



North Carolina  
Triangle Area  
Chapter

# The Motivator

October 2017 Newsletter



## A Message from the Chapter President

Tim Ketterman, CMA

We have officially kicked off the 17/18 season with our first dinner meeting last month. Our speakers were very informative on the upcoming GAAP changes for Revenue Recognition and Lease Accounting. It was great to see many of you, including our Methodist Chapter students. Two of our Board members and myself were honored to attend a dinner at Methodist University given by the Methodist Student Chapter. I was impressed by the number of attendees and the wide range of areas of study that is represented in this group. Thanks so much for inviting us. I look

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## 2017-2018 Schedule

### Dinner Meetings Costs:

IMA or IIA Member \$32.00  
 IMA Member Unemployed \$24.00  
 IMA Student Member \$15.00  
 Student Non Member \$20.00  
 Guest Non Member \$35.00

**Register Online:** <http://nctriangle.imanet.org>

forward to seeing what this Chapter accomplishes this year. Our student chapters represent the future of the IMA and we are happy to support in any way possible.

I am also looking forward to our next NASBA approved CPE offering on October 20th at Campbell University in Raleigh during the Carolina Council Fall Conference. There are some really interesting and relevant topics that will be presented.

Following this in November will be the Boon Edam plant tour and presentation on Lean Manufacturing. Tours of manufacturing facilities are one of my favorites. Please make plans to attend this on November 9th. I encourage any member that has a suggestion for the year to let us know so that we can consider for this year as well. Email to [imanc406@gmail.com](mailto:imanc406@gmail.com) .

Regards,  
Tim Ketterman, President



The North Carolina Triangle IMA Chapter has partnered with Gleim to ensure your success on the CMA exam!

Gleim CMA Review has the largest exam-emulating test bank of multiple-choice and essay questions, our popular CMA exam instructional videos, and a no-hassle Access Until You Pass® guarantee. [Pass the CMA exam](#) with Gleim CMA, the #1 CMA Prep Course on the market which has trained more CMAs than other course available.

Place your order directly online by

**October 20, 2017, 8:00 AM - 5:00 PM ET**

**2017 Fall Conference - 8 hrs CPE**

**(NASBA Approved)**

All sessions and lunch- \$150

[Click here to register](#)

Location:

Campbell University Law School  
225 Hillsborough St  
Raleigh, NC 27603

**November 9, 2017, 9:00 AM - 11:30 AM ET**

**Factory Tour and Presentation on Lean Manufacturing (FREE CPE!)**

[Click Here to Register](#)

CPE: 3 Credits

Location:

Boon Edam Manufacturing LLC  
402 McKinney Parkway  
Lillington, NC 27546

<http://www.boonedam.us/>



Visit us online at <http://nctriangle.imanet.org>

going to [gleim.com/IMANCTriangle](http://gleim.com/IMANCTriangle) or contact Melissa Leonard at 800.874.5346 or [melissa.leonard@gleim.com](mailto:melissa.leonard@gleim.com) to learn about the significant discounts you are eligible for as an IMA Chapter member.



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**CONTINUING STUDIES**

Through a partnership with The Institute of Management Accountants (IMA), Duke is proud to offer the Online CMAexcel Program, a review program for the CMA certification exam put forth by the IMA.

See more at:  
<https://learnmore.duke.edu/certificates/accounting>

## New CMA Recognition

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The CMA<sup>®</sup> (Certified Management Accountant) is the advanced professional certification specifically designed to measure the advanced accounting and financial management skills that drive business performance in today's complex and challenging business environment. The CMA is tailor-made for finance professionals at all levels, whether they want to enhance their value to their current organization, or expand their career potential.

## Congratulations to the Triangle Chapters 209 CMAs and our newest CMA!

**DISPLAY  
YOUR  
DIGITAL  
BADGE**



**Mr. Victor Bodeanu, CMA**  
**Mr. John Edward Gudauskas Jr., CMA,**  
**CPA, EA, CIA**



North Carolina  
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At all levels of the profession—from C-level executives to young professionals to students and academics—we offer valuable resources to enhance your career and power your business potential.

## Welcome to our new members!

IMA's 300 chapters worldwide provide a forum for networking with peers. Chapters offer a range of professional education programs, as well as leadership, mentoring, community service, and authorship opportunities. Membership in an IMA Chapter is exclusive to IMA members and is included in your IMA membership dues.

**Mr. Philip Blake Boozer**

**Mr. Justin Weitzenfeld**

**Mrs. Ashley Mote**

**Steve Gobbo**

**Ramona Bridgewater**

**Theresa Houng**

Congratulations to **Methodist University** to becoming the new Student Chapter!

