Institute of Management Accountants, Long Island Chapter proudly presents the prestigious
*Milton Zipper Financial Executive of the Year Award to:

Jeffrey M. Yonkers, CPA
Chief Financial Officer
Best Market

Join us Tuesday, May 9, 2017
6:00 p.m. - Cocktail Hour
7:00 p.m. - Dinner is Served
Woodbury Country Club, 884 Jericho Turnpike, Woodbury, NY

For more information and to register for the event, please visit our website at
http://longisland.imanet.org/fey
Pricing: $60 Member | $80 Non-Member | $90 At Door | $600 Table of Ten

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ASTON CARTER

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Dear Long Island Chapter Members,

It’s hard to believe that the chapter year is almost over and with that so is my term as Chapter President. I am honored and privileged to have served our Chapter in this capacity. Our Chapter Board consists of some of the most talented and professional people that I have had the opportunity to work with. I’d like to thank each and every one of them for their continued commitment to the IMA and our Chapter and for all of the support that I received over the past two years.

At our April general membership dinner meeting, the Chapter Board for the 2017/2018 year was voted upon. It is with great pleasure that I can announce that Carmela Borzelleri has been elected Chapter President for the upcoming year. Carmela has been an integral part of our board and has taken each role in which she has served to a new level. I am confident that under her leadership our Chapter will continue to grow and serve our members at the highest level. I’m sure that you all join me in congratulating Carmela and the entire elected Board of Directors on their appointment to the board.

On Tuesday May 9, 2017 we will be honoring our Financial Executive of the Year Jeffrey M. Yonkers, CPA of Best Market. We are proud to have Jeffrey join our list of Long Island’s top executives receiving this honor. I hope that you will join us in honoring Jeffrey at our FEY Dinner Event to be held at the Woodbury Country Club starting at 6pm. Registration information can be found on our website.

If you’d like more information about our chapter and chapter events please visit our website at www.LongIsland.IMAnet.org. I look forward to seeing you at our chapter events.

Best regards,

Amy Abrie
Quote

“Stop chasing the money and start chasing the passion.”
- Tony Hsieh

2017 Quarterly Breakfast Series

July 25, 2017       Forensic Accounting

Gleim Discount on CMA Study Material

The Long Island IMA Chapter has partnered with Gleim to ensure your success on the CMA exam!

The Gleim CMA Review has the largest exam-emulating test bank of multiple-choice and essay questions, our popular CMA exam instructional videos, and a no-hassle Access Until You Pass® guarantee. Gleim has over 40 years of success helping candidates pass the CMA exam.

Place your order directly online by going to https://www.gleim.com/IMALongIsland or contact Melissa Leonard at 800.874.534 or lmazany@signatureny.com to learn about the significant discounts you are eligible for as an IMA Chapter member.

MEETING TIMES

Please note the dinner meetings at The Woodbury Country Club at 884 Jericho Tpke, Woodbury, NY will now take the following format:

6:00pm to 7:00pm - Registration & Professional Networking
7:00pm to 7:30pm - Dinner Served
7:30pm to 8:30pm - Speakers / Q&A / Wrap Up
The Employment Services Committee has continued to receive new job this past month and has listed a few of them on the IMA website under the Employment page. If you are interested in any of those positions, please reach out to me at employment@ima-longisland.org. The Employment page will be updated every other month or as dictated by new job openings, so if you are in transition, check out our website.

In addition to the positions posted on our website, we have a database which includes numerous job openings ranging from bookkeepers, internal auditors, and staff accountants to treasurers, controllers and CFOs. Some of our more recent postings include the following positions:

Controller position at an international plastic molding manufacturing company located in Freeport, NY. Responsibilities include managing monthly closings, overseeing customer billings and vendor payments, preparation of financial statements, and playing a major role in implementing the accounting function in the company’s new ERP system. A master’s degree or other advanced degree in finance / accounting desired, with a CPA a plus. Ideal candidate should have 8 -12 years of relevant experience. Salary based on experience.

