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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

Here is our program year at this point.

Thur, Sept 14 Ethics & Fraud presented by FEI – in-person & virtual live-stream

Tues, Sept 19 Inside the Mind of a Fraudster - webinar

Tues, Oct 17 Fox Valley Workforce Development Update – in-person

Wed, Nov 15th Student Night – in-person

Wed Dec 13 Jake’s Network of Hope tour & volunteer event

Tues, Jan 9 Indoor Mini Golf – in-person

Jan 2024 Accounting & Tax Update - webinar

Tues, Feb 20 Practice Making ethical decisions in a Fun Way – webinar

Tues, Mar 19 chamber of Commerce – in-person

Apr 2024 Networking Event being planned

Wed, May 22 Oshkosh Corp Advancement Center tour

IMA Events[Technology & Analytics](#)

September 8, 2023 12:00 pm - 1:00 pm

AI's (ChatGPT) Impact on Accounting Education and Research

The integration of AI (ChatGPT) in educational settings straddles the boundary between academic integrity and educational utility.

[Leadership](#)

September 12, 2023 12:00 pm - 1:30 pm

Leading Change

We all know that change is a constant in our lives and change seems to be happening faster and faster each year.

[Technology & Analytics](#)

September 20, 2023 12:00 pm - 1:00 pm

Digital Transformation: A Well-Worn Path For Driving Adoption

Finance transformation is no longer a “what if” proposition. The challenge many organizations face as the push for digital accelerates is “how.”

[Technology & Analytics](#)

September 27, 2023 12:00 pm - 1:00 pm

9 Numbers That Define the Modern AP Professional

The day-to-day life of an accounts payable professional has changed dramatically. Hybrid work models, advanced data, and automation have forever altered the way the job is performed.

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

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.

FEI Event - Sep 14, 2023 from 02:00 PM to 05:00 PM (CT) in-person & virtual livestream

The Many Faces of Ethics and Fraud in Today's Business Environment

Hosted by the local chapter of FEI (Financial Executives International.)

If you were to ask people whether they think stealing is wrong, most would respond by saying 'yes'. And yet, fraud, theft and other forms of financial crime cost organizations millions per year. Join us for this interactive session as educator, forensic accountant and filmmaker (*All the Queen's Horses*, Kartemquin Films 2017) Professor Kelly Richmond Pope explores how ethical lapses create fraud situations for any employee. We will also review preventive strategies that all stakeholders should know to keep their organizations fraud free. Based on her research from her book *Fool Me Once: Scams, Stories and Secrets from the Trillion Dollar Fraud Industry* (Harvard Business Review Press, 2023), Dr. Pope will share personal lessons learned from intimate conversations with white-collar offenders, whistleblowers and victims of fraud.

Registration (choose your sessions to attend): [More information](#)

Location: Bridgewood Conference Center, 1000 Cameron Way, Neenah, WI 54956

Tuesday, Sept 19, 2023 5pm-7pm webinar

Inside the Mind of a Fraudster

We will explore a variety of ways that manipulation of identity occur that result in insulation accounts and account takeovers, review high level assessment of financial institutions & customer experience, and strategies to combat potential fraudulent activity.

Registration: <https://event.on24.com/wcc/r/4342341/7C33AEA5903463DDF19E9C2FE76597D3>



Alexander Hall is a Subject Matter Expert with fraud-related experience dating back to 2007. He is a Fraud Prevention Strategy Consultant, Team Trainer and Public Speaker who has authored numerous articles and posts, hosts the "Fraud Prevention Roundtable" series of Live Videos and Audio Podcast on Apple and Spotify.

Alexander operated as a high-level fraudster for approximately a decade. He authored many methods that stem from the three pillars of knowledge that are employed by most fraudsters: Identity Information, Payment Information, and System Knowledge. Alexander was never caught or charged.

In 2017, following the birth of his daughter, Alexander gave up the "life of crime", and joined the ranks of fraud prevention. In 2020, he founded Dispute Defense Consulting.

DDC works with companies to develop in-house fraud prevention strategies, consulting with fraud prevention service vendors in various SME capacities including product assessments, company training, product management and marketing directives.





Jennifer De Valk, BSACS, CFS, CFCI

Senior Fraud Investigator, Community First Credit Union

Fraud Fighter - Education is the key to fraud reduction. Stay Curious!



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: - Michael LaBarge

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 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>

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
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.

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	
Regional Council Representatives	
Council Secretary	Martha Paalman
Regional Director	John Wieland, CMA, CPA
Regional Director	Bill Ramsay, CMA

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

