



THE BOTTOM LINE

December 2021

Upcoming IMA Global Webinars

Wednesday, Dec 15

**The Future of Accounting –
9 Developments That Will Impact
Your Finance Team**

1:00 PM - 2:00 PM

Friday, Dec 17

**TikTok and Other Apps to Connect
with Today's Accounting Students**

1:00 PM - 2:00 PM

"Success is the result of perfection, hard work, learning
from failure, loyalty, and persistence."
– Colin Powell

Congratulations to our new CSCAs

Scott Close CMA, CSCA
Sean Curtin CMA, CSCA
Sergio Rodriguez CMA, CSCA



In This Issue

- President's Message (P. 2)
- Hartford Chapter details (P. 3-6)
- Student, Faculty & Certifications Corner (P. 7-9)

President's Message

To my fellow members:

The holidays have arrived with travel, shopping, gathering with friends and family and many reasons to be grateful. I'm excited with the possibility to spend the holiday's celebrating with my family in person, even and as the pandemic continues to be part of our everyday life. I am thankful for personal health and well-being. I am also very thankful for all our members and our Chapter. Our Chapter has done well to survive and thrive through 99 years and counting. And I am proud that our caring members give back to the community as well. For the second year, our chapter is focusing on matching contributions to Connecticut Foodshare up to \$1,000 over our November and December meetings. Your attendance at our next meeting will add \$10 to that match goal and your direct contribution via this initiative will be 50% matched as well. Please see the link in newsletter to help us exceed our goal.



Our next educational session is on December 21st and Kathryn Horton, CPA will be speaking on Data Analytics. Kathryn is an industry leader in the use of data analytics, presenting the topic to both regional and national audiences, including the 2021 Annual Conference for the Institute of Management Accountants. We are lucky to have snagged her for our online meeting this month and hope you will take advantage and join us for this subject, which is especially central to all of our functions these days.

The board has finalized our program for the new fiscal year. Please see the program on our website for the great line-up of speakers and topics. I have mentioned that the Hartford Chapter will be celebrating 100 years as a Chapter on June 8, 2022 at Hawks Landing in Southington. Planning will kick off in the new year with a first meeting in January. We are still looking for members to help us with planning the event so please email hartford@imachapter.org.

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

- IMA Hartford Chapter Networking event – Dec 14, 2021 @ 6pm (Virtual)
- IMA Hartford Chapter Educational Session – Dec 21, 2021 @ 6pm (Virtual)
- IMA NERC Student & Professional Leadership – Feb 26, 2022 (UMass Lowell, Lowell, MA)

Looking forward to seeing you all at this month's events on December 14th and 21st.

Best Regards,

Dante Roccasacca

Hartford Chapter President, 2021-2022

droccasacca@kpmg.com

HARTFORD CHAPTER MEETING DETAILS

“ Demystifying Data Analytics ”

by Kathryn Horton – President of Kathryn Horton, CPA, PA

December 21, 2021 6:00 PM – 7:15 PM EST (1.5 CPE)

Topic Summary: *This live interactive session will explore the benefits of data analytic technology, with a focus on practical applications for gaining big data insights. Working with various sample files, participants will learn how to perform various data mining techniques including advanced statistical and numeric theories, visualization and the creation of process automation. Explore different forms of proximity analysis and the transformation of transactional reviews. Understand, through actual demonstration using data analytic technology, the value of data analytics and why this methodology is vital to your continued professional success.*



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

Speaker: Kathryn Horton is President of Kathryn Horton, CPA, PA, and is an industry leader in the use of data analytics, specifically using Caseware IDEA. Kathryn was the recipient of the 2017 North America IDEA User of Excellence Award. She was a featured speaker at the 2018 and 2020 National IDEA User Conference and has presented on data analytics to both regional and national audiences, including the 2021 Annual Conference for the Institute of Management Accountants.



Kathryn was recognized as a 2020 and 2019 National 40 Under 40 Honoree by CPA Practice Advisor, and is a current Board Member for the Florida Institute of CPAs (FICPA). Kathryn was awarded the 2020 Emerging Leader Woman to Watch by the FICPA, is a graduate of the 2020 Florida TaxWatch Citizenship Institute and was selected for the 2021 AICPA Leadership Academy. She is an active volunteer with Habitat for Humanity, Covenant House, HANDY, Project Downtown Fort Lauderdale and Firewall Centers.



The Association of
Accountants and
Financial Professionals
in Business

IMA HARTFORD CHAPTER FUNDRAISER



Consider helping our local food bank by attending December 21st meeting “Demystifying Data Analytics”. IMA Hartford Chapter will donate \$10 per attendee. IMA Hartford Chapter will also provide a 50% match of any monetary donation made to Connecticut Foodshare on our [LINK](#) by January 5th. The maximum IMA Hartford donation is \$1,000. Thank you for your generosity!



Virtual Meetings thru February

Our board has voted to continue all our meetings virtually through February 2022, the health and safety of our members comes first! Although we miss seeing one other in person, we know that this is the right decision now. Our plan is for the March, April, and May meetings to be live at restaurants in the Hartford area. Keep your 3rd Tuesdays free for IMA events.

CMA's Have Until December 31, 2021 to meet the 30-hour CPE Requirement

Continuing professional education (CPE) is a vital component of your CMA certification, enabling you to stay current with the profession. As we enter the last months of 2021, take advantage of Hartford Chapter meetings (1.5 CPE each) as well as IMA's fast-growing library of e-learning courses, many of which are free to members, to grow your knowledge and skills. As a reminder, CMA's have until December 31, 2021, to meet their 30-hour CPE requirement. IMA's CPE is aligned with IMA's Management Accounting Competency Framework to help you gain the knowledge, skills, and abilities you need as a management accountant.



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 Online 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 online 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. Our first planning meeting will be held in January. Feel free to email us any ideas you have.

Local Virtual Offerings across US and Beyond

Take advantage of webinars and virtual events hosted by IMA chapters and councils across the US and Globally. You can find a list of upcoming local events on myIMA Network> Events> Upcoming Events. Click this [link](#) and bookmark it and visit often so you don't miss out on these varied opportunities.

Trivia Night—Don't Miss Out on the Networking, Fun and Prizes

Join us for Trivia Night Tuesday December 14, 6pm-7:30pm on Zoom. Compete against other members and win prizes. We will be using Kahoot to play the game. There will also be time for networking. RSVP on the Hartford Chapter [Website](#).



IMA Board Meeting Tuesday Dec 14, 7:30pm

All members are welcome to join us Tuesday December 14 at 7:30pm for a short board meeting following the Trivia Night. Email hartford@imachapter.org to rsvp and receive Zoom link.

Studying for CMA?

Reach out to Linda Martin at hartford@imachapter.org to connect with other chapter members studying for the CMA. Ask questions, share study habits, and encourage each other to success. Study groups can help eliminate procrastination, help you learn faster, sharpens your study skills, and break up monotony of studying alone.



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)



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.

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

Contact Us

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