IMA NorthEast Regional Council

REGISTER *EARLY* AND SAVE!!

WE ARE BACK!!

September 12-14, 2021
The Spa at Norwich Inn
Norwich Connecticut

13th Annual Fall Conference

19 Hours Continuing Professional Education Credits

We are very excited to announce that our Annual Fall Conference is back and will be in person!

The IMA NorthEast Regional Council invites you to join us for another great event!!

Norwich Connecticut September 12 - 14, 2021

Why Should You Attend?

This conference offers ***19*** CPE credits with ***11*** educational sessions covering key management accounting practice areas.

Hear from inspiring industry leaders on the Cannabis Industry, Business Ownership, Health Insurance, Fraud, Non-Profit Lending, Financial Analysis, Discriminatory Harassment, Ethics and more!

By attending the conference you will:

⇒ Enhance your technical skills

⇒ Learn the latest *Best Practices*

⇒ Gain insight from other management accountants

⇒ Further your professional development

⇒ Have fun!

The conference kicks off on Sunday afternoon with the Council Meeting at ***1:15 pm***, followed by registration and check-in. Conference Welcome and Announcements at ***4:00 pm***. The first session will begin at ***4:15 pm*** and the conference will close on Tuesday afternoon at ***2:15 pm*** with a drawing for a free registration to the IMA NorthEast Regional Council Fall 2022 Conference. Please see the ***Conference at a Glance*** section for the complete schedule of topics, speakers and times.

ima® The Association of Accountants and Financial Professionals in Business

NORTHEAST REGIONAL COUNCIL

Conference Registration Fees:

Includes all sessions and meals except as noted

Register by 07/31/21 $295

On/After 08/01/21 $335

Conference Registration is online and payment is through PayPal.

Register at: [*www.nerc.imanet.org*](www.nerc.imanet.org)

The conference will be held at The Spa at Norwich Inn in Norwich Connecticut. Please see the last page for lodging information.

We will be following recommended CDC and state guidelines at the time of the conference.

IMA is the worldwide association of accountants and financial professionals in business. We are committed to helping you — more than 125,000 members — expand your professional skills, better manage your organization, and enhance your career.

Please visit our website for conference updates and registration

www.nerc.imanet.org

CONFERENCE AT A GLANCE

Sunday - September 12, 2021

- 1:15–2:45 PM COUNCIL MEETING
- 3:00–4:05 PM CONFERENCE REGISTRATION & CHECK-IN
- 4:05–4:15 PM ANNOUNCEMENTS
- 4:15-5:30 PM *"Maximize Vigilance: Minimize Fraud"*
  Stephen Pedneault 1.5 CPE
  CPA, CFF, FCPA, CFE
- 5:30-6:45 PM *"Insightful Financial Analysis"*
  Jennifer Elder, CSP, CPA 1.5 CPE
- 7:00 PM *Dinner on your own*

Monday - September 13, 2021

- 7:00-7:30 AM BREAKFAST
  CONFERENCE REGISTRATION & CHECK-IN
- 7:30–7:40 AM ANNOUNCEMENTS
- 7:40-8:55 AM *"Cannabis Industry 2021"*
  Andrew Subin, JD 1.5 CPE
- 8:55-9:10 AM BREAK
- 9:10-10:25 AM *"The Challenges of Non-Profit Lending"*
  Richard Evans 1.5 CPE
- 10:25-10:35 AM BREAK
- 10:35-11:50 AM *"Emerging Issues for Private Companies"*
  Marcus Harwood 1.5 CPE
- 11:50-12:25 PM LUNCH
- 12:25-3:05 PM *"Surfing the Winds of Change"*
  David O'Brien 3.0 CPE
- 3:05-3:20 PM BREAK
- 3:20-5:00 PM *"Ethics in the Digital Age"*
  Dennis Whitney, CMA, CFM, CAE 2.0 CPE
- 5:30-8:30 PM ***Networking Reception & Dinner***

Tuesday - September 14, 2021

- 7:15-7:45 AM BREAKFAST
  CONFERENCE REGISTRATION & CHECK-IN
- 7:45-7:55 AM ANNOUNCEMENTS
- 7:55-9:10 AM *"Small Business America - The American Dream of Business Ownership"*
  Amy Bassett 1.5 CPE
- 9:10-10:30 AM *"Discriminatory Harassment - What is Illegal under State and Federal Law"*
  Michelle Dumas Keuler, JD 1.5 CPE
- 10:30-10:45 AM BREAK
- 10:45-12:00 PM *"Creative Health Insurance Options in a Post Pandemic World"*
  Valerie Koch, CIC 1.5 CPE
- 12:00-2:10 PM LUNCH - *CPE session*
  "House Out of Control" - A Case Study in Business Ethics
  Tom Van Dzura, CMA, CFM 2.0 CPE
- 2:10-2:20 PM **CLOSING** *(Drawing for free conference!)*

Amy Bassett

"Small Business America - The American Dream of Business Ownership"

Amy K. Bassett is currently serving as the Acting Regional Administrator for the SBA New England Region. She was appointed as District Director of Small Business Administration's New Hampshire district office in December of 2020. Prior to her appointment, she served as the SBA District Director in Maine.

