

Contents

- Chapter Announcements.....1
- IMA Events.....2
- Oct 15th Local Entrepreneur Journey3
- Nov 5th UW-O Professional Night.....4
- Nov 11th Financial Wellness.....5
- UW-O Accounting Club.....6
- CPE Opportunities6
- Gleim Review Discounts.....6
- FMAA & CMA & CSCA certifications.....7
- Membership Moments.....8
- Officers & Directors.....9

Websites

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

Facebook



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

Winnebagoland Announcements

With your help the chapter will continue in to the future.

KPI		Jul-25	Aug-25	Sep-25	Oct-25	Nov-25	Dec-25	Jan-26	Feb-26	Mar-26	Apr-26	May-26	Jun-26
Min of 15, target 20+ attendees (excluding speakers) at our local in person events	Target	N/A	N/A	>15	>15	>15	N/A	N/A	N/A	>15	N/A	N/A	N/A
	Actual	N/A	N/A	18			N/A	N/A	N/A		N/A	N/A	N/A
Members	Target	N/A	N/A	10	10	10	N/A	N/A	N/A	10	N/A	N/A	N/A
	Actual	N/A	N/A	8			N/A	N/A	N/A		N/A	N/A	N/A
Non-Members	Target	N/A	N/A	5	5	5	N/A	N/A	N/A	5	N/A	N/A	N/A
	Actual	N/A	N/A	10			N/A	N/A	N/A		N/A	N/A	N/A
25+ Winnebagoland attendees at webinar meetings	Target	N/A	N/A	N/A	N/A	N/A	N/A	>25	>25	N/A	N/A	N/A	N/A
	Actual	N/A	N/A	N/A	N/A	N/A	N/A			N/A	N/A	N/A	N/A
2 new participants on the board throughout the program year	Target	2	2	N/A	2	2	2	2	2	2	2	2	2
	Actual	2	0	N/A									
3-5 new student participants at non-student targeted events	Target	N/A	N/A	5	5	5	N/A	5	5	N/A	N/A	N/A	N/A
	Actual	N/A	N/A	4			N/A			N/A	N/A	N/A	N/A
5+ volunteers for each community service/Non-Educational event	Target	N/A	N/A	N/A	N/A	>5	>5	N/A	N/A	N/A	>5	>5	N/A
	Actual	N/A	N/A	N/A	N/A			N/A	N/A	N/A			N/A
1 new voting board member	Target	1	1	1	1	1	1	1	1	1	1	1	1
	Actual	0	0	0									

IMA Events

_ Nov 13-15 Cleveland, OH Scholarships available through UW-O Accounting Club

Reasons to Attend the Student Leadership Conference



Accelerate your journey from the classroom to the workforce.



Learn from expert speakers about the latest trends in the profession.



Network with recruiters from top companies seeking interns and full-time hires.



Get inspired by top-tier professionals during our industry tours.

2025 T-Shirt Competition Winner

Congratulations to our 2025 T-Shirt Design Contest Winner!

[Enter our 2025 T-Shirt Competition](#)



[Register](#)

Wednesday, Oct 15, 2025 5:00pm-8:00pm CST in person

Local Entrepreneur Story - 1 CPE

Join us at **Lillians of Appleton**, your favorite downtown boutique, now dazzling with both women’s and men’s fashion! We're rolling out the red carpet for a fabulous evening featuring a **catered meal**, inspiring talks from **Kara**, the powerhouse behind Lillians, and **Amy**, the creative force behind **Refashion Jewelry**—whose stunning pieces you’ll find right in the shop. Hear their entrepreneurial journeys, mingle with fellow fashion lovers, and enjoy an exclusive **private shopping event with 20% off all full-price items** (excluding local artists). Come for the stories, stay for the style—this is one event you won’t want to miss!

Wednesday, October 15, at Lillians of Appleton, 115 East College Avenue, Appleton

- Agenda:
- 5:00 Networking/Cocktails
 - 5:30 Dinner (catered into the shop!)
 - 6:00 Presentation/Q&A
 - 7:00 Private Shopping Event

Cost to attend (including your meal!) is only \$5; please register by October 13 [here](#).



