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### Websites

Winnebagoland Chapter  
<https://winnebagoland.imanet.org/home?ssopc=1>

#### Facebook



Mid-America Council  
<https://midamerica.imanet.org/home?ssopc=1>

#### IMA

<https://www.imanet.org/?ssopc=1>

## Winnebagoland Announcements

Mark your calendars for a year packed with events designed for you – **Notice date change for March**

02/15/23 Ethics Case Study Accountable Coffee Co

**03/14/23** Power BI/Tableau – Data Analytics, Visualization into the Possibilities

04/18/23 Appleton D E & I projects

05/16/23 Volunteer Opportunity at Feeding America

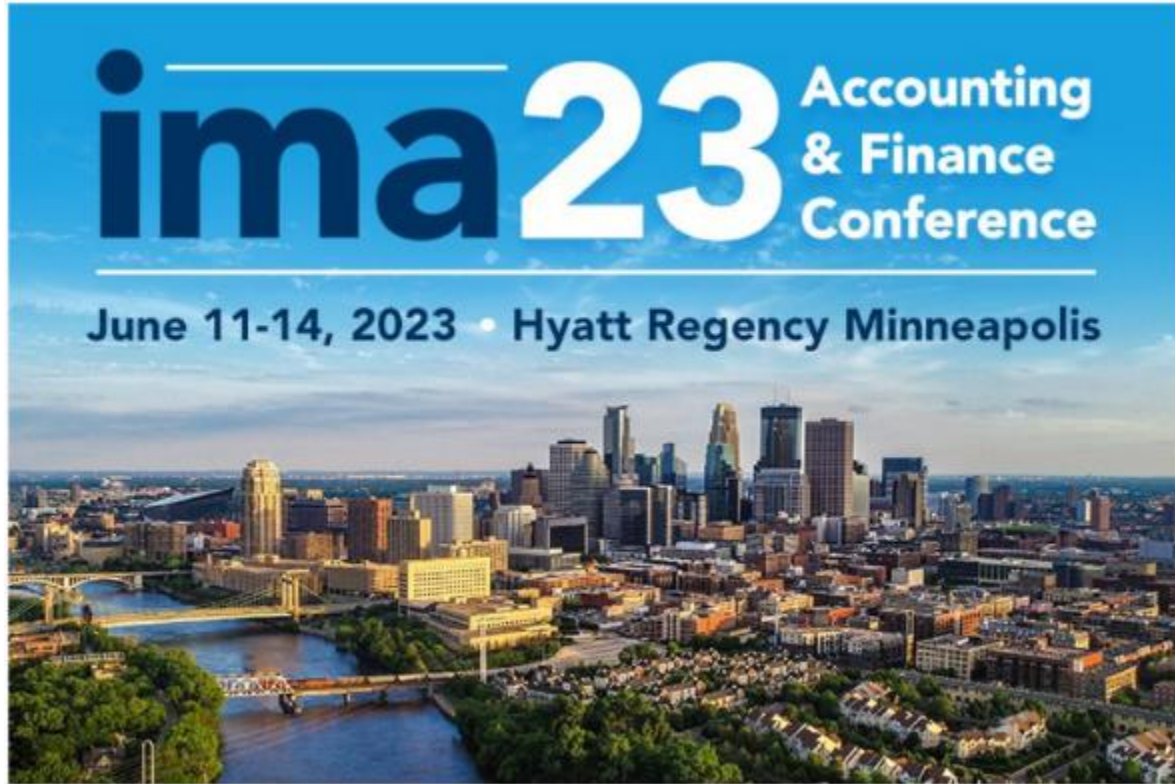
It is that time of year to start looking forward to next year's board and begin considering what offerings the chapter will put forth. Similar to many other organizations, the Winnebagoland chapter finds itself in need of volunteers to maintain the quality of offerings we've had over the last 75 years. Your current board is small and finds a way to make it work, but **the chapter's future is not secure if we don't have a steady inflow of new ideas and others with whom to share the workload.**

Specifically, we are looking to fill our Treasurer role for the upcoming 2023-2024 program year. We also continue to have openings on our newsletter, program book, community service, and membership committees. The value of your membership is what you put into it, so if locally sponsored events are of value to you, I encourage you to consider committing some of your time and talents to the ongoing success of your chapter.

If you're interested in learning more, please contact us. You can find descriptions of our board and committee positions on [our website](#).

## IMA Events

Registration is open now. Session selections begin March 1st



### Step up at IMA23

Get out from behind your screen and join the premier educational event for accounting and finance leaders. IMA23 is a one-of-a-kind experience, a chance to enjoy dynamic discussions and powerful collaborations. In-person, inspiring, and engaging, IMA23 will help you step up your career and drive change.

