



THE BOTTOM LINE

September 2022

Upcoming IMA Global Webinars

Tuesday, Sep 13

**Successfully Managing Workplace
Conflict**

1:00 PM - 2:30 PM

Monday, Sep 19

**Strategic Valuation in the New
Economy**

1:00 PM - 2:00 PM

"The most important single ingredient in the formula of success is knowing how to get along with people." - Theodore Roosevelt

Congratulations to our new CMA

Michael Haydin, CMA



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President's Message

To my fellow members:

Please tell me you were not one of the members who missed out! We did our "pre-season kickoff" with our Aug 24 networking event at the Kinsmen Brewing Co in Milldale CT. And what a fun start to our fiscal year festivities! I believe there were about 16 varieties of pizza on our own personal IMA buffet table (meat, veggie, regular and gluten-free) in addition to a tasty salad. In attendance were accounting and financial professionals, both newer in their careers and more experienced. Both old and new friends showed up and flitted around the room like butterflies, talking to one another. Good times were had by all... while expanding our networks... isn't that what it's all about!



If you missed it, don't despair (yet)! Just join me in our endeavor to increase onsite attendance by signing up for the September speaker/dinner meeting. We do appreciate that some may not be able to make the dinner portion due to workload, but there's always the reservation option for \$5 for the Technical talk only. And, there's never a bad time to hear from a new speaker on both emerging and ongoing topics which us business folks should most definitely be keeping on top of. Note there is still special pricing for Students (members -Free-, nonmembers \$5)

Leesa Wallace will be speaking on the 2nd Tuesday, September 13th on listening skills and asking powerful questions. Expect a very interesting topic from a local speaker willing to share a bit of her knowledge with our membership. We'll be at the Chowder Pot in Hartford. You can [register on our website](#) directly. If you have any issues doing so, simply email Hartford@IMACHapter.org for help.

Please check and make sure you received this year's [Program Calendar](#) post card in the snail mail already. Also keep a look-out for a survey which we will be sending out to assess our local members' needs. We can't make change without participation and yes, that means you too!

I do trust you enjoyed your summer season and are ready for back to school, Labor Day, and the Fair season. And of course, I sincerely hope you will be marking your calendars for our excellent IMA meetings and will re-connect with your chapter in a big way this fiscal year!

Just a reminder of some important dates to mark on your calendars as well:

- **Chapter Meeting** - [Asking Powerfully, Listening Assertively](#) - Sept 13, 2022 – USS Chowder Pot – Hartford, CT
- **IMA NorthEast Regional Conference** Sept 18-20, 2022 - Nashua, NH
- **IMA Women's Leadership Event** – Sept 23, 2022 - Virtual
- **Chapter Meeting** – Fraud topic - Oct 18, 2022 – CCSU - New Britain
- **IMA Student Leadership Conference** - Oct 20-22, 2022 - Pittsburgh, PA

Re-connect! Let's get together and grow together!

Best Regards,

Dante Roccasecca

Hartford Chapter President, 2021-2023

droccasecca@kpmg.com

HARTFORD CHAPTER MEETING DETAILS

“ Asking Powerfully, Listening Assertively ” ***by Leesa Wallace of Performance Architect LLC*** ***September 13, 2022 (1.5 CPE)***

Topic Summary: Whatever the situation, we all need to elevate our listening and questioning skills. It helps us understand others and, in turn, enables them to be receptive to what we have to say. The best influencers demonstrate these skills often and well. Though a series of activities and discussion, this highly interactive session will challenge you to become a more curious questioner and a much more attentive listener—and build better, more productive relationships. Experience the distinctions between listening to understand and listening to respond, demonstrate and apply the “funnel technique” to ask questions more effectively and efficiently and learn how to “stay in the other person’s lane” when asking questions.



Speaker: Leesa is a master at leadership development and learning strategy. She builds better leaders and has a proven method for doing that—in retail, manufacturing, financial services, professional services, pharma, startups, and nonprofits. She does this by staying true to her core mission of comforting the disturbed and disturbing the comfortable.

She’s unapologetically practical and has a focus on bringing practical, realistic, integrated approaches to help elevate individual, team, and organizational performance. She connects the dots between business goals and employee behavior by bringing an ability to work at all levels in an organization and “meet people where they are.”

Over a period of thirty years, Leesa has helped bring success to organizations such as GE, Deloitte, Louis Vuitton (LVMH), TJX, Harbor One Bank, Bridgeport Fittings, Odyssey Reinsurance, Tradewind Aviation, Bristol Myers Squibb and Trinity Health of New England.

In 2010, Leesa gave up “working for the man” and decided to “be the man,” opening her own leadership development consulting practice. She hasn’t looked back and is eternally grateful for all that she learned from the gifted leaders within these organizations.

Leesa is a graduate of the University of Wisconsin-Eau Claire with a degree in communications and journalism. She completed her M.Ed in Adult Education with a concentration in management from Cambridge College. She lives with her husband Bruce and the coolest rescue cat imaginable.



Tues, Sep 13 Meeting Agenda and Details

Networking 5:30pm | Dinner 6:15pm | Technical Session 7:15pm

Reservations requested by Sep 8 by 5 p.m.

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: Chowder Pot of Hartford, 165 Brainard Rd, Hartford CT.

Meal: Chicken Marsala or Baked Scrod. Vegetarian Option available upon request.

Cost: IMA Members \$20 (non member professionals \$25), Full-time Student Members **Free** (non member students \$5).

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

Directions to Chowder Pot of Hartford

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.

Pictures from “Let’s Reconnect” Kickoff Networking Event



IMA NERC 14th Annual Conference

Sept 18-20 – Nashua, NH

Where:

Courtyard by Marriott at Nashua, NH.

Why Should You Attend:

This conference offers 19 CPE credits with 12 educational sessions covering key management accounting practice areas. Hear from inspiring industry leaders on Leadership, Data Analytics, Unemployment Fraud, Auditable Intelligence, State & Local Tax, Decision Making, Data Mining, Cybersecurity, Economics, Ethics and more!

- ♦ Enhance your technical skills
- ♦ Learn the latest Best Practices
- ♦ Gain insight from other management accountants
- ♦ Further your professional development
- ♦ Have fun!

Cost:

Conference Registration is online and payment is through PayPal. Regular Price is \$335 and Student price is \$150. For additional details, contact Linda Simmons at northeastregionalima@gmail.com. Register on [NERC website](#).

IMA Student Leadership Conference PITTSBURGH 2022

OCT 20 - 22, 2022

The IMA Student Leadership Conference (SLC2022) is thrilled to be back in-person! Join us for three days of knowledge, networking, and fun! Registration for the IMA Student Leadership Conference opens **September 6**. For more details go to [website](#).

Conference highlights include:

- Dynamic keynote and concurrent session presentations by industry experts.
- Preconference industry tours to the Pittsburgh Penguins, PNC Financial Services Group, PPC, and U.S. Steel.
- Networking events and more!



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, Claude-Helene McIntyre at claud-helenemcintyre@gmail.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)

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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