



The Association of
Accountants and
Financial Professionals
in Business

Hartford IMA Chapter Newsletter

Volume 42, Issue 05

THE BOTTOM LINE

November 2020

Upcoming Webinars

Wednesday, Nov 11

**Building a Better Business Case:
Getting Your Executives on Board
with Modern Accounting**

1:00 PM - 2:00 PM

Wednesday, Nov 18

**Future of Finance: Building
Financial Reporting Resilience in
the Cloud**

11:00 AM - 12:00 PM

Tuesday, Dec 01

Managing Remote Teams

1:00 PM - 2:30 PM

"It's never too late to be what you might have been."
- George Eliot

Welcome to our New Member

Ellish Danzy (student)



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President's Message

Greetings Hartford Chapter Members and Friends,

I hope you had the opportunity to join us for our most recent presentations on Engaging in Remote Workforce, presented by Karen Hines and Diversity and Inclusion in the Workplace, presented by Professor Stephen Balkaran – both dynamic speakers that really brought their topics to life.



With Election Day behind us and as we wait for the final results, take the time to register for a few more virtual sessions we have on our schedule.

- IMA Student Leadership conference (virtual) - November 13, 2020 (register on the IMA global website)
- IMA NERC Webinar “A Conversation about Race and Racism” (virtual) - November 14, 2020
- IMA Hartford’s “It’s More than Data: Telling a Financial Story” (virtual) – Tom Coghlan – November 17, 2020

In addition to these, IMA offers additional interesting and informative content provided [here](#).

In addition to our education offerings, we plan on hosting a fun filled virtual happy hour and to provide an opportunity for our members to help those less fortunate through a fund raiser for a local non-profit. We hope you will join us for fun, good times and the opportunity to help others in our community.

As Thanksgiving may be looking different for many with social distancing, this becomes a particularly important time to reflect on all of those things we are grateful for and to find joy by helping others. Stay healthy and enjoy the holiday foods.

Stay safe, stay well,

Claude-Helene McIntyre, Hartford Chapter President, 2020-2021

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HARTFORD CHAPTER MEETING DETAILS

“ It's More Than Data: Telling a Financial Story ” *November 17, 2020*

Speaker : Thomas Coghlan, CMA is the Founder of CPE University, LLC.

Thomas Coghlan, CMA is the Founder of CPE University, LLC, (www.thecpeuniversity.com) an education and training firm that develops and facilitates programs on a wide range of accounting, finance, ethic, and personal development topics.

Tom is one of the top Certified Managerial Accountant (CMA) exam instructors in the US, and has helped thousands of CMA candidates prepare for the exam since 2004.

Tom's career has been at the intersection of accounting, technology, and decision making, with key roles in a variety of industries. Tom has a diverse set of experiences, including:



- Founder of Appitur® Co. (www.appitur.com), the developer of a mobile learning and assessment platform.
- Co-founder and Vice President of Client Services for FirstQuarter, Inc., a business intelligence firm.
- Chief Financial Officer and Director of Information Technology for a \$250 million multi-national business unit of Imperial Chemical Industries.
- Controller for the US business of Leeds and Northrup, a process control firm.
- Business Fellow for the Center for Business Analytics and Instructor at the Villanova University School of Business.
- Tom is a frequent speaker at industry and CPE seminars and conferences and Co-author of articles published in Strategic Finance and the International Journal of Business Intelligence Research.

Tom has a BS degree in Business Administration from Drexel University, and an MBA from LaSalle University. He is a Certified Managerial Accountant (CMA), and passed the Certified Public Accounting (CPA) exam in Pennsylvania. Tom can be reached at tcoghlan@thecpeuniversity.com and at 484-686-6926.



Tues, Nov 17 Meeting Details - 1.5 CPE

Topic: “ It's More Than Data: Telling a Financial Story ”

Essential financial management skills include being able to explain an analysis in a compelling way using data. However, data is frequently the focus of the presentation rather than a key tool in a presentation. Good presenters use data to effectively tell their story without forcing their audience to interpret data.

In this webinar we will discuss the following topics:

- Review of best practices to avoid distortion in the communication of complex information
- Evaluation of data visualization options and select the best presentation approach
- Understanding the benefits and limitations of visualization techniques
- Use of visualization to communicate results, conclusions, and recommendations

Date: Tuesday; November 17, 2020

Time: 6:00 – 7:30 p.m. Eastern Time

Where: Webinar. Registration is required in advance for this Webinar. Please click [here](#) to register for the Event.

"IMA Members and Non-Members Welcome"

Campus Outreach Volunteers Needed

We have received requests to do a virtual presentation for UConn and expect to have other university requests this year. If you are interested in participating in one of these virtual presentations to students, please send an email to hartford@imanet.org. Presentations will be made by a group of 2-3 IMA members for each request. Feel free to reach out as well if you have questions and want more information before making decision to volunteer.



Saturday Nov 14 NERC Webinar

NERC Educational Webinar: A Conversation about Race and Racism

Please join NERC the morning of Saturday, November 14, 2020 for A Conversation about Race and Racism. Why do issues of race push all our buttons? How do we navigate the ‘new’ awareness of inequities in our society – and particularly where these have a foundation in our country’s difficult history with regards to race relations?

During this conversation, Hamish Blackman and Craig Hardimon from Breakthrough Collaborations will grapple with the construct of racism as it has evolved and is evolving: What does it mean? What has it meant in the past? How do we create space for change? They will examine racism not as a simple binary of good or bad, but as a continuum or spectrum of perception and experience.

