



AZ Valley
of the Sun
Chapter

The Roadrunner

November 2016

Volume 18, Issue 6

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Mobilize Influencers Around End-of-Year Giving

Your supporters are worth more than their own donations. Today, individuals are agents of change who can leverage power, and subsequent gifts, through their own social networks. Consider that 600,000+ petitions were created on Change.org in 2015 alone, crowdfunding exploded into a multi-million dollar industry and the creation of citizen powered movements has played an enormous role in bringing issues to the forefront.

Everyday citizens are more connected and empowered than ever and play an increasingly powerful role in organizing their own niche communities. Think nurse by day, activist by night, modern movement building is fueled by the networked individual who shares, engages, and ultimately mobilizes their own social networks around their passion. Your job is to find them and convert them into your organization's social ambassadors.

Here's a look at 5 ways to tap into your undiscovered social wealth and mobilize your influencers around end of year giving:

- 1 - Amplify #GIVINGTUESDAY with social influencers
- 2 - Find and email influencers to share message
- 3 - Provide sharable social content
- 4 - Support ambassadors with training
- 5 - Measure influencer ROI

[Download the White Paper:](#) Mobilize Your Everyday Ambassadors

Learn how to radically boost engagement by showing how to mobilize a hidden, yet power, segment in your email list - your everyday social media ambassadors! Better yet, request our free report to show your top 10 influencers.

Visit the Guidestar Blog for articles on effective management of nonprofit organizations at <https://trust.guidestar.org>.

The November issue of *The Roadrunner* newsletter focuses on nonprofits. Whether you work for a local nonprofit, volunteer or donate to causes that you support, keeping informed of nonprofit accounting and regulations can be a key part of your lifelong learning. IMA supports our community with service projects and educational opportunities. Take advantage of all IMA offers by volunteering, supporting scholarships and participating in community service projects.

Become a Certified Nonprofit Accounting Professional

The CNAP designation is designed to elevate professional standards, enhance individual performance, and identify nonprofit professionals who demonstrate the knowledge essential to the practice of nonprofit accounting and financial management. It was created to reflect the professional acumen needed to manage the complex details of nonprofit accounting in today's challenging climate.

This designation recognizes practitioners, who have achieved the standards of the certification process and who are dedicated to advancing the standards of excellence in nonprofit accounting. The CNAP designation is a viable recognition for anyone managing or overseeing the finances of a nonprofit.

The CNAP credential is the hallmark of a committed nonprofit accounting professional. It helps drive professional self-confidence, opens doors, creates connections, and offers widespread value and recognition for designation holders.

Earning and maintaining the CNAP is a three-part process. Candidates must meet eligibility requirements, education requirements and pass the CNAP exam. Renewal requirements include ongoing education available from a variety of sources and qualified organizations.

CNAP is sponsored by the National Association of Nonprofit Accountants & Consultants (NCAP), a nationwide network of CPA firms selected for their experience in and commitment to serving the not-for-profit community. NCAP members combine their expertise to provide the highest quality of services to improve the performance of the organizations they serve.

NPAC partners with regional CPA firm members to deliver the training required to earn the CNAP designation. Sechler CPA is proud to be one of the NPAC firms delivering the education and the community building resources essential to your success as a CNAP designation holder.

Upcoming CNAP Workshops

Certified Nonprofit Accounting Professional (CNAP) Course

26 Jan 2017 9:00 AM • 2201 E Camelback Rd #405b, Phoenix, AZ 85016

For more information on the CNAP certification and workshops, visit <http://azcnap.com>.



FASB Issues New Guidance on Not-for-Profit Financial Reporting

Norwalk, CT, August 18, 2016—The Financial Accounting Standards Board (FASB) today issued an Accounting Standards Update (ASU) that simplifies and improves how a not-for-profit organization classifies its net assets, as well as the information it presents in financial statements and notes about its liquidity, financial performance, and cash flows.

"While the current not-for-profit financial reporting model held up well for more than 20 years, stakeholders expressed concerns about the complexity, insufficient transparency, and limited usefulness of certain aspects of the model," said FASB Chair Russell G. Golden.