In her role as District Director, Ms. Bassett is responsible for leading the New Hampshire SBA team in the delivery of SBA's financial assistance, entrepreneurial development and contracting programs throughout the state. Key to the delivery of programs and services is the close collaboration she helps foster with lending partners, SBA resource partners, economic development professionals and local and state entities. These relationships promote entrepreneurship and small business creation and growth.

Ms. Bassett received her Bachelor's degree in Business Management from Plymouth State College, graduating Magna Cum Laude. She began her career with the SBA in the New Hampshire district office in 1990 and held a variety of positions during her time with that office, including Deputy District Director and Lender Relations Specialist.

Jennifer Elder, CSP, CPA

"Insightful Financial Analysis"

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.

Richard Evans

"The Challenges of Non-Profit Lending"

Rich Evans has been in the financial services industry for 27 years with 17 of those years in the commercial lending space. Richard started his business lending career at Bank of America where he was the #1 small business lender in CT and Western MA in the early part of his career. He later became a Middle Market Credit Analyst at BOA and since 2006 has been lending to small to medium sized businesses and organizations throughout CT.

Rich now focuses on Small Business Administration (SBA) loans and works for Community Investment Corporation in Hamden, CT.

Outside of work, Rich can be found on the side of an ice rink, softball or lacrosse field, or basketball court rooting on any one of his 3 daughters. Rich is also a honey beekeeper and manages multiple hives around the Guilford, CT area.

Marcus Harwood

"Emerging Issues for Private Companies"

As industry leader of our Educational Institutions Group and a partner in our Healthcare Services Group, Marcus has extensive experience serving a wide range of industries, with a specific focus on education, healthcare, insurance, and foundations. Working with colleges, universities, independent schools, hospitals, and long- term care facilities, Marcus interacts with business managers, audit committees, and boards of trustees and is responsible for audit planning, fieldwork, and supervising staff.

In addition to overseeing audit engagements, Marcus performs acquisition-related due diligence procedures and services such as Sarbanes-Oxley compliance, corporate compliance, and assessment of business risks. He is also a frequent speaker on topics of interest to colleges and universities and has most recently made presentations on the topics of corporate governance, the Uniform Prudent Management of Institutional Funds Act (UPMIFA), and the impact of Sarbanes-Oxley legislation on nonprofit organizations.

Michelle Dumas Keuler, JD

"Discriminatory Harassment – What is Illegal Under State and Federal Law"

Michelle Dumas Keuler is a Human Rights Attorney with the State of Connecticut Commission on Human Rights and Opportunities ("CHRO"). Founded in 1943, the CHRO is the nation's oldest state based civil rights organization. The Commission is charged with investigating and prosecuting cases of employment, housing, public accommodation and credit discrimination. As a Human Rights Attorney, Ms. Dumas Keuler represents the agency in its prosecution of employment, housing and public accommodation discrimination cases before agency Human Rights Referees and in state court.

Ms. Dumas Keuler has extensive experience training in the areas of housing and employment discrimination, employer best practices and sexual harassment discrimination. She has trained countless landlords, tenants, housing authorities, state and municipal employees and employers regarding discrimination statues and their enforcement by the CHRO. She also implemented and supervised a Fair Housing Testing program at the CHRO funded by HUD. She is a graduate of Central Connecticut State University and Western New England University School of Law.

Valerie S. Koch, CIC

"Creative Health Insurance Options in a Post-Pandemic World"

A member of Ganim Financial since its founding, Valerie currently heads up the Employee Benefits Division and is involved in all aspects of insurance planning and employee benefits. Valerie started her career as an employee benefits administrator and in 1996 became a licensed broker consultant. Her systematic approach of establishing priorities, reviewing claims data, analyzing contracts, and reviewing the marketplace for appropriate providers consistently has produced substantial savings for clients, while at the same time achieving the appropriate balance between cost effectiveness and employee satisfaction. Her services are highly sought for her finely-tuned expertise. She is a frequent contributor to several publications. Most recently Valerie obtained her Certified Insurance Consultant license (CIC).

Valerie is very active in the Bridgeport community. She is past chair of the Bridgeport Regional Business Council's (BRBC) Women's Leadership Council and past President of the Bridgeport Rotary. She serves on the BRBC's Leadership Greater Bridgeport Board of Directors and is a member of both the BRBC's Health Care Council and Economic Development Committee. She is a member of the National Association of Insurance and Financial Advisors. She participates in a variety of industry forums each year in order to continue building her knowledge on the latest and best practices in her field.

