



# THE BOTTOM LINE

April 2022

## Upcoming IMA Global Webinars

Wednesday, Apr 06

**Continuous Accounting: Finance  
Hacks for a Faster Close**

1:00 PM - 2:00 PM

Tuesday, Apr 12

**Leading Change**

1:00 PM - 2:30 PM

Wednesday, Apr 27

**Achieving the Dream of Digital  
Financial Transformation**

1:00 PM - 2:00 PM

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" The only way to do great work is to love what you do."  
- Steve Jobs

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## Welcome to our new Member

Noel Crine

## Congratulations to our new CMA

Jeremiah Bentley, CMA, ACA



## In This Issue

- President's Message (P. 2)
- Hartford Chapter details (P. 3-4)
- Chapter Board Nominations (P.5)
- IMA Annual Conference & 50th Anniversary (P.6-7)
- Student, Faculty & Certifications Corner (P. 8-10)

## President's Message

To my fellow members:

We did it!! We had an in-person meeting for the first time since February 2020. It was a long two years, and it was great to hear a speaker again and see familiar faces in person. It certainly made Q&A more fun. As our fiscal year winds down, we have two more speaker/dinner meetings and a party celebrating Hartford Chapter's 100th year. Do please come out and celebrate this historic 100 year achievement with us.

Our next event is on April 19th and will be at a new (to us) venue, Café Luna in Cromwell. Our topic is Compassionate Supervision. Given the current and past couple years' stresses, it's a good idea to think about listening with empathy and managing with honesty and tact. Our speaker, Allison Ebner is the Director of Membership & Partnership at the Employers Association of the Northeast. Let's learn from Allison and shape up our soft skills together.



It's important to remind you that our events come together because of our volunteer Board members. We are blessed to have a harmonious Board, whose Directors really do focus on enhancing your membership. Knowing this, I would also ask that you be active with our chapter. And if you have ever considered it, make this the year that you join our board. We are putting our slate together for FY 2022-2023. Please reach out to self-nominate and/or discuss opportunities for a board position. We can also have Co-Directors if you prefer to pair up with a new or existing Board member. Just email Claude at [claudhelenemcintyre@gmail.com](mailto:claudhelenemcintyre@gmail.com) and Linda at [lmartin7407@gmail.com](mailto:lmartin7407@gmail.com) to start the ball rolling.

I also want to mention that our chapter is very lucky to be part of an active Council, the IMA NorthEast Regional Council (NERC). NERC is also seeking to fill Board positions for the new fiscal year. If you have any interest in participating on their Board or just on a Committee, you can also discuss this with our chapter member Linda at [lmartin7407@gmail.com](mailto:lmartin7407@gmail.com).

Mark your calendars for these great upcoming events:

- IMA Hartford Chapter Dinner & Speaker Meetings:
  - \* **Apr 19** –Café Luna, Cromwell & **May 17** -USS Chowder Pot, Hartford
- NERC Quarterly Speakers & Networking – **Apr 23** – Worcester, MA
- IMA Women's Leadership Summit – **Apr 29** - NYC
- Hartford 100-Year Celebration – **June 8** – Hawks Landing, Southington, CT
- IMA Global Conference – **June 12-15** – Austin TX
- NERC Annual Fall Conference – **Sep 18-20** – Nashua, NH

Please come out and meet your fellow members and mingle. I look forward to talking with you.

Best Regards,

Dante Roccasecca

Hartford Chapter President, 2021-2022

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

## HARTFORD CHAPTER MEETING DETAILS

***“ Coaching for Results: Empathy + Accountability = Success ”  
by Allison Ebner – Employers Association of the Northeast  
April 19, 2022 (1.5 CPE)***

**Speaker:** Allison has enjoyed spending over twenty years working in roles encompassing human resources, recruitment and corporate branding including talent acquisition, succession planning, employee engagement and labor trends and compliance. In her present role, she is the Director of Membership & Partnerships for The Employers Association of the NorthEast, where she is responsible for leading the engagement team that meets regularly with members to deliver best practices around compliance, employee relations and powerful people processes. Prior to her role at EANE, she was the Director of Recruitment for FIT Staffing and the Director of Membership Development for the Associated Industries of Massachusetts (AIM) in the Western MA Region.

