



The Association of  
Accountants and  
Financial Professionals  
in Business

November 2020

## In This Issue

[President's Message](#)

[Welcome New Members](#)

[Nov 12 Webinar](#)

[Nov 18 Webinar](#)

[Dec 4 Webinar](#)

[Count Me In Podcast](#)

[Meeting Schedule](#)

[Student Leadership Confr](#)

[Upcoming Board Meetings](#)

[IMA Ad Campaign](#)

[Cleve East Workshop](#)

[Comic](#)

[CMA Mentoring Program](#)

[Internet References](#)

## Quick Links

[Akron Chapter Website](#)

[IMA Global Website](#)

[Ohio Council Website](#)

[Meeting Recordings](#)

## Employment News

Please contact [Bob Shapiro](#) if you have a job available or if you are looking for an employment opportunity.

## Dear Akron IMA,

We have quite a few upcoming events. Hope everyone is able to join us. See you soon!

Please forward newsletter items to: [IMA Newsletter](#).

Thanks!  
Kelly Heil

### Follow us on Twitter!

Did you know... you can follow the chapter on Twitter [@AkronChapterIMA?](#) Follow us and keep up to date on news and events for your chapter!

## President's Message

Greetings to everyone!

We have quite a varied slate of speakers scheduled for November through December – all events are online and are provided at no cost. Please invite friends or colleagues to our webinars; guests are always welcome at no cost.

We are also beginning to schedule events for January through May 2021. At this point, we are scheduling online events only. If we would, by some chance, have the opportunity to meet in person, we will schedule a network event. See an article later in this newsletter about some of the events coming soon.

We have also had a large number of students from surrounding universities attending our webinars, so that is good news.

Please keep in touch. As always, stay safe and take care.

*Wendy Tietz, 2020-2021 Akron IMA Chapter president*



## Welcome New Members!

| Date Joined | Name                       |  | Date Joined | Name                    |
|-------------|----------------------------|--|-------------|-------------------------|
| 10/15/2020  | Ms. Hannah Labonte         |  | 9/22/2020   | Tingru Wang             |
| 10/17/2020  | Holly Fitch                |  | 9/22/2020   | Abigayle Kuhn           |
| 10/27/2020  | Amber Dawn Levengood       |  | 9/22/2020   | Kimberly Heideloff      |
| 10/21/2020  | Miss Laura Ogram           |  | 9/22/2020   | Amer Alsawaf            |
| 10/22/2020  | Cole Smith                 |  | 9/22/2020   | Brianna Ayala Rodriguez |
| 10/22/2020  | Mr. Jarin Alexander Vaughn |  | 9/22/2020   | Alyssa Ballentine       |
| 10/30/2020  | Miss Angela G Frazis       |  | 9/22/2020   | Fatimah Barnawi         |
| 9/22/2020   | Brianna Trevillion         |  | 9/22/2020   | Zach Booher             |
| 9/22/2020   | Mr. Jesse James McClurg    |  | 9/22/2020   | Kyle Goodin             |
| 9/22/2020   | Eden Copley                |  | 9/22/2020   | Alexandrea Haffner      |
| 9/22/2020   | Laura Lab                  |  | 9/22/2020   | Nick Johnson            |
| 9/22/2020   | Gabrielle Spehar           |  | 9/22/2020   | Alyssa Jones            |
| 9/22/2020   | Courtney Kirby             |  | 9/22/2020   | Yikai Ma                |
| 9/22/2020   | Sabrina Krol               |  | 9/22/2020   | Kelly McCaffery         |
| 9/22/2020   | Savannah Lones             |  | 9/22/2020   | Patrick Tware           |

---

## Overcoming Technology Anxiety: Webinar on Thursday, November 12 at 12 pm

From **12 – 1 pm on Thursday, November 12**, the Akron chapter is hosting **Mfon Akpan**, professor at the Savannah College of Art and Design, talk about Technology Anxiety. Mfon currently teaches business courses full-time. He has a passion for emerging technologies and is an expert in virtual reality technology. He continues to research new technologies and educational methods to offer students and clients a current, effective, and relative teaching experience.