Valerie and her husband live in Naugatuck, CT.

David O'Brien

"Surfing the Winds of Change"

David O'Brien is President of CT based WorkChoice Solutions, a trusted provider of leadership training, coaching and consulting services that was founded in 2000. His HR and Organizational Development consulting career spans 30 years and includes key leadership and P&L responsibility within a variety of industries including manufacturing, healthcare and financial services. He is also the author of two very popular leadership books and is an in-demand speaker on the topic of leadership excellence.

Stephen Pedneault, CPA, CFF, FCPA, CFE

"Maximize Vigilance: Minimize Fraud"

Stephen Pedneault is the Principal of Forensic Accounting Services, LLC, a Glastonbury, Connecticut CPA firm, focused exclusively on forensic accounting, fraud, and litigation support matters. His technical expertise and intuitive investigative awareness have made Stephen a sought-after litigation expert by legal, accounting and law enforcement communities. Steve Pedneault is a highly regarded member and invaluable strategic partner of legal teams throughout the state. Through his investigative work, Stephen has examined frauds ranging from a few thousand dollars to amounts well in excess of five million dollars. His expertise also lies in preventing and investigating embezzlements and financial statement frauds, evaluating financial disclosures in matrimonial and probate concerns, and utilizing forensic accounting within litigation matters.

Stephen Pedneault brings over 30 years of public accounting experience, credentialed as a Certified Public Accountant (CPA), Certified in Financial Forensics (CFF), Forensic Certified Public Accountant (FCPA), and a Certified Fraud Examiner (CFE). He has an Associate's Degree in Criminal Justice from Manchester Community College and a Bachelor's Degree in Accounting from Eastern Connecticut State University, graduating Summa Cum Laude. Stephen has written four books published by Wiley. Fraud 101 (September 2009), Anatomy of a Fraud Investigation (January 2010), Preventing And Detecting Employee Theft And Embezzlement, A Practical Guide (June 2010) and Forensic Accounting and Fraud Investigations for Non-Experts (April 2012). In addition, Stephen has contributed to three fraud case books, and authored numerous published articles appearing locally and nationally. As an adjunct professor to the University of Connecticut faculty, Steve has developed an innovative course on forensic accounting that has been offered since 2008 within UConn's Masters of Science in Accounting (MSA) program. Stephen is a frequent guest lecturer and adjunct professor at the Manchester Community College. He has been requested by businesses and student organizations to speak over 250 times on a range of topics including forensic accounting, fraud prevention, risk assessment, embezzlement, probate concerns.

Andrew Subin, JD

"Cannabis Industry 2021"

Andrew Subin, JD '92, has practiced criminal defense, with an emphasis on cannabis defense, for over 25 years. Throughout his career, he has been a vocal advocate for cannabis law reform. In the early nineties, Mr. Subin was the first attorney in Washington State to employ medical necessity as a defense to charge of growing marijuana, representing a woman who was growing on behalf of a patient with severe glaucoma. Mr. Subin has published on the subject of civil asset forfeiture and its constitutional ramifications and argued (unsuccessfully) to the Washington Supreme Court that asset forfeiture in conjunction with criminal prosecution violates the constitutional prohibition of double jeopardy.
In 2018, Mr. Subin relocated from Bellingham, Washington to Burlington, Vermont and joined with Tim Fair to form Vermont Cannabis Solutions, the first cannabis business law firm in the state. Vermont Cannabis Solutions is at the forefront of the burgeoning Vermont cannabis industry; we represent over 100 license applicants: the future cultivators, product manufacturers and retailers of the Vermont industry. Mr. Subin and Mr. Fair are also attorneys of counsel with the Hoban Law Group, the nation's premiere cannabusiness firm: a network of the most experienced cannabis attorneys throughout the country. Mr. Subin has lectured and spoken, both regionally and nationally, on numerous cannabis issues.

Tom Van Dzura, CMA, CFM

"House Out of Control" - Ethics Case Study

Prior to joining the St. Michael's College faculty full-time during the 2015-2016 academic year, Tom served as the CFO for the Society of St. Edmund, the founding, Non-Profit Religious Order of St. Michael's College. Previously, Tom spent nine years at National Life Insurance Company (Montpelier, VT) holding various positions within the Treasury and Financial Reporting departments. Tom has also served as an adjunct professor in the Department of Business Administration and Accounting at St. Mike's during 2007-2010.

