



THE BOTTOM LINE

November 2021

Upcoming IMA Global Webinars

Monday, Nov 08

**Revenue Management: Methods to
Drive the Top Line**

1:00 PM - 2:00 PM

Wednesday, Nov 10

**Value Creation Through Continuous
and Company-Wide Planning: Trends
that Matter Now**

1:00 PM - 2:00 PM

The struggle you're in today is developing the strength you
need for tomorrow.

Welcome to our New Members

Hannah Farr

Morgan Harris



In This Issue

- President's Message (P. 2)
- Hartford Chapter details (P. 3-5)
- NERC session (P. 6)
- Student, Faculty & Certifications Corner (P. 7-9)

President's Message

To my fellow members:

The fall is a special time of the year for me. The leaves change color, the days get shorter and just around the corner are the holidays to spend with family and friends. This is also a good time to start to plan for year-end, and I take this time to focus on the year ahead and goals that I want to accomplish in the next year. I would like to see our membership focus on sitting for the CMA exam. Being certified in the profession has proven value and creates opportunities and demand for your skills. We all can benefit from being a CMA, so I invite our members to seek certification. I also use this time of the year to give back to the community. Our chapter is focusing on matching member contributions to Foodshare up to \$1,000 over our November and December meetings. Please see the link in newsletter to help us exceed our goal.



Our next event is November 16th. We will start half hour earlier to do virtual room networking. See page 4 for details and Jennifer Elder will be speaking on Connecting for Influence and Impact Using Social Styles. Jennifer is an exciting speaker and happens to be a member of the IMA New Hampshire Chapter. Please join us for this interesting topic.

Reminder as the Hartford Chapter will be celebrating 100 years as a Chapter on June 8, 2022, we are working on plans for the celebration and are asking for your help. Energy, desire, and teamwork is what we need on the planning committee, contact us at hartford@imachapter.org.

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

- FREE IMA NERC Education Session plus Lunch – Nov 13, 2021 (UMass Lowell, Lowell, MA)
- IMA Hartford Chapter Speaker Meeting – Nov 16, 2021 (Virtual)
- IMA Hartford Chapter Speaker Meeting – Dec 21, 2021 (Virtual)
- IMA NERC Student & Professional Leadership – Feb 26, 2022 (UMass Lowell, Lowell, MA)
- 100-Year Celebration – June 8, 2022 (Hawks Landing Southington, CT)

Looking forward to “seeing you” all at one of these great events. Reach out, I love to hear from current and future members.

Best Regards,

Dante Roccasecca

Hartford Chapter President, 2021-2022

HARTFORD CHAPTER MEETING DETAILS

JOINT EVENT WITH EASTERN CT CHAPTER

“ Connecting for Influence and Impact: Using Social Styles in the Workplace ”

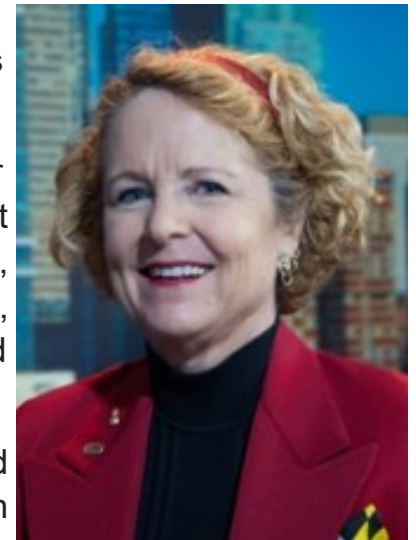
by Jennifer H. Elder, CSP, CPA, CMA, CIA, CFF, CGMA, MS

November 16, 2021 6:00 PM – 7:15 PM EST (1.5 CPE)

Topic Summary: *Do some coworkers drive you crazy the minute you meet them? It might be because you are different personality styles. There are four basic, but very different, personality styles – each with their own strengths and weaknesses. Increase the effectiveness of your teams by understanding the dynamics and interactions between the various personality styles.*

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

Speaker: Are you ready to be seen and be heard? Jennifer Elder, CSP, CPA, is a finance coach working with smart professionals who want to develop their professional brand, communication and connection skills to immediately influence, impact, and elevate their success. Transform from an un-heard nerd to admired advisor!



After 15 years as a CFO in manufacturing, construction, and services, Jennifer understands the difference between information and influence. As a keynote speaker Jennifer is known for being energetic and enthusiastic. She has presented to over 15,000 people in 48 states and 6 countries. She makes the complicated simple, practical and profitable.

Jennifer is the co-author of “Faster Disaster Recovery” published in 2019 by John Wiley and Sons. CPA Practice Advisor named Jennifer one of the Top 25 Women in Accounting in 2018.

Jennifer earned the designation of Certified Speaking Professional (CSP). Making her one of only 12 people worldwide who hold both the CPA and CSP designations.

Jennifer is an avid skier who currently lives with her spouse and 2 cats north of nowhere in Thornton, NH.



Virtual Networking Rooms – Nov 16 @ 5:30pm (prior to the meeting)

We hope you will join us. You will be able to network with 4 or 5 people at a time and then move forward to the next virtual networking room. If you have not tried this before, you should sign on early and give it a try. It is nice to see old friends and smart to meet new friends. You virtually “have the stage” for a few minutes introducing yourself and then are able to chat away with others. The Long Island IMA Chapter has been doing this and getting a lot of positive feedback. The Zoom link will be sent to those registered for the main meeting. Let’s get to know each other!!

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 our year, 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.

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.



Northeast Regional Council Free Onsite Educational Session

Saturday November 13, 2021

The Northeast Regional Council (NERC) of the IMA invites you to the first on-site educational session of the fall focusing on Diversity, Equity and Inclusion (DEI). This session will be held on Saturday, November 13, 2021, starting at 9 am at UMass Lowell.

There are two topics at this session:

- Ilhiana Rojas Saldana will discuss *Understanding & Embracing DEI for Business Success*. Using an interactive and action-oriented framework, participants will learn actionable strategies and practices to model and promote inclusive behaviors, and cultivate a culture of inclusion.
- Darryl Jackson will discuss *Diversifying U.S. Accounting Talent: The Current & Future State of DEI in the Profession*. Darryl will discuss the state of DEI in the US accounting profession through key findings of a joint research study conducted by IMA® (Institute of Management Accountants) and CalCPA (California Society of Certified Public Accountants).

Each session counts as 1.5 CPE for a total of 3 CPE for the day. Professional members, click [here](#) to register. Students should click [here](#).

All attendees must be vaccinated and sign a waiver of liability before entering the session. COVID protocols, including mask-wearing when not eating, must be observed per the university. The cost for this session is normally \$40 for professional members (students are free) and includes morning refreshments and lunch. Through the generosity of UMASS Lowell, the session plus food and drinks are free to all.



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 - 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

Follow us on Facebook:

[IMA Hartford Chapter](#)

Follow us on Twitter:

[@IMAHartford](#)

Follow us on LinkedIn:

[IMA Hartford Chapter](#)

Send us an email:

hartford@imachapter.org

Visit our website:

<http://hartford.imanet.org/home>

Mailing Address:

Hartford IMA Chapter

P.O. Box 230271

Hartford, CT 06123-0271

Newsletter Editor:

Rama Varigonda