



THE BOTTOM LINE

March 2022

Upcoming IMA Global Webinars

Wednesday, Mar 09

**Hitting Key Milestones in your
FP&A Journey**

1:00 PM - 2:00 PM

Wednesday, Mar 16

**Planning for Growth in a
Disrupted World**

1:00 PM - 2:00 PM

Monday, Mar 21

**Making your Next Career Move
with Intention**

1:00 PM - 2:00 PM

" To guarantee success, act as if it were impossible to fail."
- Dorothea Brande

Welcome to our new Members

Marisa Bruno
Decorti Rodgers-Tonge (CCSU Academic)



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President's Message

To my fellow members:

March 13th we change the clocks and as the seasonal saying goes, on March 15th, IMA Hartford springs forward along with it. Hearing the birds singing ever louder now, the only tune that comes to mind is.... It's a new day, it's a new dawn... so I say... let's just get out and play! So, what does all this revelry mean? As we stop hibernating from the Covid spikes and cold winter, we now can look forward to in person Hartford Chapter events in line with relaxed state mandates. And I, for one, am excited to see people in person this month!

I want to interact more with our members and an in-person event will be good to catch-up, discuss what is important to you and how I can better serve the membership. To entice our members to get out, socialize and do something different, the Board has voted on special pricing for regular members of \$20. Who can get a meal at a restaurant for that price now-a-days? And, if you're one of our newer members prior to Covid's onset or during the shutdown, you can attend your first Hartford Chapter meeting for free. We are asking everyone to get active with us again, not only by attendance at meetings, but also with opportunities to join the board. We have some open positions and are actively taking nominations for FY 2022-23. Let's discuss it offline and/or at the meeting. Please reach out and ask about our board activities and let me or Claude McIntyre know your interests. Just email us at hartford@IMACHapter.org.



So, our next event is on Tuesday, March 15th at the U.S.S. Chowder Pot IV in Hartford. Benjamin Clapp will be speaking on Where Workforce Skills Meet Business Hiring Needs. Benjamin is a business partnership coordinator for Manufacturing at Capital Resource Partners but note, he will be covering the broader CT work landscape! With the employment environment being so volatile, please do come out and learn about the support and training available to navigate these waters. And use this in person opportunity to network with your peers!

Reminder to keep that June 8, 2022 calendar entry marked down to celebrate 100 years of Hartford Chapter!!

Mark your calendars for these upcoming events:

- IMA Hartford Chapter Dinner Meetings:
 - ◊ March 15 & May 17 -USS Chowder Pot Hartford, April 19 –Café Luna, Cromwell
- IMA NERC Student & Professional Leadership– April 2 – UMass Lowell, MA
- IMA Hartford 100-Year Celebration – June 8 – Hawks Landing Southington, CT
- IMA Global Conference – June 12-15 – Austin TX
- IMA NorthEast Regional Conference – Sep 18-20 – Nashua, NH

Come out, network, join the fun, with the bonus of learning and earning CPEs. It's a good life!

Best Regards,

Dante Roccasecca

Hartford Chapter President, 2021-2022

droccasecca@kpmg.com

HARTFORD CHAPTER MEETING DETAILS

***“ Growing the Economy: Where Workforce Skills
meet Business Hiring Needs ”***

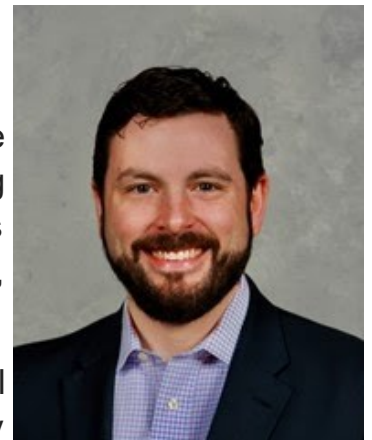
by Benjamin Clapp, Capital Workforce Partners

March 15, 2022 6:00 PM – 7:15 PM EST (1.5 CPE)

Topic Summary: *On the heels of the Great Resignation, businesses find themselves in tighter competition for inbound talent and are simultaneously straining to retain their current workforce's. This is further exacerbated in high-growth sectors which rely on skilled talent for middle-skill and in some cases, entry-level positions. By engaging with their local workforce investment board, employers may expand their existing talent supply chain, inform industry-alignment with area training providers, and enhance diversity, equity and inclusion in the workplace.*



Speaker: Benjamin Clapp is a Manufacturing Business Partnership Coordinator at Capital Workforce Partners, the workforce investment board supporting Hartford and the surrounding region of north-central Connecticut. Capital Workforce Partners shares the mission of all workforce boards – to help businesses find, retain, and grow the most qualified talent.



With 15+ years of experience in sales, human resources and social services, Benjamin is passionate about creating on-ramps to quality careers, particularly to those in underserved and underrepresented communities. Prior to his role at Capital Workforce Partners, Benjamin was a Business Services Consultant at the Hartford American Job Center and brings a unique perspective on both programmatic workforce offerings and the larger interplay said programs have on local economic development.

