advantage to a certified professional's compensation.

This article includes details on the research methodology and updates to the results from the original 2011 research. These updates included taking into account the cost of attaining and maintaining a CMA over the course of a career, rolling averages for inflation projections, and incorporate salary diversity based on size, gender and industry into the model.

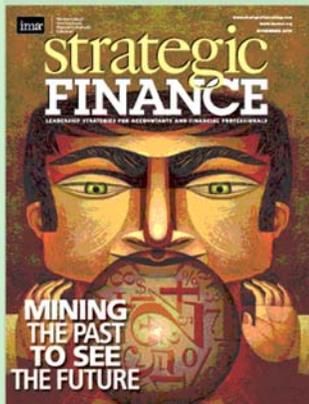
Figure 1: NPV of CMA Cumulative Career Earnings Premium  
Ages 22-59



Based on the research, a 22 year old can expect an average of \$514,000 more over their career than a noncertified peer. To calculate your own personalized ROI, use the charts and adjustments for your company. The earlier you become certified, the higher the return.

How much is it worth for you to become a CMA?

Visit [www.imanet.org](http://www.imanet.org) for the complete article and the latest issue of *Strategic Finance*.



### Upcoming Chapter Events



October 31st

AZ Valley of the Sun Breakfast Meeting  
“CFO—Analyst to Catalyst”

\*\*\*Location - The University Club of Phoenix\*\*\*

November 4th

AZ Valley of the Sun Board Meeting  
Monti's

November 8th

CPE Saturday—AFWA Phoenix  
DeVry University Phoenix

November 11th

AZ Valley of the Sun Technical Meeting  
The Arizona Super Bowl Experience  
Tina DeNicole, CFO AZ Super Bowl

November 21st

Lunch & Learn— AZ Sales Tax Update

\*\*\*Location - The University Club of Phoenix\*\*\*

## Vision Statement

The world's leading association for management accounting and finance professionals.

AZ Valley of the Sun Chapter  
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The Association of  
 Accountants and  
 Financial Professionals  
 in Business

## Mission Statement

Provide to members personal and professional development opportunities through education, association with business professionals, and certification in management accounting and financial management skills. Ensure that IMA is universally recognized by the financial community as a respected institution influencing the concepts and ethical practices of management accounting and financial management skills.

# November 2014

### Reminders:

- IMA is sponsoring the AFWA CPE Saturday event on November 8th at DeVry in Phoenix
- Our meetings have been moved up a week early this month
- Sign up for the Lunch & Learn 11/21

Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1 Case Study
2	3	4 Board Meeting	5	6	7	8 CPE Saturday
9	10	11 Tech Session	12 Webinar	13	14	15
16	17	18 Webinar	19	20	21 Lunch Learn	22
23	24	25	26	27 Thanksgiving	28	29
30	Board Meeting					