"The new guidance simplifies and improves the face of the financial statements and enhances the disclosures in the notes—which will enable not-for-profits to better communicate their financial performance and condition to their stakeholders while also reducing certain costs and complexities in preparing their financial statements," Mr. Golden added.

The ASU requires improved presentation and disclosures to help not-for-profits provide more relevant information about their resources (and the changes in those resources) to donors, grantors, creditors, and other users.

These include qualitative and quantitative requirements in the following areas:

- Net Asset Classes
- Investment Return
- Expenses
- Liquidity and Availability of Resources
- Presentation of Operating Cash Flows.

Throughout the project, the FASB conducted extensive outreach with diverse groups of stakeholders, and received more than 260 comment letters on the 2015 Exposure Draft.

Outreach included three roundtables with more than 35 representatives including users, preparers, and auditors; 10 workshops and fieldwork meetings with preparers of various types and sizes; 12 meetings with the FASB's Not-For-Profit Advisory Committee; 10 meetings with the FASB's Not-For-Profit Project Resource Group comprising more than 20 users, preparers, auditors, and academics; 25 meetings with not-for-profit industry representative groups; and other meetings with more than 60 stakeholders.

Not-for-profit organizations that will be affected include charities, foundations, colleges and universities, health care providers, religious organizations, trade associations, and cultural institutions, among others.

The amendments in the standard are effective for annual financial statements issued for fiscal years beginning after December 15, 2017, and for interim periods within fiscal years beginning after December 15, 2018. Application to interim financial statements is permitted but not required in the initial year of application. Early application of the amendments in this Update is permitted.

FASB Issues New Guidance on Not-for-Profit Financial Reporting

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On September 13, 2016, the FASB will host *IN FOCUS: FASB Accounting Standards Update on Not-for-Profit Financial Statements*, a live webcast taking place from 1:00 to 2:15 p.m. EDT. The webcast will feature FASB Member [Larry Smith](#) discussing the ASU with FASB staff and answering questions submitted by viewers. Live broadcast viewers will be eligible for up to 1.5 hours of CPE credit.



Check out the recorded webinar at www.fasb.org.

Further information about the ASU—including a [FASB in Focus](#) overview, a [FASB: Understanding Costs and Benefits](#) document, and a video entitled [Why a New Not-for-Profit Financial Reporting Standard?](#) is available at www.fasb.org.



About the Financial Accounting Standards Board

Established in 1973, the FASB is the independent, private-sector, not-for-profit organization based in Norwalk, Connecticut, that establishes financial accounting and reporting standards for public and private companies and not-for-profit organizations that follow Generally Accepted Accounting Principles (GAAP). The FASB is recognized by the Securities and Exchange Commission as the designated accounting standard setter for public companies. FASB standards are recognized as authoritative by many other organizations, including state Boards of Accountancy and the American Institute of CPAs (AICPA). The FASB develops and issues financial accounting standards through a transparent and inclusive process intended to promote financial reporting that provides useful information to investors and others who use financial reports. The Financial Accounting Foundation (FAF) supports and oversees the FASB. For more information, visit www.fasb.org.

FIERCE Competition in Nonprofits: It Isn't a Bad Thing

IMA commits to being a FIERCE competitor because we believe doing so leads to more innovation and “sharpness” in serving mission to enrich careers, organizations, and the public interest. In many ways, for-profit entities share the same goals and objectives as nonprofit organizations and vice versa. For example, a nonprofit’s mission to guide and vision to inspire can be applied in for-profit entities; and intense focus on value, resource allocation, performance metrics, competitive differentiators, and many more for-profit factors can be applied in nonprofits. Ultimately, nonprofits need to operate like “real” businesses.

Similarly, nonprofits and for-profits share in the fierce competition environment, since fierce competition helps grow and sustain a nonprofit business. This is how I define fierce competition and its role and value in nonprofit organizations:

Focused on mission

A nonprofit must be laser-focused on its mission and societal purpose. Keeping your members, and their interests, top-of-mind will help you create products and services tailored to their needs. This will build your organization’s professional brand and create loyal, long-time members. There’s nothing wrong with embracing a competitive edge and developing innovative and differentiated products.

Innovative

Fierce competition serves to benefit stakeholders with a relentless and unwavering emphasis on value and innovation. No one should drive in the rearview. In business, commoditization can be a kiss of death, while innovation and first-mover advantage can be business’s saviors on the path to sustainable growth and value.