Allison is a current Board Member and Past President of the Human Resource Management Association of Western New England, a Board Member and Communications Director for the Massachusetts State Council of SHRM, a Trustee for the Mason Wright Foundation, a Board Member for MassHire, an Executive Board Member for the ERC5 Chamber of Commerce and Vice Chair of the Springfield Regional Chamber’s Legislative Steering Committee. Allison is a graduate of Ithaca College in New York where she received a Bachelor of Science Degree in Marketing and she is currently enrolled at IOM, the Institute for Organizational Management.





## Tues, Apr 19 Meeting Agenda and Details

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

### Reservations requested by April 15

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:** Café Luna, 35 Berlin Rd, Cromwell, CT.

**Meal:** Buffet (Garlic Bread, Cold Antipasto, Fried Calamari, Chicken Piccata, Eggplant Rollatini, Stuffed Flounder, Tortellini Primavera).

**Special "Join Us" Meeting Price with Dinner :** Members \$20 (non member professionals \$25), Full-time Student Members **Free** (non member students \$5). Free for any member that brings a paying non-member.

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

## Directions to Café Luna

### From Hartford

I-91 South. Merge onto CT-9 South via Exit 22S on the left toward Middletown. Take the CT-372/West Street exit, Exit 19, toward Cromwell. Turn right onto West St/CT-372. Follow about half a mile to Café Luna on left, 35 Berlin Road.

### From New Haven

I-91 North. Take the CT-372/West Street exit, Exit 21, toward Berlin/Cromwell. Turn left onto Berlin Rd/CT-372. Follow about a mile to Café Luna on right, 35 Berlin Road.



## Nominations for Board of Directors 2022-2023

|                                            |                             |
|--------------------------------------------|-----------------------------|
| President                                  | Dante Roccasecca, CMA, CPA  |
| Secretary                                  | Linda Timman, CMA           |
| Treasurer                                  | Christine West, CMA         |
| Co-Vice President - Administration         | Linda Martin                |
| Co-Vice President - Administration         | <b>Open</b>                 |
| Vice President - Communications            | Lynn Tinter, CMA            |
| Co-Vice President - Education              | Linda Martin                |
| Co-Vice President - Education              | <b>Open</b>                 |
| Networking Director                        | <b>Open</b>                 |
| Vice President - Engagement                | Andrew Weinberger           |
| Advertising and Sponsorships - Co-Director | Lynn Tinter, CMA            |
| Advertising and Sponsorships - Co-Director | <b>Open</b>                 |
| Campus Outreach Director                   | Misal Panchal, CPA          |
| CCSU Academic Liaison                      | Marie Kulesza, CMA, CPA     |
| CMA Program - Co-Director                  | <b>Open</b>                 |
| CMA Program - Co-Director                  | Claude-Helene McIntyre, CMA |
| Employment Director                        | Linda Martin                |
| Meetings Director                          | Chip Sandberg, CMA, CPA     |
| Meeting Attendance - Co-Director           | Paul LaBelle                |
| Meeting Attendance - Co-Director           | Linda Martin                |
| Newsletter Director                        | Rama Varigonda, CMA         |
| NERC Delegate                              | Dante Roccasecca, CMA, CPA  |
| Public Relations Director                  | <b>Open</b>                 |
| Social Media - Co-Director                 | Ron Seguljic, CMA           |
| Social Media - Co-Director                 | Sue Murphy, CMA             |
| Webmaster                                  | Carol Magner Mitchell, CMA  |
| Review Committee (Auditor)                 | Carl Smith, CMA, CPA        |
| Nominating Committee                       | Claude-Helene McIntyre, CMA |

It's not too late to volunteer for Board Service, in an open position or as Co-Director in another position. Please email Claude at [ClaudeHeleneMcintyre@gmail.com](mailto:ClaudeHeleneMcintyre@gmail.com) and/or Linda at [lmartin7407@gmail.com](mailto:lmartin7407@gmail.com). Elections will be held April 19th.





The Association of  
Accountants and  
Financial Professionals  
in Business

## 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](mailto:hartford@imachapter.org). Our next planning meeting will be held **Tuesday, April 12 at 7:30 PM**. Contact Lynn at [hartford@imachapter.org](mailto: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](http://www.imaconference.org). **Registration open and early bird rates end April 15.**





# 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.



## 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.





# 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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