#### Connect

Engage in deep conversations and build lasting relationships.

#### Experience

Create your schedule to drive your career goals.

#### Learn

Discover new ideas from peers and world-class experts.

**Mid-America Council News**

The Association of  
Accountants and  
Financial Professionals  
in Business

MID-AMERICA REGIONAL COUNCIL

<http://www.midamerica.imanet.org/>

For more information, contact a current council board member or send an email [winnwire@gmail.com](mailto:winnwire@gmail.com):

Martha Paalman – Council Secretary

John Wieland – Past President & Regional Director

Rick Bellmore – Past President & Regional Director

Bill Ramsay - Past President

Looking for Additional CPE? Many chapters within the council (and beyond) are providing virtual CPE opportunities. You can view all scheduled events on the Global IMA Network site:

<https://linkup.imanet.org/events/calendar?ssopc=1>

If you are interested in attending a council meeting, becoming a council delegate, or learning more about the regional or global IMA organization, please contact one of the council members listed above by sending an email to [winnwire@gmail.com](mailto:winnwire@gmail.com) which will be directed their way.

Tuesday, Feb 15, 2023

## Ethics and Controls at Accountable Coffee Co

Too often ethics discussions in accounting devolve to compliance or “bad things accountants have done”. In this discussion we review the Accountable Coffee Company Case published in the July 2022 Strategic Finance and the more challenging gray areas the ethical dilemma in the case presents. The motivations behind the case will be discussed, prominent ethical frameworks will be reviewed, and the application of the frameworks to the IMA Statement of Ethical Professional Practice will also be discussed.

**Date:** Wednesday, February 15, 2023

**Time:** 5-7PM CST (2 hrs Ethics CPE)

**Location:** webinar via ON24

**Registration:** <https://event.on24.com/wcc/r/4008002/A2B5E48E72E62404DA041A921122715D>



2022 Carl Menconi Ethics Case Competition Winner

Justin (JP) Stearns PhD, CMA, CPA is an Assistant Professor of Accounting at Eastern Kentucky University. He earned his doctorate from Southern Illinois University – Carbondale. He primarily teaches Cost Accounting and Advanced Managerial Accounting at ECU. Dr. Stearns currently serves as President of the Bluegrass Area IMA Chapter and serves as a faculty member of IMA’s Leadership Academy. He enjoys exploring the beautiful Kentucky Bluegrass region with his wife and three children. He is also an avid baseball fan, in particular the St. Louis Cardinals.

Tuesday, Mar 14<sup>th</sup> 5 pm – 6 pm

## Driving Insight with Data

This session will provide an overview of Power BI along with tips and tricks in working within this tool. As a report developer or a report viewer join us to explore new ways of driving action within your organization using data.

**Date:** Tuesday, March 14, 2023

**Time:** 5:00-6:00 pm CST (1 hour CPE)

**Location:** ON24 webinar

**Registration:** <http://event.on24.com/wcc/r/4008025/5A5DC006A8815582436096E7CFB3CAD0>



Molly Miller, Business Intelligence Manager at Amcor

Molly has been with Amcor for 9 years. She began with the company as a master data specialist and spent many years in a data analyst role. This allowed her to create a strong foundation in the data structure and witness the value of data to make daily decisions. She values digging in deep with end users to understand the process that data will support. Molly is currently the Business Intelligence Manager at Amcor, supporting supply chain, logistics and customer service reporting and analytics needs.

Molly holds a Master's degree in Clinical Psychology & Counseling from the Chicago School Professional Psychology and a mini Master's in Data Analytics from the University of Wisconsin Oshkosh.



## UWO Accounting Club Meetings

Information on UWO Accounting Club Meetings can be found on their LinkedIn and Facebook pages:

LinkedIn: <https://www.linkedin.com/in/uwocobaccountingclub>

Facebook: <https://www.facebook.com/UWOaccountingclub/>

UWO Accounting Club Contacts: - Tyler Cuningham

Send an email to [winnwire@gmail.com](mailto:winnwire@gmail.com) which will be directed their way.