Entrepreneurial

Similar to innovation, being entrepreneurial means that the leadership of the nonprofit should behave like owners of a business, with “skin in the game” to make decisions that are customer-centric and timely. Although silos exist to ensure functional expertise, they must also work seamlessly and collaboratively to serve mission and society.



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FIERCE Competition in Nonprofits: It Isn't a Bad Thing

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Respectful

This is very tricky, but required (in my opinion), for a nonprofit fierce competitor. Having been a CFO in a large for-profit telecom in arguably the most hyper-competitive environment ever faced in business, I often was behind closed doors and emoted how badly I wished to crush the competition (ethically, of course). In a nonprofit environment, members and society benefit when you have this competitive edge, but you must always treat your competitors with respect because they're usually also partners in advancing the profession for the public interest. Being fierce means having conviction of purpose but with trust, integrity, and respect top of mind. It's all about protecting the brand.

Courageous

Another element of fierce competition is being courageous, which is appropriate in any business environment. Being courageous means tackling the tough problems and issues with resolve and conviction of purpose. Your stakeholders count on you to tackle problems head on and to not take the easy way out.

Empathetic

And last but not least, be fierce and empathetic. Business is an ecosystem of competitors, partners, customers, members, influencers, and shareholders—all human beings with a purpose. Be an active listener. Don't settle for artificial harmony or, at the other extreme, personalizing situations. Allow people to weigh in before they buy in. Be caring. Embracing core values leads to enhanced bottom-line value.

Nonprofits as Fierce Competitors

I believe that competition in any environment incentivizes stronger, leaner, agile, and more innovative organizations. Just because nonprofit organizations emphasize mission over profit, doesn't mean they can't be fierce competitors. While nonprofits can't earn a profit *per se*—"no money, no mission"—behaving like an ethical business only helps better serve members and society.

IMA® (Institute of Management Accountants) is one of the fastest-growing accounting associations in the world with an unwavering and relentless focus on growing the CMA program, the world's leading credential in management accounting; enhancing the member value proposition; engaging students and young professionals; and embracing technology to enable more capable organizations. In short, we commit to being FIERCE competitors.



Written by Jeff Thomson for the IMA Moments that Matter Blog.

For previous blog posts, visit imaleadership.wordpress.com. Newer blog posts are available at sfmagazine.com.

Leadership Academy Webinar Interpersonal Communications Tuesday, November 15, 2016

Presenter: Susan P Edwards, CMA, CPA, CGMA Founder, Enlighten Management Consulting Inc

Moderator: David J Elrod, CMA, CPA Former Dean, IMA Leadership Academy

Event Description This engaging program will help you enhance your ability to effectively communicate with others, showing you how to identify your own style of communication and understand how your style relates to other styles.

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

1. Identify the characteristics of interpersonal communications.
2. Identify and communicate the benefits of good interpersonal communications and the disadvantages of bad interpersonal communications.
3. Describe your style and recognize others' styles.
4. Employ interpersonal communications in a more effective way that will help you personally and professionally advance an organization.

Price: Free

CPE Credit: 1.5 hour

Field of Study: Personal Development

Research Area: Business Performance Management

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 Wild West Council 2016-2017 Board

President	Deb Michalowski
Past President	Diane Hewlett
Global Director	Nancy McCleary
Treasurer	Diane Hewlett
Secretary	Stuart Gibb
V.P. Administration	Mitch Lenoil
V.P. Chapter Relations	Pem Smith
V.P. Meetings	Tyler Meyers
Director-Webmaster	Pem Smith
Director-Newsletter	Nancy McCleary
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Directors – Meetings:	Kelly Benner
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Director - Conferences	John Campbell
Chapter Mentors	Lyle Braithwaite Robert Burya Frank Garcia Don Hartman

Get Social with the IMA Wild West Council



[www.facebook.com/
imawildwestcouncil](http://www.facebook.com/imawildwestcouncil)

[@IMAWWC](https://twitter.com/IMAWWC)

WWC 2016-2017 Calendar

August 12 - 13, 2016 - San Diego
October 28 - 29, 2016 - Tucson
January 20 - 21, 2017 - Inland Empire
April 21 - 22, 2017 - Phoenix

Members of the IMA Wild West Council met in Tucson in October for meetings, education and fun.