Benjamin resides in Burlington, CT with his wife and is quick to invite even the most casual acquaintance to his beloved Norfolk Curling Club, where he is an avid curler.



Tues, Mar 15 Meeting Agenda and Details

Networking 5:30pm

Technical Session (1.5CPE)

7:15pm

Dinner

6:15pm

Reservations requested by March 10

RSVP on our [website](#) (Ignore the payment option when you register on website, payment collected at the door). **Cancellation Policy:** Cancellation Fee of \$20 charged if reservation not cancelled within 24 hours of event.

Location: U.S.S. Chowder Pot IV, 165 Brainard Rd, Hartford, CT 06114.

Meal: Chicken Parmesan with marinara & mozzarella cheese OR Stuffed Sole with seafood stuffing & Newburg sauce (Veg option at request). Please include Meal Selection when you register.

Meeting Cost with Dinner: Members \$20 (non member professionals \$25), Full-time Student Members \$15 (non member students \$20)

Technical Session Only: Professionals \$5, Students - Free. Walk-Ins Welcome.

Directions to U.S.S Chowder Pot IV

From the EAST Take I-84 West to the Charter Oak Bridge (Exit 57). Take Exit 87 (Brainard Road). Take RIGHT off the ramp and turn RIGHT into Chowder Pot parking lot.

From the WEST Take I-84 East to I-91 South to Exit 27 (Airport Road). Take LEFT off the ramp on Airport Road. Go to the end of the road and turn RIGHT on Brainard Rd. At the stop light, go straight through to next light and turn RIGHT into Chowder Pot parking lot.

From the SOUTH Take I-91 North to Exit 27 (Brainard Road). Take a RIGHT off the ramp and turn RIGHT into Chowder Pot parking lot.

From the NORTH Take I-91 South to Exit 27 (Airport Road). Take LEFT off the ramp on Airport Road. Go to the end of the road and turn RIGHT on Brainard Rd. At the stop light, go straight through to next light and turn RIGHT into Chowder Pot parking lot.



Hartford Chapter Board Nominations Open

Professionals and Students: Add a Board of Directors experience to your Resume. It is the time of year when our members get the opportunity to participate in the operations of our Hartford Chapter. We are now taking nominations (and, yes, self-nominations) for Board of Directors positions for the fiscal year 2022-23 (beginning in June). There are many different roles on our Board that cover all aspects of running the chapter and creating a meaningful membership experience.

We are always looking to improve and your leadership and ideas can help make that happen. Come join us! Make this year the one that adds an IMA Board position to your resume. Contact our Nominating Chair Claude McIntyre at hartford@imachapter.org to discuss opportunities.

Hartford Chapter Celebrates 100 Years



Save the date of Wednesday, June 8, 2022 to celebrate the founding in 1922 of the IMA Hartford Chapter. The celebration will be at Hawks Landing in Southington. Our planning committee is being co-chaired by Lynn Tinter and Linda Martin. If you would like to join the planning fun, please reach out at hartford@imachapter.org. Our next planning meeting will be held **Tuesday, March 8 at 7:30 PM**. Contact Lynn at hartford@imachapter.org to be sent the Zoom link. We are planning to have music entertainment and dignitaries from Global. We want to hear any ideas you have to make this an event not to be missed!



Make plans to attend IMA's Annual Conference & Expo this year – June 12-15 at the JW Marriott in the great city of Austin, Texas. This is a great opportunity to get many CPE's and network with other IMA members. The conference is designed to inform, inspire, and energize management accountants from around the world. Several Hartford Chapter Board members will be in attendance; we highly recommend the experience and would love to see you there! Check out details on www.imaconference.org. Registration will open on March 8.





IMA NERC Student and Professional Leadership Conference April 2, 2022

WHEN: April 2, 2022 from 08:30 AM to 04:30 PM (ET)

WHO: Current and Future Leaders in Accounting and Finance

COST: Free to Students and Accompanying Faculty, Professionals \$40. Continental Breakfast and Lunch is included.

TIME: 9:15 AM - 4:15 PM

WHERE: UMASS Lowell Inn & Conference Center; 50 Warren St, Lowell, MA

WHY: Professional Development and Employment Networking

- Hear top speakers on current topics in finance and accounting
 - * Artificial Intelligence as Your Financial Auditor
 - * Creating an Accountability Mindset Workshop
- Get answers to your questions on career potential and development
 - * “I’ve Got My Foot in the Door – Now What?”
 - * The First 90 Days on the Job
 - * What is My Career Potential and Future Development
- Resume critiques and Q&A with potential employers and hiring managers in the region
 - * Career Speed Dating Session
 - * Learn about Membership in the IMA – The Association of Accountants & Financial Professionals in Business
- Lots of Giveaways and Valuable Door Prizes



NEW! Free Technology Courses For Student and Academic Members

To help students gain skills needed for the future, IMA is offering two of our most popular technology and analytics certificate courses for free to IMA academic and student members. With the completion of these online courses, participants earn a digital badge to share on LinkedIn. **Register before June 2022.**

- ◇ [IMA Data Analytics & Visualization Fundamentals Certificate®](#) - Learn how the power of data can be harnessed to gain deeper insights into business performance and drive strategic decisions. This course offers approximately nine hours of in-depth instruction and features experiential learning through case scenarios and practical exercises.
- ◇ [IMA's RPA Series](#) - This four-course series provides a foundational understanding of robotic process automation (RPA) in accounting and finance. You'll learn key terminology and functionality as well as the benefits and risks that come with implementing RPA within the finance function of a business.



