

The Golden Pen News

The latest from the Golden West Council of the IMA

Welcome to the Golden Pen News. The Pen is published quarterly for the Golden West Council Members. If you have an article which you wish to submit to the Pen regarding a chapter activity, a community service activity, or just general information in the next quarter's issue, please send the information to the GWC VP of Communications at ima.goldenwestcouncil@gmail.com.

We ask that if you are thinking about opting out of the newsletter and other correspondence from the Council that you send an email to Nicole Sheets, President of the Council, with suggestions on how we can serve you, the IMA Member, better in your path forward.

Message from the President

Happy 2021! It felt so good to throw away that 2020 calendar. So far, 2021 is looking pretty good. At least there has been change and we have hope for a better year.

Speaking of change, how are you doing? Are you stuck in a rut, unhappy with your current financial situation? Well, I am here to tell you there is hope! IMA offers a lot of learning experiences for whatever situation you are in. They have certificates to be earned that will greatly boast your career. Or, you can just take a few webinars and classes to learn a new subject and be able to add some skills to your current job. I feel in accounting continuous learning is very important. We need to make sure we are up to date on the latest changes and advancements, as well as learning about new opportunities that might arise.

“An investment in knowledge pays the best interest.”
— Benjamin Franklin

Nicole,

Nicole Sheets, President
Golden West Council
Email address: nlsheets@sbcglobal.net



The Association of
Accountants and
Financial Professionals
in Business

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IMA/GWC Vision

Be the *resource* for developing, certifying, connecting, and supporting the world's best accountants and financial professionals within businesses

IMA/GWC Mission

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/GWC Strategic Goals

- Win additional market share with “*CMA First*”, an aggressive pipeline building effort and expansion of the CMA® in the U.S. and globally
- *Drive member retention* and loyalty in all regions by delivering tangible value through relevant programs, products, and services
- *Raise awareness in the Student/Academic market* to expand the membership pipeline and reach the young CMA certified professionals of tomorrow
- *Master Technology* that directly impacts IMA members and our value proposition

About the GWC

The Golden West Council is one of twenty-four USA Regional Councils within the Institute of Management Accountants. Its purpose is to provide a pool of resources to assist the local IMA Chapter in attaining the objectives of the national and local organizations. Our Council brings together Eleven Chapters in Northern California, Northern Nevada, and Hawaii to participate in activities that may be too large for a Chapter alone to sponsor.

The council activities include participation in and sponsorship of Leadership Training Sessions, Chapter Management Seminars (CMS) for officers and directors, Regional Educational Seminar and Training (REST), hospitality suites at the Annual International Conference, social events, and formation of new chapters.

The Council teams with chapter leaders and members to share successful chapter strategies and experiences that will assist chapter leaders in moving their chapters

Virtual Board Meetings & Trainings

All **IMA Members** in good standing may attend the GWC Board Meetings. In addition, if IMA Members have associates or potential members who are interested in the Meeting, please invite them.

Board Members and Chapter Presidents, please submit a Position or Chapter Reports of your activities and any Future plans to the Council President and the Webmaster by one (1) week prior to meeting.

Please notify Nicole Sheets (nlsheets@sbcglobal.net) of your meeting attendance.

GWC February 2021 BOD Quarterly Meeting

When: Feb 25, 2021 from 5:30 PM to 7:30 PM (PT)

Join Zoom Meeting <https://zoom.us/j/5705024681>

GWC May 2021 Annual Meeting

When: May 15, 2021 from 1:30 PM to 3:30 PM (PT)

Join Zoom Meeting <https://us02web.zoom.us/j/89776672979?pwd=RDIOZVNtZ1paa3NPWldlIWkhiaDhZdz09>

2021 Leadership Training

When: May 15, 2021 08:30 AM PT

To receive CPE credit register in advance for this meeting:

<https://us02web.zoom.us/meeting/register/tZYofuyqpz4qE9boT3jf3tUz6F7TCoOnzclt>

IMA Conferences & Webinars

IMA's Annual Conference & Expo (ACE 2020)

When: June 13-16, 2021

Where: Scottsdale, AZ

All other events by IMA Global, Council, or Local chapters can be found:

<https://www.imanet.org/events>

IMA offers many free webinars to the IMA member :

<https://www.imanet.org/education-center/webinars>

Golden West Council 2020-21 Board of Directors

The Golden West Council is the volunteer sub-organization that supports the IMA, 11 Local Chapter organizations, and Members At Large in the geographical area of Hawaii, Northern California, and Northern Nevada.

President	Nicole Sheets	Peninsula-Silicon Valley
Secretary	LuAnn Klann	Central California
Treasurer	Robert Hulin	East Bay - Northern California
VP of Education	Scott Berry	Reno Area
VP of Administration	Patricia Mayer	Diablo Valley Chapter
VP of Communications	Eunji Seo	Fresno Area



What is On24 Webcast?

Since the onset of the global pandemic, IMA chapters and councils have been working together to keep local members engaged by offering virtual events. As a result, the number of virtual events and attendees have significantly increased, and IMA identified a need to offer an improved virtual experience. Currently, IMA is using WebEx for all chapter and council virtual events. As you may know IMA uses the On24 webcast platform to host Inside Talks and Leadership Academy webinars among others. To create a consistent webinar experience across the organization and alleviate administrative tasks for volunteers, effective February 1, 2021, IMA's Community Relations Team will implement the On24 webcast platform for chapter and council educational events. On24 is integrated with IMA's database platform and allows IMA members who attend webinars to:

- Download certificates of attendance at the end of webinars
- Have the Continuing Professional Education (CPE) credits automatically uploaded on the transcripts

What a great benefit On24 webcast now will offer! Wait for the future virtual events with On24 webcast. This will make your life easier. Just want to give you a heads up!