As the need and access for technology has continued to grow, so has anxiety and depression. How do we deal with this phenomenon when the technology itself is created in a way to make us crave its usage? Mfon details examples of trending and concerning mental health struggles and offers a very simple idea to battle this crisis.

This event qualifies for 1.0 CPE hour. There is no cost to members or to non-members for the event.

See the Akron chapter IMA portal to register for this event. [Registration Link](#)

---

## Emotional Intelligence: Webinar on Wednesday, November 18, 6 – 7:30 pm Eastern

From **6 – 7:30 pm on Wednesday, November 18**, the Akron chapter is hosting a webinar on Emotional Intelligence. Emotional Intelligence is often discussed but do you really know what it is about? This course looks at a definition of emotional intelligence, the 4 domains and 12 competencies of emotional intelligence with specifics on how to

strengthen each area, and how emotional intelligence impacts leadership capabilities. Participants will assess their own abilities and come away with specific actions they can take to strengthen their emotional intelligence in the workplace and in other parts of life.

Presenters are Billie Drake and David Barnett, both members of the IMA Leadership Academic Faculty.

There is no cost to members or to non-members for the event. We are excited to offer this IMA Leadership Academy workshop to you to earn up to 1.5 NASBA CPE.

See the Akron chapter IMA portal to register for this event. [Registration Link](#)

---

### CPA vs. CMA: Webinar on Friday, December 4 at 8 – 9 am

From **8 – 9 am on Friday, December 4**, the Akron chapter is hosting chapter member **Sue Mullen**, professor at Ashland University, for a talk about the CPA vs. the CMA exam. She will be joined by our Gleim representative, Alexandra Graham, who will give a quick update about Gleim's review offerings for the CPA and CMA exams.

This event does not qualify for CPE – but it will be useful to those who are thinking about the CPA or CMA certifications. There is no cost to members or to non-members for the event.

See the Akron chapter IMA portal to register for this event. [Registration Link](#)

---

### A new episode of IMA's Count Me In podcast is available

IMA Global just published a new episode of Count Me In®: Ep. 95: Brad Ledford - What Does the Job Market Look Like Now? Listen at this link: <https://share.transistor.fm/s/aa5d3e6c>

---

### Meeting schedule for 2020 - 2021

The board created a meeting schedule for the 2020 – 2021 year. We are planning for 100% online through at least January 2021. The board will be re-evaluating the online/in-person situation this fall for the February – May 2021 meetings, so those dates are tentative. At this point, however, we are proceeding with planning for online events only.

Here is the schedule of the Akron chapter IMA events that are currently planned (more may be added):

| Date                                 | Time (EST)          | Theme or topic                                                                                    | Format and tentative CPE hrs  |
|--------------------------------------|---------------------|---------------------------------------------------------------------------------------------------|-------------------------------|
| Thursday, November 12, 2020          | 12 - 1 pm           | Technology Anxiety                                                                                | Webinar – 1 hr CPE            |
| Friday, November 13, 2020            | All day             | IMA Student Leadership Conference (\$20 student cost includes one year of student IMA membership) |                               |
| Wednesday, November 18, 2020         | 6:30 - 8 pm         | Emotional Intelligence                                                                            | Webinar – 1.5 hr CPE          |
| <del>Friday, November 20, 2020</del> | <del>8 – 9 am</del> | <del>Tips for overcoming the fear of public speaking</del> <i>Cancelled</i>                       | <del>Webinar – 1 hr CPE</del> |
| Friday, December 4, 2020             | 8 - 9 am            | CPA vs. CMA: What's the difference? (0 CPE)                                                       | Webinar – 0 hr CPE            |
| Thursday, December 10, 2020          | 11 am - 1 pm        | Slippery Slope of Greed - <b>Ethics Webinar</b>                                                   | Webinar – 2.0 hr Ethics CPE   |
| Wednesday, December 16, 2020         | 6:30 - 8 pm         | Embracing Change                                                                                  | Webinar                       |
| Thursday, January 7, 2021            | 12 - 1 pm           | Personal tax update                                                                               | Webinar – 1 hr CPE            |
| Wednesday, January 20, 2021          | 6:30 - 8 pm         | Business tax update                                                                               | Webinar – 1.5 hr CPE          |
| Wednesday, January 27, 2021          | 6:30 - 8 pm         | Accounting trivia team challenge                                                                  | Online meeting                |
| Wednesday, February 17, 2021         | TBA                 |                                                                                                   | TBA                           |
| Friday, March 12, 2021               | TBA                 |                                                                                                   | TBA                           |

