



The Association of
Accountants and
Financial Professionals
in Business

Hartford IMA Chapter Newsletter

Volume 42, Issue 11

THE BOTTOM LINE

May 2021

Upcoming IMA Global Webinars

Wednesday, May 12

**Future of Finance is in
the CFO's Hands**

1:00 PM - 2:00 PM

Wednesday, May 19

**Digital Transformation: How AP
Automation is Fueling the Future
of Finance**

1:00 PM - 2:00 PM

Wednesday, May 26

**Future of Finance: Making the
Business Case for Investment in
Cloud-Based Digitization**

1:00 PM - 2:00 PM

"Don't let the fear of striking out hold you back." - Babe Ruth

Welcome to our New Member

Erica Klem (CCSU Student)

Congratulations to our new CMAs

Sean Curtin, CMA, CPA

Donato Cirielli, CMA



In This Issue

- President's Message (P. 2)
- Hartford Chapter details (P. 3-4)
- IMA Annual Conference (P. 5)
- Student, Faculty & Certifications Corner (P. 6-8)

President's Message

Spring Greetings to our Hartford Chapter Members and Friends,

We are so excited that May is bringing longer days, warmer weather, and relaxed restrictions which have governed so much of the past twelve months.

Many of us are making plans to go out and enjoy activities that were normal pre-Covid. One of those activities is going out to restaurants with friends and family. This month we will get to learn more about the restaurant and food service business when we hear from JR and Leanne Rusgrove. JR and Leeann own three separate restaurants all located in Bristol, CT, and will be sharing their insights on what it takes to succeed in this challenging industry.



With this being our last virtual event of the year, the Hartford Chapter will be giving away one randomly drawn door prize of an amazon gift card at the May meeting.

We also want you to take advantage of the many upcoming events being offered virtually by the IMA:

- Business Spotlight with JR and Leanne Rusgrove, owners of Main St. Pint and Plate, Parkside Café, and PureFoods (virtual) – May 18, 2021, 6pm.
- IMA Annual Conference (virtual) - June 14-16, 2021. Register [here](#).
- Annual IMA NERC Fall Conference – Norwich Inn & Spa, Norwich CT, September 12-14, 2021

Don't forget to check out our global website, <https://www.imanet.org/education-center/webinars?ssopc=1> for more virtual webinars and presentations.

Stay safe, stay well,
Claude-Helene McIntyre, Hartford Chapter President, 2020-2021
claudehelenemcintyre@gmail.com

HARTFORD CHAPTER MEETING DETAILS

“ Business Spotlight - Restaurants ”

Panel Discussion

May 18, 2021 6:00 PM – 7:15 PM EST (1.5 CPE)

Topic Summary: Insights on what it takes to succeed in the restaurant industry.

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

Speaker: John “JR” Rusgrove is a Bristol native and self taught chef. After a long and notable career in corporate America, JR decided to pursue his life long dream of owning a restaurant. Leanne, successful in her own career as a nurse and home health care executive, encouraged and supported her husband’s goal. Together, each bringing their own strengths to the partnership, they have built three resoundingly successful restaurants in the Bristol community, each with its own distinctive, unique style and taste. The Rusgroves opened Parkside Cafe, a breakfast and lunch restaurant in the city’s Federal Hill neighborhood, in 2008. They debuted Main Street Pint & Plate, with elevated pub fare and craft beer, at 182 Main St. in the spring of 2018. Their latest restaurant project, Pure Foods, opened amid the pandemic in May 2020 to overwhelming response. Each restaurant they have opened and owned over their 13 year restaurant journey has taught them lessons they apply to their next adventure. Join us May 18, at 6pm, when they share some of those lessons and other tips on how to build a successful restaurant.





CAREERDRIVER®

Your IMA membership includes free access to the proprietary **CAREERDRIVER®** tool.

The CAREERDRIVER® tool.....

- ... Allows you to see how you measure up to the Management Accounting Competency Framework.

- ... Captures the vast diversity of the profession, covering 33 competencies and 46 management accounting roles.

- ... Offers broad coverage to navigate all stages and levels of your career, from your first job to retirement.

- ... Let's you self-assess your own skills, current and missing for the role you are in and the role(s) you wish to target for your next career step(s).

And, can refine your approach and skills towards staff assessment and development.

So armed with this information, we invite you to put yourself in the driver's seat.... just click on the [link](#) to get to IMA's career management tool to get started.....

State of Financial Markets & U.S Economy - May 12

The Boston Chapter invites you to a virtual presentation "State of Financial Markets & US Economy". Jeff Mortimer will discuss the state of the financial markets and the US economy. Jeff is BNY Mellon's Director of Investment Strategy and has been featured in numerous media outlets, including Barron's, Fortune, Bloomberg and CNBC. Come join us for an insightful presentation into these uncertain times by a nationally recognized expert. "Doors" will open at 6 pm in case you want to come early for virtual networking. Register [here](#) for the webinar.

Date: Wednesday; May 12, 2021

Time: 6:30 p.m. – 7:30 p.m. (EDT)

Earn: 1 CPE credits

Speaker: Jeff Mortimer is the director of investment strategy for BNY Mellon Wealth Management. In this role, he leads a team that sets capital market expectations and is responsible for making asset allocation recommendations. Jeff has more than 25 years of experience in the financial services industry. Prior to joining the firm, Jeff worked for Charles Schwab for 13 years in increasingly senior positions, culminating with his appointment as Chief Investment Officer. He also worked for nearly 10 years in boutique firms in the Boston area, serving high net worth individuals and families. Jeff received a bachelor of science degree in finance from Babson College and a master of business administration from the University of Chicago Graduate School of Business. He is a CFA charter holder.



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Save the Date for Virtual ACE2021

It's time to add some excitement to your calendar because ACE2021 is on! Join IMA® (Institute of Management Accountants) June 14-16 for an enhanced virtual Conference experience designed to inform, inspire, and energize management accountants from around the world. Registration is open, sign up today!

Explore fresh ideas with fascinating speakers

Tyler Schultz, Theranos Whistleblower and Entrepreneur
Janet Stovall, Diversity & Inclusion Pragmatist, Manager, Executive Communications, UPS
Amy Webb, CEO, Future Today Institute, and Quantitative Futurist; and more.

Learn and earn (CPE!)

More than 50 live and on-demand sessions and 8 Specialty Tracks to choose from.
All sessions available on-demand for 30 days following the Conference.**
Check out the ACE2021 [agenda](#).

Connect with industry pros

We're bringing innovation and fun to virtual networking. Discover how easy (and not at all awkward) it is to meet new people in accounting and finance!

Enjoy a world-class online Conference experience for only \$295

Regular registration fees are in effect May 1 through the event date..

Registration now open.

**Earn up to 11 NASBA CPE credits and 50 ICMA credits. NASBA credits only available for live sessions taking place June 14-16, 2021.



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)



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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®: \$425. For CSCA program participants who need to take the exam again, CSCA Retake Exam Registration: \$150. *Required to sit for the CSCA exam.

Special offer: September exam registration bundle for \$499, a savings of \$301. The bundle includes entrance into the CSCA program, registration for the September 2021 exam, and two years of access to the IMA Strategy and Competitive Analysis Learning Series®. Get certified in strategy and competitive analysis with this special offer! Use promotion code **CSCAS21E3** at checkout.

Not ready for the September exam? Get the Learning Series for just \$299. Take advantage of our limited time offer and gain a competitive advantage! Use promotion code **LS299** at checkout before May 23, 2021.

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/cscs-credential> for more information to get started.

Contact Us

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