January 2017 Wild West Council Meeting

Friday, January 20:

1 - 5 pm 4 hours of CPE
Evening - Networking and Dinner

Saturday, January 21:

8:30 - Noon - Wild West Council Meeting
12:00 pm - 1:30 pm Lunch on your own
1:45 - 3:45 pm To Be Announced
6:00 pm - Networking and Dinner

Hotel location:

Ontario Airport Hotel
700 N. Haven Ave Ontario, CA 91764
www.ontarioairporthotel.com

<https://sites.google.com/site/wildwestcouncil/>

November 8, 2016 Networking-Technical Session Plant Tour & CPE Session

Date: Tuesday, November 8, 2016

Time: Tour: 4:00pm - 5:00pm / Dinner: 6:00pm - 7:00pm / Evening: 7:00pm - 8:00pm

Afternoon Tour: We will explore some of the lesser known things about the Desert Botanical Garden experience as we tour the grounds & learn about operations.

Evening Session: Our speakers will discuss some of their experiences at Desert Botanical Garden, as it relates to accounting & finance.

Speakers: Michael Olson, Director of Finance and Administration, Desert Botanical Garden
Tricia Mercado, Controller, Desert Botanical Garden

Amount of CPE: 1 hour tour / 1 hour evening

Menu: TBD

Cost Both Sessions: Members \$45, Non Members \$50, Students \$8

RSVP Due: Thursday November 3, 2016

Register online at www.imavalleyofthesun.org and use our credit card payment option.

Save the Date - Upcoming Net-Tech Session Topics

November 8th - Not for Profit Accounting and Tour at Desert Botanical Garden

December 13th - Business and Link Up-LinkedIn - Spouse's Night

January 17th - Tax Update: 2 hour afternoon and 1 hour evening session

February 21st - IMA Update - Past President's Night

March 28th - Technology in Education / GCU Tour

IMA Student Leadership Conference



Learn how you can make your career happen at IMA's Annual Student Leadership Conference. You'll hear from inspiring speakers, create new contacts, and connect with industry leaders in a dynamic, friendly environment. Don't miss these three exciting days of learning, networking, and fun. www.imastudentconference.org

Gain experience, knowledge, and new contacts from our various educational sessions, and earn up to eight CPE credits during the event! Hear from industry-leading experts, develop the in-demand skills needed in the competitive career landscape, and make new friendships to last a lifetime.

The Conference offers four types of educational sessions:

General Sessions are noncompete sessions. Two general sessions will kick off the educational portion of the Conference on Friday morning, and one general session on Saturday will close the event.

Concurrent Sessions offered Friday afternoon and Saturday morning are an hour long and cover a variety of topics.

Faculty Workshop is two hours long on Saturday morning and is designed for the faculty advisors in attendance.

The Student Chapter Leadership Roundtable is an opportunity for students who are part of a chapter or are thinking of starting one to share best practices with fellow members from around the country. The Roundtable session is an hour long and is offered on Thursday evening after the Welcome Reception.

Hotel Information: [Detroit Marriott at the Renaissance Center](http://www.marriott.com/detroit)

400 Renaissance Drive West Detroit, Mich. 48243 Phone: (313) 568-8000

IMA has negotiated a special group rate of \$145 per night, single/double/triple/quadruple occupancy, exclusive of applicable state and local taxes (15%). Complimentary in-room Internet will be available for all guests who are Marriott Rewards Members. We encourage you to join this free rewards program to avoid the additional fees. The hotel is currently accepting reservations. Please reference Group Code IMA when making reservations by phone at (313) 568-8000. Or you can [click here](http://www.marriott.com/detroit) to make reservations online. The group rate is active until Wednesday, October 26, 2016 at 11:59 p.m., and is on a first-come, first-served basis, so make your reservations as soon as possible. Reservations made after October 26, or after the IMA block sells out, may be subject to a higher rate.

Visit <http://www.imastudentconference.org> for the complete schedule, hotel and travel information, and recruitment opportunities.