He is a 1989 graduate of St. Michael's College (BS in Accounting) and completed his graduate studies there as well in the college's MSA (Masters of Science in Administration) program in 2003. In 2016, Tom earned a Certificate of Advanced Graduate Studies in Business Administration from Walden University. Tom holds the Certified Management Accountant (CMA) and certified in Financial Management (CFM) designations sponsored by the Institute of Management Accountants (IMA), of which he is a member. With regard to outside volunteer activities, Tom has served as the Chair of the Mater Christi School (Burlington, VT) Finance Committee and a member of its full board. He also served on the Finance Council of St. Pius X Church in Essex, VT, the Audit Committee of the Roman Catholic Diocese of Burlington, VT, and the Band Boosters at Essex High School.

Tom and his wife Brenda (also an '89 St. Mike's graduate) live in Essex with their three sons, Kyle (23), Darren (21) and Joseph (19). All family members enjoy running, are sports fans, appreciate the gift of each day, and spending quality time together, while not taking themselves (or life) too seriously and regularly embracing laughter.

Dennis Whitney, CMA, CFM, CAE

"Ethics in the Digital Age"

Dennis Whitney, CMA, CFM, CAE is Senior Vice President of the Institute of Certified Management Accountants (ICMA®), the certification division of IMA®. Dennis has overall responsibility for the Certified Management Accountant (CMA®) Program, and is responsible for the CMA exam's development and administration, program budgeting, growth, and strategic planning. Joining ICMA in 1993 as Exam Project Manager and then later as Director of Exams, Dennis managed the development of exam content, supervised question writers and graders, and directed standard setting, job analysis studies, and psychometric analysis.

Prior to joining IMA, Dennis held positions as CFO for a management consulting company and as a tax accountant for an insurance company. His formal education includes a BS degree from Manhattan College, an MA degree from the New School for Social Research, and an MBA from Fordham University. In addition to presentations on the CMA program and IMA, Dennis has presented on a variety of topics, including computer-based testing, the business of certification, growing a credential overseas, closing the accounting and finance skills gap, leadership, financial planning & analysis, risk management, business ethics, and the role of management accountants in strategic planning, innovation, and value creation.

Lodging and Information

LODGING

The Spa at Norwich Inn
607 West Thames Street
Norwich, CT 06360

Tel: 860.425.3555
Website:
TheSpaAtNorwichInn.com

Register Early!

To reserve a room at conference rates, please **call the hotel** and refer to **NorthEast Regional Council Conference.** It is important to specify our group name when making a reservation. Online registration *will not* provide the conference room rate.

Room Rates: $149 for a Single or Double

All rates are per night plus local and state taxes. There is a Resort Fee of $5.50 per person per night which provides access to the spa & fitness center, in-room bottled water, valet & self-parking, morning coffee & tea service, use of the business center and gratuities for the valet, luggage assistance & housekeeping.

Conference rates are in effect while rooms are available or until the cut-off date of **August 13, 2021, 5:00pm EST**.

Reservations may be cancelled up to 24 hours prior to arrival without penalty. Reservations cancelled within 24 hours will be charged. Please check with The Spa at Norwich Inn.

Information

The Spa at Norwich Inn is located approximately 2 miles off of I-395 in Norwich CT and is 43 miles from Bradley International Airport.

IMA attendees have a 10% discount on all spa services from 09/12-09/14. Call ahead for a spa reservation - 860.425.3555

The Norwich Golf Course is adjacent to the Inn. Call ahead for reservations - 860.889.6973

There are many attractions nearby including Mohegan Sun Casino (5 minutes!), Foxwoods Resort Casino (15 minutes), Mystic Aquarium & Seaport, Olde Mistick Village, Mashantucket Pequot Museum, golf courses and the Connecticut Wine Trail.

And of course, there is the Spa itself!

News You Can Use

Council Meeting
Sunday Afternoon

The NorthEast Regional Council will hold its quarterly meeting on Sunday September 12 from 1:15 PM—2:45 PM. All IMA members and conference participants are encouraged to attend. Topics of discussions include: a financial report, IMA Global report, and upcoming events. This is a great opportunity to learn more about the IMA and the Council.

Dinner Coordinator
Sunday Evening

Dinner is on your own Sunday evening. Our Coordinator will be available to facilitate dinner groups if you are interested in an expanded networking opportunity. For those who would like to go to the Mohegan Sun Casino for dinner and fun, there will be carpools or Uber.

Networking Reception & Dinner
Monday Evening

Don't miss this great opportunity to Network with Conference attendees over dinner at the Inn. After dinner we will head to the Terrace for more networking, beverages and games! This is an excellent time to make new friends and catch up with old ones! Thank you to the Hartford Chapter for being a sponsor!

September 13, 2021 5:30 PM-8:30 PM

Registration is Online

Please visit our website to register for the conference

www.nerc.imanet.org

Find us on f	*facebook.com/NorthEast.Regional.Council.IMA*
LinkedIn	*linkedin.com/groups/3306376*