Speakers:

Hamish Blackman's career extends for more than 30 years focusing on advising organizations on factors impacting productivity, morale, and work dynamics. As a trained mediator and frequent industry speaker, Hamish has brought his deep expertise to the corporate sector as well as to departments and programs at dozens of colleges and universities across the US. Hamish has developed and delivered a vast array of programming and tools that address transformational change management, responding to loss, a drug free workplace, violence prevention, mergers, takeovers and transitions, constructive confrontation, and growing leaders and managers.

Craig Hardimon brings over 35 years of educational experience, fostering inclusive school cultures, and cultivating respectful community relationships. During his career, Craig has served as a special educator, an assistant principal, a principal, and a human resources director supporting students, educators, and families in both urban and suburban settings. As an educational leader, Craig has developed professional development opportunities that have advanced professional learning among administrators, teachers, and service providers, improving their professional knowledge, competency, skills, and effectiveness.

When: Saturday, November 14, 2020

Time: 9:00 am – 11:00 am Eastern Time

Cost: Free

CPE's: 2 credits

Format: Webinar (with breakout sessions)

Registration Information: Click [here](#) to register or check out the NERC website event [page](#).



Student, Faculty and Certifications Corner

Surgent CMA Review Course

IMA Global has entered into a relationship with Surgent. Chapter members can use promo code IMA700 when registering for the CMA Exam to receive \$400 off the price of Surgent's Ultimate Pass version of the CMA Review Course. Using this code will also allow you to receive a combined \$300 off the CMA Program entrance fee and CMA exam fee (for a total savings of \$700 off the exam review course, CMA program entrance fee and CMA exam fee). You can check out a free 3 day trial of the review course at <https://www.surgent.com/cma-exam-review-course/cma-review-free-trial/>.

Wiley and Gleim Discounts on CMA Study Materials

Hartford Chapter members receive a 25% discount on all Wiley products by using IMAHARTFORD code at checkout. Wiley's CMA Prep is the only program officially licensed by IMA. Please visit www.WileyCMAexcel.com for more information on their products. Hartford Chapter members also receive a 20-30% discount on all Gleim CMA study materials. Gleim is the most widely used CMA review program, having trained more CMA candidates than any other course on the market. Contact Alexandra Graham at aegraham@gleim.com, or call 1-800-874-5346 ext. 131, to take advantage of this offer or for more details. You can also contact our Chapter CMA Director, Kristina Kregling at kreglingk1@hotmail.com who will be able to guide you along the path to earning the CMA designation.



CMA - Let's do this !!

Why Become a Certified Management Accountant

The CMA credential is the worldwide gold standard in certification for accounting and finance professionals within the business world. Earning your CMA demonstrates the fact that you have mastered critical accounting and financial management skills. The CMA is not tied to any formal laws or regulations of any company, but instead shows that you understand the connections between finance/accounting and operations as well as how to make your business function effectively. Globally, the median base salary is 45% higher, and total compensation is 50% higher for CMAs over non-CMAs.* CMAs of all ages earn more than non-CMAs. Those aged 30-39 receive a median salary 49-50% greater than their non-CMA peers.*

To Become a CMA

- Pay IMA Membership Fee
- Obtain bachelor's degree from an accredited college or university or an equivalent degree as determined by an independent evaluation agency
- Pay CMA Entrance Fee
- Complete Part 1 (Financial Planning, Performance and Control) of the CMA Exam
- Complete Part 2 (Financial Decision Making) of the CMA Exam
- Fulfill two continuous years of professional experience

To Sit for the CMA

- You do NOT need to have a bachelor's degree to sit for the CMA exam, you can sit for it before graduation.
- Your degree does NOT need to be in Accounting or Finance.
- You have a three year span to sit for and pass the two parts of the CMA exam.
- Exams are offered in January and February, May and June, and September and October.

Maintaining CMA Credential

- Complete 30 hours of CPE credit annually (including 2 hours of ethics)
- Pay IMA Membership Fee
- Pay CMA Maintenance Fee

About the CMA Exam

The Certified Management Accountant (CMA) designation provides corporate management and individual members with an objective measure of knowledge and competence in the field of management accounting. It is an invaluable credential for professional advancement and for broadening professional skills and perspectives.

The CMA consists of two parts:

- Part I: Financial Reporting, Planning, Performance, and Control
- Part II: Financial Decision Making

Both, Part 1 and Part 2, will be 4 hours in length (3 hours for 100 multiple-choice questions and 1 hour for 2 essay questions).

There are multiple resources provided through Gleim to help you through the process.

* IMA Global Salary Survey (Published 2017)



CSCA - Step into Your Future!

The CSCA® (Certified in Strategy and Competitive Analysis) is a specialty credential designed specifically for CMAs*, which complements and expands upon the strategic planning and analysis skills developed through the CMA® (Certified Management Accountant) certification. This credential will help you master the concepts and techniques that are required to become a key player in driving the strategic planning process at your organization. The CSCA exam will cover and test three content areas: 1. Strategic Analysis, 2. Creating Competitive Advantage, and 3. Strategy Implementation and Performance Evaluation. The CSCA is for Certified Management Accountants who: Hold positions ranging from staff accountant to CFO and Aspire to expand their strategic planning knowledge for current or future roles.

Exam entrance*: \$75 and Exam registration*: \$300

IMA Strategy and Competitive Analysis Learning Series®: \$525 (\$650 for non-members), Save \$75 when you buy all three together! Use promo code CSCABUY3 at checkout. *Required to sit for the CSCA exam.

Invest in your professional growth and get started on your CSCA journey! By passing the exam, you will earn 30 CPE credits, which can be used towards your annual CPE requirement.

Not ready for the exam? Take the IMA Strategy and Competitive Analysis Learning Series® first and sit for the exam at your convenience. You can earn up to 21 NASBA CPE credits while you study.

Visit <https://www.imanet.org/cscacredential> for more information to get started.

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