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

The
CMA
Corner

The Value of the CMA

For more than 40 years, the CMA (Certified Management Accountant) certification has been the global benchmark for management accountants and financial professionals. Why? Because CMAs can explain the "why" behind numbers, not just the "what." And that can give you greater credibility, higher earning potential, and ultimately a seat at the leadership table.

CMAs earn 31% more in the U.S. than noncertified professionals.* In fact, a 22-year-old CMA could enjoy more than \$500,000 in additional lifetime earnings. More importantly, the certification is a pathway to a more successful business career: one that opens doors, builds confidence, closes skills gaps, and lets you tap into a professional network of 80,000 professionals around the globe. As our CMAs will tell you, it's an investment that pays a lifetime of dividends and lets you rise above the competition. *IMA US Salary Survey, March 2016

Show Me the Money

The results are in: IMA's Global Salary Survey and third-party studies confirm that CMAs get a career and earnings premium.

- In the U.S., the median base salary and total compensation is 31% higher for CMAs over noncertified peers. Globally, it's 61% higher.
- Globally, CMAs of all ages earn more than non CMAs. Those aged 30-39 receive the greatest premium, with a median salary 40%-50% greater than their non CMA peers.
- A 22-year-old CMA could retire 6.5 years earlier and have the same lifetime career earnings as a non CMA.*

The CMA adds value to your organization.

CMAs bring strategic thinking, applied work experience, and the ability to convert data into dialogue. If your company wants to close the skills gap and gain a competitive edge in the market, encourage your employees to earn the certification. Our staff enrollment program makes it easy to get started.

Visit www.imanet.org/cma-certification and get started today on your CMA.

PASS THE CMA EXAM!

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- Test Prep for Windows Mobile
- Essay Wizard
- Audio Cds
- Books
- 18-mo. Product Replacement

**Contact Melissa Leonard at:
800.874.5346 Ext. 131
melissa.leonard@gleim.com
gleim.com**

SUCCESS GUARANTEED!!



IMA AZ Valley of the Sun Chapter

2016 - 2017 Board of Directors

President	Trey Ballard	VP Communications	Brian Haberlin
President–Elect	Tom Dopler	Email Distribution	Brian Haberlin
VP Administration	Travis Magnuson (P)	Asst Email Distribution	Diane Hewlett (P)
Treasurer	Ron Caron (P)	Newsletter	Laura Mangan
Assistant Treasurer	Kendall Argust	Publicity	Trey Ballard
Secretary	Nancy Thurber	Webmaster	Deb Michalowski (P)
Past President	Sal Forzano (P)		
Past President	Cheryl Brock (P)		
		VP Membership	open
		Member Relations	Kendall Argust
VP Education	Camille Cook (P)	Community Service	Chris Fritsch
Co-Director	Greg Gilstrap (P)	Corporate Development	Deb Michalowski (P)
Co-Director	Nick Stefaniak (P)	Sponsorships	Chris Stich
Co-Director	Tom Dopler	Employment	Chris Stich
Co-Director	Pam Zanzucchi (P)	Student Relations	open
Co-Director	Deb Michalowski (P)	SCST Scholarship	Donna DeMilia
CMA Program	Julie Wilson	SCST ASU	Nick Stefaniak
Asst CMA Program	open	SCST DeVry	Robert Norton
Education Reporting	Dawn Sandberg	SCST GCU	open
Certificate Reporting	open	SCST Internship	open
Webcaster	Kathleen Moren (P)		
Meetings/Attendance	Ron Caron (P)		
Raffle	Susan Bobbe		

Please contact Trey Ballard if you are interested in serving on the chapter board, on a committee or volunteering for an event. Email Trey at charles.ballard3@gmail.com. Members are welcome to join us at monthly board meetings. Check the events page for the date and location of board meetings.

