



# THE BOTTOM LINE

October 2021

## Upcoming IMA Global Webinars

Wednesday, Oct 13

**Future of Finance: Simplify Statutory Reporting Through Automation, Scalability and Control**

1:00 PM - 2:00 PM

Wednesday, Oct 20

**Addressing Accounting Challenges in Complex Company Structures**

1:00 PM - 2:00 PM

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"The man who says he can and the man who says he cannot are both correct." - Confucius

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## President's Message

To my fellow members:

I was reminded this week of the value of having a mentor or trusted friend to help provide guidance and career advice. My daughter just started full-time in the accounting profession and she had asked what advice do you have for me as I start my career? I told her that there are some things that are important like building a network, learn as much as you can from others and one of the most important is to seek certification. Being certified in the profession is valuable, as it creates opportunities and demand for your skills. We all can benefit from being a CMA, so I would suggest to current and future members to seek certification and join the 100,000+ global professionals who list CMA behind their name already.

Our next meeting is on October 19th and we have a special guest from the Connecticut legislature, Representative Kerry Wood serving Rocky Hill, Newington, and Wethersfield. She will be discussing recent bills and what is on the horizon for Connecticut. Please join us for this informative session.

Academics and students take note – [the IMA Student Leadership Conference](#) will be Virtual this year. This provides a great opportunity for current members to attend this important career developing event for **FREE!** and Non members will also have access to an affordable discounted rate. Don't miss out!! Registration is open right now. Academics... please encourage your students to join in!

Reminder to mark your calendars for the Hartford Chapter 100 year celebration on June 8, 2022 (new date). We are looking for members to join the planning fun and help us out. Please email [imahartford@gmail.com](mailto:imahartford@gmail.com) and Lynn Tinter or Linda Martin, Co-Chairs, will get back to you.

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

- Hartford Chapter Speaker meeting – October 19th (Virtual)
- IMA Student Leadership Conference — November 5th (Virtual)
- 100-Year Celebration— June 8, 2022 (Hawks Landing Southington, CT)

Looking forward to seeing you all at the next event on October 19th.

Best Regards,

Dante Roccasecca

Hartford Chapter President, 2021-2022

[droccasecca@kpmg.com](mailto:droccasecca@kpmg.com)



## HARTFORD CHAPTER MEETING DETAILS

### *“ Legislative Update from the 2021 Legislative Session ” by State Representative Kerry Wood October 19, 2021 6:00 PM – 7:15 PM EST (1.5 CPE)*

**Topic Summary:** Connecticut State Representative Kerry Wood will be providing a legislative update from the 2021 Legislative session.

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

**Speaker:** State Representative Kerry Wood is representing the residents of Connecticut's 29<sup>th</sup> House District, which is comprised of the towns of Newington, Rocky Hill and Wethersfield. She is dedicated to addressing the issues facing the district which include fighting to properly fund schools, addressing the rising costs in the state, protecting the environment, and working towards a modern rail and roads system to ease congestion as well as provide alternatives to driving.

Rep. Wood currently runs the Connecticut operations of a commercial real estate company specializing in retail. Through her extensive experience in business, she seeks to bring innovative ideas to the Capitol to foster economic growth and attract new businesses. Some of those ideas involved investing in a college loan pay-off program to attract skilled workers, collaborating with Connecticut businesses and bolstering the small business sector through streamlining loans and incentives.



She is also passionate about the schools in her district. Rep. Wood is a graduate of the Rocky Hill Public School system and is determined to obtain the appropriate level of state funding through the education cost-sharing formula, which provides districts with funding to reduce the cost to taxpayers.

In addition to education and the economy, she is a strong environmental activist. She started one of the state's first organic farms and supports sustainable, local, and organic farming practices. She supports investing in renewable energy like wind and solar, and is fiercely opposed to natural gas fracking waste and pipelines.

Rep. Wood is a current member of the Rocky Hill Democratic Town Committee and served as president of the CT Young Democrats.

In Hartford, Rep. Wood brings her experience, inventive leadership, and track record of success to make the difficult decisions necessary to fix the state budget crisis and promote safe and productive communities.



## There's Never Been a Better Time to Elevate Your Career and Salary Potential

Get that CMA designation behind your name with your chapter's support!

The Hartford Chapter is continuing to offer our chapter non-academic professional members a chance to receive a CMA Scholarship. So, in addition to the benefits of earning your CMA, scholarship recipients can get financial support to cover the costs of registration, sitting one time for each of the two parts and for study materials. So, if you are a member in good standing and you are a serious candidate who doesn't already receive financial support for the CMA from your company, simply click on the [link](#) to download Hartford Chapter's CMA Scholarship Application for non-academic professional members and follow the instructions on filling out and submitting the form.

