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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

03/14/23 Power BI/Tableau & Board of Directors voting

04/18/23 Appleton D E & I projects

05/16/23 Volunteer Opportunity at Feeding America

The value of your membership is what you put into it, so if locally sponsored events are of value to you, we encourage you to consider committing some of your time and talents to the ongoing success of your chapter . You can find descriptions of our board and committee positions on [our website](#).

These are the current nominees. As you can see we really need your help.

Winnebagoland Position	Nominees
IMA Global Liaison (voting)	Martha Paalman
Secretary (voting)	Colleen Srnka
Treasurer (voting)	Amber Doering
Director of Meetings (voting)	
Community Service Coordinator	
Director of Membership (voting)	Jill Halverson
CMA Coordinator	
Webmaster	
Program Booklet Coordinator	
Newsletter Coordinator	
Regional Representatives	Bill Ramsay
Regional Representatives	John Wieland

IMA Events

The logo for the IMA23 Accounting & Finance Conference. It features the text "ima23" in a bold, sans-serif font, with "ima" in green and "23" in blue. To the right of "23" is the text "Accounting & Finance Conference" in a smaller, blue, sans-serif font, arranged in three lines.The "STEP UP" logo. The words "STEP" and "UP" are in a large, bold, sans-serif font. "STEP" is white with a blue outline, and "UP" is blue with a white outline. They are set against a dark blue background with a white step-like graphic element.

June 11 – 14, 2023 • Hyatt Regency Minneapolis

Join us in person for IMA23

We're delighted you joined us virtually for IMA's past annual conferences! This year, we invite you to join us in person for [IMA's Accounting & Finance Conference \(IMA23\)](#), the premier event for accounting and finance leaders. This conference, held at the Hyatt Regency Minneapolis, June 11-14, 2023, promises to deliver a dynamic experience, helping you to step up your career, explore new skills, and reconnect with your global professional community.

Attend IMA23 and you'll:

Connect: Engage in deep conversations with thought leaders and build lasting relationships.

Experience: Customize your schedule to meet your unique career goals.

Learn: Spark new ideas as world-class experts and peers share their insights.

Take advantage of our Early Bird rates through April 14. We hope to see you in Minneapolis!

Need help convincing your manager the value of attending IMA23? We've got you covered: Check out [this letter to your manager](#) that you can customize and use.

Register Now

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:

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 which will be directed their way.

Tuesday, Mar 14th 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.

Tuesday, April 18, 2023

Join us to hear about what projects the Diversity, Equity & Inclusion Office of the City of Appleton is involved with. There are opportunities for you to become a participant as well.

Stone Arch Brewpub 1004 S Olde Oneida St Appleton, WI 54915

Registration: <https://www.eventbrite.com/e/april-2023-winnebagoLand-ima-meeting-tickets-502946976947>



Timber Smith is the Diversity, Equity, and Inclusion (DEI) Coordinator for the City of Appleton and Special Assistant to the Mayor of Appleton. Prior to this role he had served as the Veterans Resource Coordinator, an Admissions Counselor, and a Senior Equity Coordinator at the University of Wisconsin Oshkosh. He has also worked as the Cultural Retention and Recruitment Support Specialist for Appleton Area School District and Fox Valley Technical College. Currently, Timber serves on the board of UW Oshkosh Fox Cities Foundation and Celebrate Diversity Fox Cities.

Timber is Vice President of the Sigma Upsilon Lambda Alumni Chapter of Alpha Phi Alpha Fraternity, Inc., the first intercollegiate Greek letter fraternity established for African American men. Timber has served in the Army Reserves. Timber holds a bachelor's degree in Sociology and a master's degree in Educational Leadership and Policy 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 which will be directed their way.

Please join us for our 47th Annual CMA Night on Wednesday, March 8th, 2023, at The Waters starting at 5:15pm. The evening will be full of casino-style games and networking. Proper business attire is encouraged. Please register for the event by Wednesday, March 1st using the link provided below. We look forward to seeing you there!

Registration: <https://www.eventbrite.com/e/the-47th-annual-uw-oshkosh-cma-night-march-8th-2023-tickets-531175509247>

**Accounting Club Presents
our 47th Annual**

CMA Night

**Featuring a night of Casino-Style
Games and Networking Opportunities**

Wednesday, March 8th, 2023
The Waters
1393 Washington Avenue
Oshkosh, WI

Social: 5:15 pm
Casino Games Begin: 6:00 pm
Raffle: 7:30 pm

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>

June 11-14, 2023 // imaconference.org

Thank You to Our Presenting Sponsors



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 March.

Member	Years	Member	Years	Member	Years
Debbie Meyer, CMA	33	Wendy Potratz, CMA	29	William Oaks, CMA	14
Audra Peters, CMA	30	Murray Sim, CMA	28	Karine Luke, CMA	12
Paula Meehl, CMA	30	Heather Kaminski, CMA	27	Daniel Ladd	9
James Belisle, CMA	30	Sheri Jones	25	Kyle Baldwin, CMA	8
Gregory Williams, CMA	29	Roberta Bernt	22	Teri Boers	5
				Justin Behrendt, CMA	4

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) or refer to www.imanet.org.

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

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