IMA AZ Valley of the Sun Chapter Member November Anniversaries

1-10 Years

Eugene Smith
Phillip John Pete
Becky Rohm
Christopher Armstrong
Martha Martinez
Melinda Kay Pauley
James Champlin, CHFP
Hillary Erin Feher
Anthony Robert Roy
Amy Jensen, CMA
Yaman Nass, CMA
Anita Ann Magilke, CMA
Christopher Hurley, CPA, CGMA
Jason Farnsworth
Karen Burlingame

11-20 Years

Bernard Myrter, CMA
Dr. Robert Norton Jr
Terry H Gelber, CPA
Slobodan Jaksic, CMA, CFM
Sandra D. Giani-Kipnes, CMA, CPA
Robert Bugh

21-30 Years

Diane Hewlett, CMA, CPA
Kenneth Gerard, CMA
Nancy Scott, CMA
Michael Potter, CMA
Gregory Gilstrap, CMA
Patrick McLaughlin, CPA
Deborah Miller, CMA

41-50 Years

Kenneth Roberg, CMA, CFM, CPA
Serafino Forzano

50+ Years

Paul Rydin

Strategic Finance: Form 990 & Schedule O

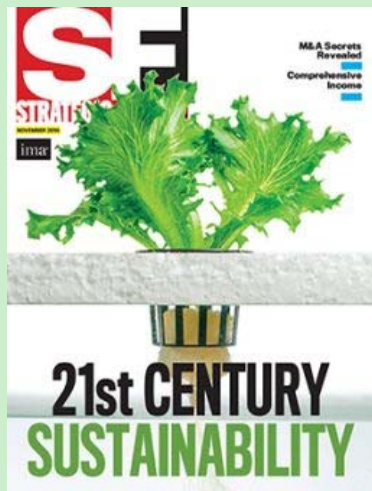
In the November 2016 issue of *Strategic Finance* governance column, James W. Rinier, CPA, EA, and Anthony P. Curatola review the latest updates for nonprofit 990 filing.

Those preparing Form 990 for not-for-profit organizations must remember to include Schedule O, Supplemental Information to Form 990. As accountants, we may find ourselves being called on to assist these nonprofit organizations by preparing their Form 990, Return of Organization Exempt from Income Tax. Although Form 990 is relatively straightforward, it's easy to miss the need for including a completed Schedule O. Even those that regularly prepare Form 990 have been known to forget to include this form. As its name suggests, Schedule O, Supplemental Information to Form 990, requires supplemental information and other narrative explanations for questions on the core form.

Failure to provide the missing or incomplete information with a reasonable cause explanation may result in penalties being charged. These penalties could range from \$20 a day up to \$100 a day. Even if you submit the missing Schedule O to the IRS and provide a reasonable cause explanation within the stated 30 days, don't be surprised if you receive a penalty letter from the IRS. The net result is additional time will be required to gather the needed information to resolve the initial request for Schedule O and to resolve the penalty issue—all of which creates distress for a tax-exempt organization with a limited budget.

The instructions for Form 990 provide a "tip" at the end of Section IV, Checklist of Required Schedules, that states all filers must provide narrative responses to certain questions. The tip lists lines 11b and 19 of Part VI as specific examples. Schedule O also may be necessary when certain organizations file Form 990-EZ. If a tax-exempt organization isn't required to file Form 990 or Form 990-EZ and instead files Form 990-N, Schedule O can't be filed with this form and thus isn't needed.

Visit bsite.sfmagazine.com for the full article and the latest issue of *Strategic Finance*.



Upcoming Chapter Event

Nov 2nd

Board Meeting

Macayo's Phoenix

Nov 8th

Net/Tech Session

Not for Profit Accounting

Desert Botanical Garden Tour

Dec 2nd

Lunch & Learn

Ethical Behavior

Karsten Golf Course

Dec 6th

Board Meeting

Vintage 95 Chandler

Dec 9th

Net/Tech Session

Business & LinkedIn/LinkUp/IMA

Phoenix Airport Marriott

Jan 17th

Net/Tech Session

Federal & State Tax Updates

Phoenix Airport Marriott

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
P.O. Box 2771
Scottsdale, AZ 85257-2771

www.imavalleyofthesun.org



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.

November 2016

Reminders:

- Take advantage of free CPE, sign up for the monthly IMA webinars.
- IMA Student Leadership Conference is this month.
- CMA's need to complete their 30 hours of CPE by Dec 31st.

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1 Board Meeting	2	3	4	5
6	7	8 Webinar Plant Tour	9	10 Webinar IMA SLC	11 IMA SLC	12 IMA SLC
13	14	15 Webinar	16	17	18	19
20	21	22	23	24	25	26
27	28	29 Webinar	30			