Kara Manuel



Amy Vissers

Kara Manuel is the owner of Lillians of Appleton Boutique, a women’s fashion destination located in the heart of Appleton Downtown. Lillians of Appleton is known for its unique mix of clothing, accessories and personal styling. Lillians is a place where women connect, discover their confidence, and celebrate their style. With over 30 years of experience in retail and sales, Kara has grown Lillians into a boutique recognized for its warm atmosphere and community focused approach. She is committed to supporting local initiatives and hosting engaging in-store events that bring people together. In her free time, Kara enjoys spending time with her family, attending local concerts and getting outside to enjoy our beautiful Wisconsin weather.

Amy Vissers is a local jewelry designer in Greenville, Wisconsin. She designs unique jewelry by reusing vintage, outdated, broken, discarded, and unloved parts. While some call this “reclaiming” or “repurposing” or even “upcycling,” Amy calls it “Refashion.” Her jewelry has gone from waste stream to mainstream. Some of her favorite things to work with include vintage brooches, pearls and earrings, belt buckles, and leather fringe. Each of her designs is unique. You won’t find another like it!

Wednesday, Nov 5, 2025 5:00 – 8:00 pm CST in person

3rd Annual Accounting Professionals Night

Date: Wednesday, November 5th

Time: 5pm-8pm

Location: Culver Family Welcome Center

Dress Code: Business Professional



Keynote Speaker



Dinner



Raffle Baskets



Networking

Scan QR code to register!



Keynote Speaker:

Holly Cloutier, CPA, MBA, CVA, MAFF

Or use this link to register [Register Link](#)

Location: Culver Family Welcome Center, 625 Pearl Ave, Oshkosh, WI 54901

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

Financial Wellness - 1 CPE

Jake will share some ideas on how you can be financially prepared for your future, near and far.

Agenda: 5:00 Networking

5:30 Dinner

6:00 Speaker (1 CPE)

Location: Holidays Pub & Grill, 3950 N Richmond St, Appleton, WI 54913 [Register Now](#)



Jake Vande Voort, Wealth Advisor

Jake joined TMS Financial in January 2024, bringing 16 years of experience as a Financial Planning Assistant at a local firm. Now serving as a Wealth Advisor, Jake holds his FINRA Series 7 and Series 66 security registrations, equipping him to deliver comprehensive financial guidance to clients. In his role, he works closely with clients to create tailored strategies, supports the Tenacity Advisory Group (TAG), and collaborates with the broader team of Investment Assistants and advisors. He earned his degree in Business Administration from Lakeland College.

Outside of work, Jake enjoys spending time with his wife and their two daughters. He is actively involved in his children's activities and volunteers at their schools and community events. As a family, they love traveling, boating, being outdoors, and creating memories with friends and extended family.

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: - Alyshia Mayer

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>

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

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

Congratulations **Deamico Amber** on achieving the CMA this year, such a great accomplishment!

This month we celebrate October anniversaries.

Member	Yrs	Member	Yrs
Alvin Gumz	54	Cody Giese, CMA	20
Rick Bartelt, CMA	44	Jennifer Cejka, CMA	19
David Fochs, CMA	39	Nicole Olesen, CMA	18
David Skora, CMA, CSCA	38	Katherine Trzebiatowski, CMA	16
Mary Tomazin, CMA	35	Amber Zeutzius, CMA	13
Deborah Oestreich, CMA	34	Amanda Bartel, CMA	10
Syed Moiz, CMA	33	Paige Dassow, CMA	10
Alex Christensen, CMA	33	Shawn Achterberg, CMA	7
Debra Clark, CMA	32	Mason Ballweg	3
Kimberly Buehler, CMA	25	Zachary Kestell	1
Elizabeth Stephans, CMA	23	Brycen Thielbar	1
Kristin Nelson, CMA	21	Jacques Tulowitzky	1
Evan Schreiner, CMA	21		

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, FMAA
CMA Coordinator	
Newsletter Coordinator	

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



Colleen Srnka



Jill Halverson



Martha Paalman



Amber Doering