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 kregling-k1@hotmail.com who will be able to guide you along the path to earning the CMA designation.



CMA - Boost Your Earnings Potential!

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. The median base salary and total compensation for those holding the CMA is significantly higher compared to those who don't hold the certification. Overall, the difference in median total compensation between CMAs and non-CMAs is \$29,000. This means that a CMA earns 58% higher median total compensation compared to a non-CMA.*

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 Analytics) of the CMA Exam
- Complete Part 2 (Strategic Financial Management) 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 Planning, Performance, and Analytics
- Part II: Strategic Financial Management

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 2021)



Celebrating the 50th Anniversary of the CMA

The year was 1972, the month was December. In 22 select locations across the U.S., accounting professionals sat down for the first time to take an exam to test their knowledge of key accounting and finance concepts, the CMA® (Certified Management Accountant). This year, 2022, marks the 50th anniversary of the exam that transformed the profession and, in many ways, the lives of those who earned it.

Over the years, the CMA exam has changed considerably since it was first introduced. The following are some of the significant dates in CMA history:

1972: The ICMA® (Institute of Certified Management Accountants) Board of Regents launches the CMA program. The CMA consists of five 3.5-hour exams, given over a three-day period once per year. Most of the exam consists of essay questions and problems. More than 400 individuals sit for those first exams, and they take the exam with pencil and paper.

1977: The exam starts being offered twice per year.

1991: After a comprehensive review of the exam, the structure is changed to four 4-hour exams.

1997: The exam is computerized.

2004: The exam is restructured to include a capstone essay part that candidates take after passing the first three (multiple-choice) parts.

2007: The ICMA Board of Regents makes a major decision to translate the CMA exam into Simplified Chinese. The decision was prompted by the growing interest in the CMA exam in the region.

2010: The CMA exam is reorganized following a Job Analysis Survey of what management accountants do on the job. It now consists of two 4-hour exams, each with 100 multiple-choice questions and two 30-minute essay questions. The new exam assumes candidates have a strong foundation in financial accounting and knowledge of topics such as economics and statistics. Some topics are added and given increased emphasis.

2016: The CMA crosses a major milestone with the certification of its 50,000th CMA.

2020: The CMA exam content is again updated, following another Job Analysis Survey. There is a new emphasis on topics such as technology, data analytics, information systems, and technology-enabled finance transformation. More questions are added in the areas of business ethics and decision analysis while other topics receive less emphasis and others are removed.

2021: Just five years after certifying its 50,000th CMA, the program reaches another milestone, certifying its 100,000th CMA.

Most recently, the CMA program continues to evolve with advances in technology and the business environment. As announced earlier this month (see related story in this issue), the CMA English language exam will soon be available, for the first time, via remote proctoring. Beginning January 18, those who register for the exam will have the option of taking it at a Prometric Test Center or from home.

Dennis Whitney, CMA, IMA senior vice president, certifications, exams, and content integration, noted of the 50th anniversary, "Although some of the content, format, and way the exam is administered have changed in the past five decades, the goal of the CMA program has always been to equip accounting and finance professionals with the skills they need to become valued business partners. During these last 50 years, we've reached tremendous milestones and have helped accounting and finance professionals around the world advance their careers and organizations. I'm exceedingly proud of what we have accomplished and look forward to what we will achieve in the future."

To celebrate the CMA's 50th anniversary, IMA® (Institute of Management Accountants) has numerous plans in place over the coming year. Each month, IMA will profile a CMA, who will share their story about their experience taking the exam and as a CMA-certified professional. Other plans include a special issue in Strategic Finance magazine in June and a celebration at IMA's Accounting & Finance Conference that month as well.

CSCA - Accelerate Your Career !

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.

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 IMA [Web-site](#) for more information to get started.

Remote Testing for CMA and CSCA Exams

ICMA is pleased to announce a new remote testing option for CMA® (Certified Management Accountant) and CSCA® (Certified in Strategy and Competitive Analysis) candidates starting in the January/February 2022 exam window. Beginning January 18, 2022, CMA and CSCA candidates can register to take their exams either in-person at a Prometric Test Center, or remotely using Prometric's ProProctor™ service. The exam fee is the same for both in-person and remote testing.

There are important technology and space requirements to be aware of before choosing remote testing. Please see our Remote Proctoring FAQs on [IMA website](#) for complete details.

Contact Us

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