Credit and Collections Manager at a growing distributor located in Astoria, NY. Responsible for engaging, managing, and working directly to improve the activities of the credit department. Position will include developing credit policy, analyzing delinquent accounts, monitor receivables and collections, and negotiate with customers regarding delinquent accounts. A Bachelor’s degree in accounting / finance and five plus years of related experience required. Salary based on experience.

Long-term, part-time senior accountant position at a Hauppauge, NY company. Primary responsibilities include monthly and year-end closes and reconciliations, as well as, preparation of underlying schedules. Seeking someone not interested in a fulltime. Position will pay $75 per hour, two days a week.

The Employment Services Committee updates the database frequently and has the simple goal of connecting potential candidates with companies in search of talented professionals.

For further information on these services, please contact Randy DeYulio at employment@ima-longisland.org.

UPS® Saving Program

Make the most of your IMA membership and save up to 34% in the U.S. and 30% in Canada on UPS® shipping services. Save on a broad portfolio of services, including air, international, ground and freight. Put the power of logistics to work for you. To enroll and start saving today, call 1-800-MEMBERS (1-800-636-2377) M-F 8 a.m. – 6 p.m. EST.
NEWSLETTER ADVERTISING RATES

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For newsletter submissions contact
Joseph Giacinto,
VP of Communications at
JGiacinto@PBIPayroll.com

For membership contact
Vince Palazzolo,
VP of Membership at
VPalazzolo@CPIAero.com
or call 516-524-4839

For sponsorship opportunities contact
Carmela Borzelleri,
VP of Sponsorship at
CBorzelleri@Parkell.com
As the Institute of Management Accountants (IMA) gear up for their summer break there is time to ponder the question what can the IMA do for you?

Before students buckle down to study for final exams and putting the finishing touches on their papers, there is an avenue of opportunity right here on Long Island to network with Business, Finance and Accounting Professionals. On March 24th, IMA’s own Jim Smith hosted Queens College student at Canon USA, Inc. in Melville. 5 Career Panelists fielded questions of the 13 students in attendance. They were also given a tour of this successful global enterprise. How fantastic is that?

Moreover, Grassi & Co. sponsored a dozen students from Queens College, Molloy and Hofstra at our April 11th dinner held at the Woodbury Country Club. They met with professionals from public CPA firms like Grassi, Deloitte, Marcum and industry professionals from Canon and other Long Island based companies. How awesome is that?

The IMA can be your spring board to an internship and career. The IMA provides support, mentorship, and years of experience. Please know the IMA and their members encourage students to visit and take part in Scholarship, Mentoring and Internship Opportunities in addition to Technical Resources.

There are many ways you can contact us.

• Traditionally: email at students@ima-longisland.org
• LinkedIn: become a member at https://www.linkedin.com/groups/8588075 (IMA Long Island Chapter-Students and Young Professionals group)
• Follow us on Twitter @IMALIS107

If you are a student or young professional, please reach out to us. If you know of a student or young professional, invite them to join us. Student and recently graduated discounts are available. For more information go to http://longisland.imanet.org/student-chapters/

IMA’S ANNUAL CONFERENCE - DENVER - JUNE 17-21, 2017

IMA’s Annual Conference & Expo is coming to Denver this June! This year’s Conference is going to be better than ever with new features and an enhanced program. Here are the top three things you should know about ACE2017:

1. This is the only conference offering 8 new Specialty Tracks designed specifically for management accountants
2. ACE2017 features cutting-edge speakers and more than 65 sessions to choose from to customize your learning experience
3. There are more than 15 networking events to help you connect with your peers and industry experts

Don’t miss IMA’s biggest event of the year! Register today at www.imaconference.org.
Successful businesses recognize that marketing is an investment. Whether you are looking to grow or just want to maintain your revenue, marketing is essential. However, many companies have trouble understanding their ROI because rarely is there a straight line connecting a given marketing expense and added revenue.

