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Websites

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

[Facebook](#)



IMA

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

Winnebagoland Announcements

The board has developed KPIs to monitor our chapter progress – Your participation is greatly needed to keep our chapter sustainable.

KPI		Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25
20+ attendees (excluding speakers) at our two local in person events	Target	N/A	N/A	N/A	>20	N/A	N/A	N/A	N/A
	Actual	N/A	N/A	N/A	20	N/A	N/A	N/A	N/A
25+ Winnebagoland attendees at webinar meetings	Target	N/A	N/A	>25	N/A	N/A	N/A	>25	>25
	Actual	N/A	N/A	28	N/A	N/A	N/A	23	23
1-2 new participants on the board throughout the program year	Target	2	2	2	2	2	2	2	2
	Actual	1	2	2	N/A	N/A	0	0	1
3-5 new student participants at non-student targeted event	Target	5	N/A	5	5	N/A	5	5	5
	Actual	1	N/A	1	7	N/A	4	1	0
5+ volunteers for each community service/Non-Educational event	Target	N/A	N/A	N/A	N/A	N/A	>5	N/A	N/A
	Actual	N/A	N/A	N/A	N/A	N/A	6	N/A	N/A
1 new voting board member	Target	1	1	1	1	1	1	1	1
	Actual	0	0	0	0	0	0	0	0

Big Events Planned just for You:

Tues, Mar 11th Entrepreneurship presented by the founder of Carbliss - inPerson

Mon, Apr 21st Volunteer event at St Joe's Food Pantry

Tues, May 6th Menasha Utilities Water Plant tour

ENTREPRENEURSHIP WITH *carbliss.*

**IMA Student Night: Students & Professionals
Network and Learn Together!**

TUESDAY, MARCH 11, 2025

STONE TOAD BAR & GRILL | MENASHA, WI

5:00PM - NETWORKING
5:30PM - DINNER (more than \$20 value)
6:00PM - PRESENTATION BY CARBLISS
FOUNDERS ADAM & AMANDA KROENER

**LEARN ABOUT THE CARBLISS STORY,
ACCOUNTING AT CARBLISS & ADVICE
ON STARTING A BUSINESS**

PRIZE DRAWINGS AFTER PRESENTATION

REGISTER BY 2/28 TO RESERVE YOUR SPOT

\$5



The Association of
Accountants and
Financial Professionals
in Business

Sponsored by the Winnebagoland IMA Chapter. Questions? Email winnwire@gmail.com.

Use the QR code above to register or go to <https://tinyurl.com/4bvedfpn>. Hope to see you there!

IMA Events

Certified managerial Accountant especially for those who have aspirations toward Senior Manager, Controller, Senior Accountant, Director, VP, CFO, Leader in Accounting and Finance function. [CMA Registration](#)

BOOST YOUR CAREER **50% OFF** CMA Entrance Fee | WITH CODE 50CMA | **ENROLL NOW**
Offer ends February 28, 2025

[IMA25 Accounting & Finance Conference](#)

ima25 Accounting & Finance Conference
featuring
THE CFO ALLIANCE®
experience
June 22-25 ♦ Scottsdale, AZ

We've transformed the traditional conference into a dynamic, hands-on forum where accounting and finance leaders actively shape the future of our profession.

Experience two immersive days of specialty tracks, interactive workshops and strategic networking. Then elevate your leadership journey with our exclusive Leadership Competency Summit – a full third day dedicated to developing tomorrow’s financial leaders.

Register for 3, 2 or 1 day. IMA Academic members have special registration options this year.

Early bird pricing ends April 11 [Register](#)

Tuesday, Mar 11, 2025 5:00pm-7:30pm CST in person

Enjoy the entrepreneurship journey with the Co-founder of Carbliss

Agenda: Networking 5:00 pm

Dinner 5:30 pm

Presentation: 6:00

Location: Stone Toad, 1109 Oneida Street, Menasha, WI 54952

[Register Now](#) 1 hr CPE

Please bring your ID



Adam Kroener is the Co-Founder and CEO of Carbliss, a rapidly growing premium ready-to-drink cocktail brand recognized as one of the fastest-growing food and beverage companies in 2024, and a proud member of the Inc. 5000. Before his entrepreneurial journey, Adam served in the U.S. Army before taking on a leadership role in cheese manufacturing in Wisconsin.