## New Student Chapter

**Our student chapters represent the future of the IMA and we are happy to support in any way possible.**

Two of our Board members and myself were honored to attend a dinner at Methodist University given by the Methodist Student Chapter. I was impressed by the number of attendees and the wide range of areas of study that is represented in this group. Thanks so much for inviting us. I look forward to seeing what this Chapter accomplishes this year.





## North Carolina Triangle Area Chapter

If you would like to participate on the board or have ideas for future events, please contact  
[imanc406@gmail.com](mailto:imanc406@gmail.com)

**Nonprofit volunteers can deduct certain volunteer expenses on their tax returns.**

### Current Student Chapters



## 2017 -2018 NC Triangle Chapter Board

### President

Mr. Timothy W Ketterman, CMA  
[kettermantw@yahoo.com](mailto:kettermantw@yahoo.com)

### Director Website

Mr. Michael L. Billings  
[Mike.Billings@hyster-yale.com](mailto:Mike.Billings@hyster-yale.com)

### Regional Council Delegate

Past President Carolinas Council

Mrs. Jamie M Long  
[jlong@mriraleigh.com](mailto: jlong@mriraleigh.com)

### Regional Council Delegate

### Secretary

Ms. Katherine A Santos-Rezendes, CMA  
[rezendes@bellsouth.net](mailto:rezendes@bellsouth.net)

### Vice President of Administration

Mr. Vance A Josey  
[vance.josey@gmail.com](mailto:vance.josey@gmail.com)

### Treasurer

Director of Employment Opportunity

Mr. Scott A. Stafford  
[scottskippy@hotmail.com](mailto:scottskippy@hotmail.com)

### Vice President of Professional Education

Ms. Pamela Michelle Lauchengco, CMA, CPA  
[plauchengco@hotmail.com](mailto:plauchengco@hotmail.com)

### Vice President of Communication

Mrs. Catherine M. Sabodish, CMA  
[csabodish@rti.org](mailto:csabodish@rti.org)

### Director of Member Acquisition

Mr. Stephen J Drago, CMA, CPA  
[stevedrago@gmail.com](mailto:stevedrago@gmail.com)

### Director of CMA Program & Student Activities

Luke Chilton, CMA



luke.chilton@arcadis.com

Director Retention  
Mr. Tom G. Welsh, CMA  
tomgwelsh@hotmail.com

Director of Program Registration  
Mrs. Stacia Gray  
anngray601@gmail.com

Director at Large  
Mr. George P Golenbiewski, CMA, CPA  
ggolenbiewski@aol.com







## Carolinas Council Note

### IMA Carolinas Council - NC Triangle Chapter

**2017 Fall Conference - 8 hrs CPE  
October 20th**

**Campbell University School of Law**

**225 Hillsborough St Downtown Raleigh**

**Congratulations** to the Carolinas Council for receiving the **Council of Excellence** award at the 2016 Global Conference in Las Vegas [#IMA16ACE](#)

[Click here to Register>>>>](#)

<http://www.regonline.com/nctrianglefallcpe>



#### SPEAKERS INCLUDE

Gary Cokins – The 7 Top Trends in Management Accounting  
 Jamie Long – The Slippery Slope of Greed (Ethics)  
 Bill Rausch – 5 Signs You've Outgrown Excel For Planning  
 Dhawn Hansen – Personal productivity in today's always "ON" world.  
 More speakers announced soon!

*If cancelled at least 72 hours before the event, the registration will be reimbursed 100%. If cancellation occurs after that time, reimbursement will be for the CPE hours but not the meals that were purchased. Emergency situations are reimbursable in full. For questions please contact [Mike.Billings@Hyster-Yale.com](mailto:Mike.Billings@Hyster-Yale.com)*



The IMA Carolinas Council is registered with the National Association of State Boards of Accountancy (NASBA), as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be addressed to the National Registry of CPE Sponsors, 150 Fourth Avenue North Suite 700, Nashville, TN, 37219

## IMA Global Note



The Association of  
Accountants and  
Financial Professionals  
in Business

## IMA Webinar Schedule

### Servant Leadership

### Leadership Academy

November 07, 2017  
01:00 PM - 02:30  
PM

Our webinar program enhances your career by bringing you the latest thought leadership and developments in the profession. IMA conducts more than 50 webinars every year at no cost to our members. Each qualifies for 1 to 1.5 hours of NASBA-approved CPE credit(s). Seats fill up quickly.

We offer two webinar series:

**Inside Talk:** Our highly popular monthly series on timely, emerging issues and relevant topics such as technology, data analytics, revenue recognition, expense reporting and continuous accounting.

**IMA's Leadership Academy:** Hosts a monthly webinar series that empowers entry- and intermediate-level management accountants to become leaders within the profession

**Inside Talk** monthly webinars are free and require online registration to attend:

- Select the session title you are interested in attending from the Webinar Schedule above.
- Complete the registration form using the **promotional code IMAWEB**. Note: To ensure you receive your Certificate of Completion & log-in instructions, please complete all the required information.
- Once your registration is complete, you will receive an e-mail that confirms your enrollment and includes the information you will need to join the event.