There are many factors that go into how a business attracts and retains customers. Particularly in the B2B world, there are operational, sales and customer service issues that also play a part in what business closes. In addition, marketing is a long-term strategy where the effect of lots of activities builds up over time. Marketing is often focused on helping businesses raise their visibility with new prospects and stay top of mind with existing contacts so that over time that will drive revenue. This value can be hard to measure in direct dollars. However, you still need a way to measure results and understand whether and how you are helping your business.

The first step in determining ROI is to define your goals. Only then can you decide what metrics will help gauge how well your efforts are working. You want to look for continual progress toward achieving your long-term goals even if you can’t directly tie revenue to your marketing in the short-term. Establishing metrics also helps you revise and hone your marketing to improve results.

Some of the more common metrics for measuring the impact of marketing include:

- Email open rates, click-throughs, downloads. These demonstrate people have viewed your email and in some cases, took further action to engage with you.
- Inbound links to your site. Third-parties like your website content and are referring people to you.
- Registrations for your newsletters, webinars, events, white papers, etc. These are great leads for follow up.
- Quality and quantity of leads generated. Both of these metrics are important.
- Feedback from clients, prospects, potential employees and media. Even a little of this is significant since most people don’t take the time to give such feedback.
- Improved client retention and referrals. You want to use marketing to constantly stay top-of-mind with your contacts.
- New business closed. Again this is rarely a direct path, but it’s important to look at how marketing played a role in generating and/or nurturing the lead.

Remember that with any marketing strategy, results won’t be seen immediately. Marketing relies on consistency over the long-term, but you can still make valid assumptions about what is working and what is not based on your metrics. So don’t be afraid to commit to marketing your business.

Edie Reinhardt, Principal of RDT Content Marketing LLC, specializes in helping professional services firms and B2B companies leverage content marketing.
The Long Island Chapter of the Institute of Management of Accountants was charted in 1951 by the then National Association of Cost Accountants (“NACA”). Over the years the name was changed to the National Association of Accountants (“NAA”) and now is known as the Institute of Management Accountants (“IMA”). Harold Nohe was the first President of the Long Island Chapter.

In 1970 the Long island Chapter was split into two Chapters, one in Nassau and one in Suffolk. The first President of the Suffolk Chapter was Paul Urban. The two Chapters co-existed until 1986. The two Chapters met the second week of the month with Nassau meeting on Tuesdays and Suffolk meeting on Thursdays. There were numerous members who attended both meetings.

In 1984 and 1985 both Chapters experienced a decline in membership and meeting attendance. A committee was formed of Donald Green and Marc Palker from Nassau and Eric Perlman and Charles Schreiber from Suffolk. In 1986 with the permission of the National Office and the Board of Directors, the two Chapters were merged to reform the Long Island Chapter. Donald Green was the first President of the reformed Long Island Chapter.

In 1987 the Past President’s met to decide how best to help the Chapter prosper and grow. From these meetings the Financial Executive of the Year Award was born with the first recipient being Sanford Weintraub, CFO of Independent Election Corp of America. This award still exists today and is named after the man whose idea became the finale of our Chapter year, The Milton Zipper Financial Executive of the Year Award Dinner.

As they say, the rest is history.

The Institute of Management Accountants (IMA) is the world’s leading organization dedicated to empowering management accounting and finance professionals to drive business performance.

IMA members are today’s leaders, managers, and decision makers in management accounting and financial management. As members we are dedicated to continued professional development, to achieving the highest levels of professional certification, and to supporting each other in our commitment to professional excellence.

www.imanet.org

“You are not here merely to make a living. You are here in order to enable the world to live more amply, with greater vision, with a finer spirit of hope and achievement. You are here to enrich the world, and you impoverish yourself if you forget the errand.” - Woodrow Wilson