Adam's passion for excellence and innovation led him to co-found Carbliss with his wife Amanda, where he focuses on ensuring that every stakeholder in his supply chain benefits from the brand's success. His commitment to giving back extends to supporting local benefits and community foundations, reflecting his deep-rooted belief in strengthening the communities he serves. Under his leadership, Carbliss has become a catalyst for bringing people together over delicious, perfectly crafted cocktails.

Monday, Apr 21, 2025 5pm-6:30pm CST

Join us for a community service volunteer event! [Sign Up Here](#)

ST. JOSEPH FOOD PROGRAM

Fighting Hunger  Sustaining Hope

The mission:

Supplementing nutritional needs, free of charge, for the economically distressed within our local communities.



<https://www.stjoesfoodprogram.org/>

Location: St. Joseph Food Program, 1465A Opportunity Way, Menasha, WI 54952

Tuesday, May 6, 2025 5pm-7pm



Tour

Location: , 57 Manitowoc Street, Menasha, WI 54952

[Tour Registration](#) opens March 1st

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: - Kyra Cooper

Send an email to winnwire@gmail.com which will be directed their way.

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 is 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>



As a participant in our discount program, Winnebagoland members are eligible for 20-30% off Gleim review materials and CPE courses.

To obtain the chapter discount, follow one of the ordering options below:

Call or email **Alexandra Graham**, IMA Chapter Coordinator at (800) 874-5346 ext 428 or imachapters@gleim.com

OR

Go to www.gleim.com/IMAWinnebagoland and the discount will automatically be applied.

Call or email me directly at (800) 874-5346 ext 428 or imachapters@gleim.com

Go to gleim.com/IMAWinnebagoland and the discount will automatically be applied

FMAA – CMA – CSCA Certifications

FMAA – Financial & Managerial Accounting Associate



Demonstrate your skillset

Learn to apply financial and managerial accounting principles to real-world situations, enhancing your skills and value to your employer.



Advance your career

Take the first step in your certification journey and start your career with impact.



Stand out

Differentiate yourself as a certified professional and meet the global standard of financial and managerial accounting fundamentals.

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
External Financial Reporting Decisions 15% Planning, Budgeting and Forecasting 30% Performance Management 20% Cost Management 20% Internal Controls 15%	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 in good standing who have passed both parts of the CMA® exam. This certification will equip you with essential strategic concepts and analytical skills that help you and your organization meet the future with insight, agility, and confidence.

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

Test windows are March and September.

The CSCA exam covers three content areas:

- Strategic Analysis – 25%
- Creating Competitive Advantage – 40%
- Strategy Implementation and Performance Evaluation – 35%

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.

Membership Moments

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

Member	Yrs	Member	Yrs
Audra Peters, CMA	32	Sheri Jones	27
Paula Meehl, CMA	32	Karine Luke, CMA	14
Gregory Williams, CMA	31	Kyle Baldwin, CMA	10
Murray Sim, CMA	30	Teri Boers	7
Heather Kaminski, CMA	29	Justin Behrendt, CMA	6

Officers & Directors

Chapter Administration	
IMA Global Liaison	Martha Paalman
Secretary	Colleen Srnka, CMA
Treasurer	Amber Doering, CMA
Meetings Committee	
Director of Meetings	
Community Service Coordinator	
Webmaster	Martha Paalman
Member Outreach & Professional Education Committee	
Director of Membership	Jill Halverson, CMA, CSCA
CMA Coordinator	
Newsletter Coordinator	

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



Martha Paalman



Amber Doering



Colleen Srnka



Jill Halverson



Bill Ramsay



John Wieland