Webinars are held from 1 p.m. – 2 p.m. EST, unless otherwise stated, which will allow you to earn 1 CPE credit.

Registration closes at 10 a.m. EST on the day of the scheduled webinar or when maximum capacity is met.

Due to the popularity of our webinars, seats fill up quickly. Webinar seating is limited and is on a first-come first-served basis. Once maximum capacity is met, all new registrations will be placed on a pending list and will be accepted in the order received, provided space becomes available. New webinar dates are posted monthly, so please check back often and don't delay in registering.

IMA reserves the right to cancel a scheduled webinar if conditions warrant or if the minimum registration numbers are not met. In the event of such a cancellation, registered participants will receive notification via e-mail.

#### Questions?

For questions about upcoming IMA webinars or for more information regarding program policies, please contact our offices:

[imawebinar@imanet.org](mailto:imawebinar@imanet.org)  
(800) 638-4427

Link below for details:

<http://www.imanet.org/programs-events/ima-webinars/inside-talk>



*Strategic Finance*™ is the award-winning flagship publication of IMA® (Institute of Management Accountants). Every month, our thought-provoking articles offer advice that helps financial professionals perform their jobs more effectively, advance their careers, grow personally and professionally, and make their organizations more profitable. *SF* is consistently rated by IMA members as one of the most accessed and valued benefits of membership.

## FOUR OPERATIONS METRICS TO REDUCE RISK

BY Christopher Wilds

William Goldman, the renowned screenwriter known for writing such movies as *Butch Cassidy and the Sundance Kid*, *All the President's Men*, and *The Princess Bride*, once said about the movie industry: "Nobody knows anything. Not one person in the entire motion picture field knows for a certainty what's going to work. Every time out it's a guess and, if you're lucky, an educated one." This observation could just as easily apply to the operations of most finance departments. But it shouldn't.

Uncertainty is unavoidable in the mercurial markets for entertainment. For Hollywood, that could be an upside; following conventional wisdom might divert you from success. In your finance department, however, uncertainty is a serious, hidden risk to the entire enterprise. Yet, as in Hollywood, you should ignore the conventional wisdom. It will divert you from managing this risk successfully.

The unnerving truth is that your finance department is probably managed less rigorously than your company's office supplies. Finance departments routinely suffer from a lack of operational discipline that few CFOs would tolerate in any market-facing business unit. OpsDog's research in *Fortune* 500 companies shows that 35% of the activities performed by knowledge workers is unnecessary and avoidable: error correction, rework, and over-service. This is equally true for finance departments. When this is pointed out, however, most CFOs dismiss it. It just isn't obvious.

# TIPS FOR CFOs AND FINANCE DEPARTMENTS

- 1 Key performance indicator (KPI) implementation analysis** should always start at “30,000 feet.” Focus on the big-picture productivity measurement and then dive deeper.
- 2 Don't reinvent the KPI wheel.** Start with the proven tools and techniques that have already succeeded in implementing industry-standard KPIs in manufacturing. Automobile manufacturers measure the number of people in the plant and how many cars are produced per employee. The CFO should know how many finance employees are required to produce a certain number of reports and how many reports the finance department produces.
- 3 Implement metrics that eliminate one-off analyses.** KPIs should contribute to process standardization and reduce cycle times.
- 4 Get more output with less cost** by measuring individual employee productivity rather than unit cost only. Daily units produced per employee measures productivity more accurately than unit cost does.
- 5 Don't forget to benchmark,** and adjust as changes are implemented. Baseline expectations must be reexamined frequently to ensure continuous improvement. Without regular review, organizational complacency sets in.



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2017-2018 Sponsors

Our Sponsors allow us to continue to operate and provide quality educational and CPE events to our members at affordable cost.

We are looking for **Hospitality Sponsors of \$100** for each of our CPE events. The sponsor will get time to tell the audience about their service or organization, as well as make literature or promotional material available to attendees.

Would you like to get your message out to over 400 of the area's dedicated accounting and finance professionals? To place an ad in The Motivator please contact [imanc406@gmail.com](mailto:imanc406@gmail.com). Our Newsletter is distributed through online media platforms.



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Dear Triangle Chapter:

Thank you for renewing your chapter's discount agreement with Gleim. Your chapter members will continue to be eligible for discounts on Gleim CMA Review System and CPE purchases.

To obtain the chapter discount, chapter members must contact Melissa Leonard directly. There are three ways to place an order:

- Fax the order form to me at Gleim at 888.375.6940
- Call me directly at 800.874.5346, ext. 131
- Send an email to [melissa.leonard@gleim.com](mailto:melissa.leonard@gleim.com)

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