Students: Did you know you can join the IMA, as part of the Student Chapter, for as low as \$25? To become a member of the IMA, go to [www.imanet.org/membership](http://www.imanet.org/membership) Please select Winnebagoland Chapter, Number 0389, as well as the UW Oshkosh Student IMA Chapter. Any questions, please email our Chapter's email address: [winnwire@gmail.com](mailto:winnwire@gmail.com)

**\*\* Please Save the Date \*\***

**Wednesday, March 8<sup>th</sup>, 2023**

**47<sup>th</sup> Annual Certified Management Accountants' Night**

University of Wisconsin Oshkosh Accounting Club

**Hit the Jackpot of Networking!**

Location:

**The Waters**

1393 Washington Avenue  
Oshkosh, Wisconsin



**Doors Open at 5:00**

Cash bar and heavy appetizers available throughout the evening

*- Formal Invitation to Follow -*

### CPE Opportunities & IMA Webinars

**IMA Global programs:** <https://www.imanet.org/education-center/webinars?ssopc=1>

**Packerland IMA Chapter** for more details on upcoming meetings: <https://packerland.imanet.org/home>

**Virtual CPE opportunities** provided by many chapters within the council (and beyond). You can view all scheduled events on the Global IMA Network site: <https://linkup.imanet.org/events/calendar?ssopc=1>

### Membership Moments

#### Membership Anniversaries:

Thank you all for your continued participation and dedication to our chapter! This month we celebrate anniversaries for the month of February.

Member	Years	Member	Years	Member	Years
Paul Kinate	36	Amy Thomas, CMA	24	Jason Garland, CMA	13
Rick Bellmore	33	Amy Miller, CMA	23	Amber Doering, CMA	7
Daniel Koszalinski, CMA	32	Geoffrey Mburu, CMA	19	Jennifer Duerr, CMA	6
Ann Marie Wuest	28	Jennifer Poggemann	18	Jane Stahnke	4
Patrice Wadzinski, CMA	24	Neil Pfaff, CMA, CSCA	18	Breana Vander Wielen	1
Debra Gremler	24	Beth Ehlers, CMA	14		

### CMA & CSCA Exam Information

#### CMA (Certification in Management Accounting)

The CMA Exam consists of two parts.

Each part is 4 hours and consists of 100 multiple-choice (3 hrs.) and 2 essays (1 hr.).

Test windows: January/February - June/July - September/October

For additional info on the CMA Exam, you can reach John Wieland through our chapter email ([winnebagoland@imachapter.org](mailto:winnebagoland@imachapter.org)) or refer to [www.imanet.org](http://www.imanet.org).

<b>Part 1</b> <b>Financial Reporting, Planning, Performance and Control</b>	<b>Part 2</b> <b>Financial Decision Making</b>
<ul style="list-style-type: none"> <li>• External Financial Reporting Decisions 15%</li> <li>• Planning, Budgeting and Forecasting 30%</li> <li>• Performance Management 20%</li> <li>• Cost Management 20%</li> <li>• Internal Controls 15%</li> </ul>	<ul style="list-style-type: none"> <li>• Financial Statement Analysis 25%</li> <li>• Corporate Finance 20%</li> <li>• Decision Analysis 20%</li> <li>• Risk Management 10%</li> <li>• Investment Decisions 15%</li> <li>• Professional Ethics 10%</li> </ul>

#### CSCA® (Certification in Strategy and Competitive Analysis)

A certification designed for IMA members who have passed both parts of the CMA® exam. Complements and expands strategic planning and analysis skills. This credential demonstrates mastery of the concepts and techniques required to become a key player in driving strategic planning processes.

CSCA is a 3-hour exam that includes 60 multiple-choice questions and one case study.

Test windows are March and September.

Categories tested are:

- Strategic Analysis
- Creating Competitive Advantage
- Strategy Implementation and Performance Evaluation

IMA has a variety of CSCA resources to help you be your best on exam day. Customize your learning path according to your level of expertise. Personalize your study plan with several options: online self-study courses and practice questions, recommended textbooks and articles, a resource guide, and more. When it comes to studying for the CSCA exam, you are in control.



### Officers & Directors

Chapter Administration	
IMA Global Liaison	Colleen Srnka, CMA
Secretary	Amber Doering, CMA
Treasurer	Gayle Brown, CMA
Meetings Committee	
Director of Meetings & Webmaster	Martha Paalman
Community Service Coordinator	
Member Outreach & Professional Education Committee	
Director of Membership	Jill Halverson, CMA, CSCA
CMA Coordinator	John Wieland, CMA, CPA
Newsletter Coordinator	
Regional Council Representatives	
Council Secretary	Martha Paalman
Regional Director	Rick Bellmore, CPA
Regional Director	Bill Ramsay, CMA
Regional Director	John Wieland, CMA, CPA

Put a Face to the Name – Meet this program year's Officers & Directors!



**Colleen Srnka**



**Amber Doering**



**Gayle Brown**



**Martha Paalman**



**Jill Halverson**



**John Wieland**



**Rick Bellmore**



**Bill Ramsay**