Take a leap of faith and join the ranks of the 100k+ and growing CMAs around the globe. You couldn't be in better company or attached to a more dynamic and growing worldwide association of accounting and financial professionals.

## Sign Up for Automatic Renewal and Save

As part of IMA's commitment to providing members with superior value, IMA has launched the automatic renewal discount program. Just follow the steps below to enroll and save 25% every year:

1. Log into your account on the [IMA website](#), and go to the IMA Dashboard
2. On the dashboard navigation, click myProfile, then My Membership
3. Under Current Membership, click on the checkbox to opt into automatic renewal\*
4. Once a popup is displayed, you will be prompted to either save or cancel your action
5. Add a credit card to your file to be used for the automatic renewal of your IMA membership

If you currently have a renewal invoice, you can enroll in IMA's automatic renewal program by clicking on the opt-in checkbox upon checkout. Please note that the annual discount will begin on your next renewal period. To learn more about IMA's automatic renewal program, please check out the [FAQs](#).



## 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.

- ◇ [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.

## Free Ethics Courses for IMA members

In line with IMA's commitment to upholding the highest ethical standards, members now have unlimited access to all [IMA ethics courses](#) for free. This exclusive member discount will be automatically applied at checkout.

## Hartford Chapter Celebrates 100 Years



Save the date of Wednesday, June 8, 2022 to celebrate the founding in 1922 of the Hartford Chapter IMA at Hawks Landing in Southington. 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](mailto:hartford@imachapter.org).





## 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

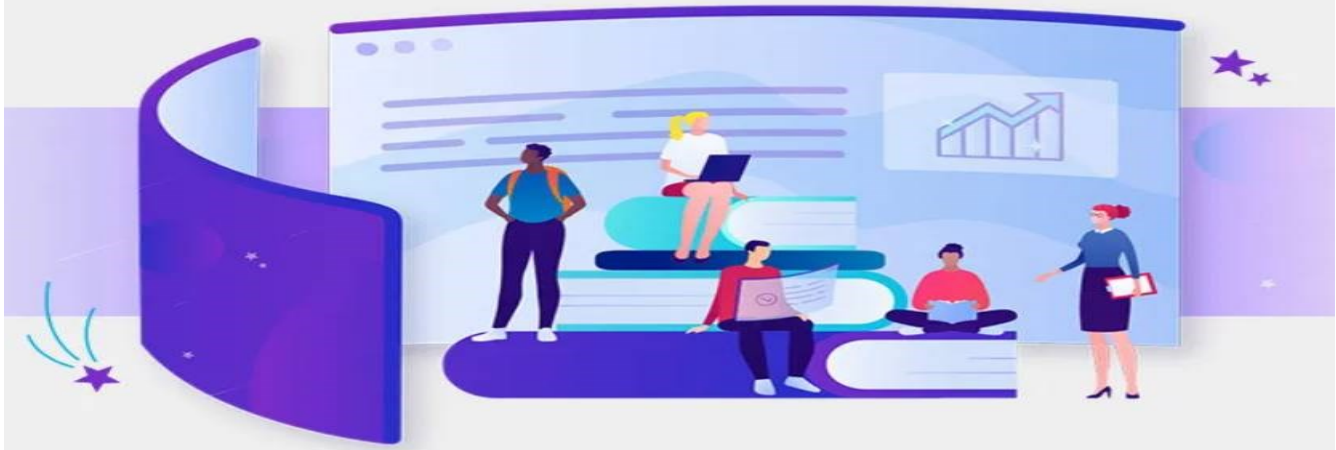
Hartford Chapter members receive a 25% discount on all Wiley products by using IMAHARTFORD code at checkout. Wiley's CMA Prep is the only program officially licensed by IMA. Please visit [www.WileyCMAexcel.com](http://www.WileyCMAexcel.com) for more information on their products.

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

# IMA Student Leadership Conference

## VIRTUAL 2021



IMA Student Leadership Conference will be Virtual this year - Friday, November 5, 2021. This provides a great opportunity for current Student and Academic members to attend this important career developing event for **FREE!** and non-members will also have access to an affordable discounted rate. Don't miss out!! Registration is open right now through November 4. Academics... please encourage your students to join in!

### Link to the event

[https://web.cvent.com/event/0018717a-d2f6-449c-94b5-cbcbf26e2779/summary?\\_ga=2.192757730.975771093.1633354740-1809221702.1583252368](https://web.cvent.com/event/0018717a-d2f6-449c-94b5-cbcbf26e2779/summary?_ga=2.192757730.975771093.1633354740-1809221702.1583252368)

### Top 4 Reasons to Attend

1. Connect with well-known companies and organizations at the virtual Career Expo
2. Learn from industry experts from the comfort of your home or classroom
3. Save time and money - no travel costs by attending virtually
4. Build your network



# 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. 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 - 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.

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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