|                           |             |                                                                                     |                      |
|---------------------------|-------------|-------------------------------------------------------------------------------------|----------------------|
| Wednesday, March 17, 2021 | 6:30 - 8 pm | Emerging Accounting Technologies, featuring Blockchain: Futures, Fads and Fallacies | Webinar – 1.5 hr CPE |
| Friday, April 16, 2021    | 8 - 9 am    | Federal Reserve of Cleveland (online)                                               | Webinar – 1 hr CPE   |
| Wednesday, April 21, 2021 | 7 - 8:30 pm | Mikaela Hunt, Breaking out of career comfort zones                                  | Webinar – 1.5 hr CPE |
| Wednesday, May 12, 2021   | TBA         |                                                                                     | TBA                  |

All online events are free this fall. Register through the Akron IMA portal at this [link](#). Once you register, you will receive an email with event information and links about 24 hours before the event.

### IMA Student Leadership Conference – great deal for students!

The IMA Student Leadership Conference is going to be held on Friday, November 13, 2020 and will be virtual this year. The conference is free to IMA student members. For students who are not IMA members, the conference is \$20 and that registration fee includes one year of IMA membership.

And...if that deal is not sweet enough, the Ohio Regional Council of IMA just voted to reimburse universities and colleges for the cost of the student registrations for the IMASLC this year! Please contact Wendy Tietz at [akron@imachapter.org](mailto:akron@imachapter.org) for additional details before registering any students (there is a process for the school reimbursement – students cannot be reimbursed individually.)

### Board meeting schedule for 2020 - 2021

The board meeting dates for the 2020 – 2021 year have been finalized. All Akron chapter IMA board meetings for the 2020 – 2021 year will be online.

Here is the schedule of the Akron chapter IMA board meetings:

| Date                         | Time (EST)     |
|------------------------------|----------------|
| Tuesday, November 10, 2020   | 6:30 - 7:30 pm |
| Wednesday, December 9, 2020  | 6:30 - 7:30 pm |
| Wednesday, January 13, 2021  | 6:30 - 7:30 pm |
| Wednesday, February 10, 2021 | 6:30 - 7:30 pm |
| Wednesday, March 10, 2021    | 6:30 - 7:30 pm |
| Wednesday, April 14, 2021    | 6:30 - 7:30 pm |
| Wednesday, May 5, 2021       | 6:30 - 7:30 pm |

All Akron chapter IMA members are welcome at the board meetings. Register for the board meetings through the Akron IMA portal at this [link](#). Once you register, you will receive an email with event information and links about 24 hours before the event.

### IMA has launched a new global advertising campaign in support of the CMA program

IMA launched a new global advertising campaign in support of the CMA program. The campaign emphasizes how accounting and finance professionals who earn the CMA can make a difference for their companies, clients, profession, and careers. See the new ad here: <https://bit.ly/3iwatjF>

## IMA Cleveland East Chapter's Annual Controller Workshop

The Cleveland East Chapter is holding their **Annual Controller's Workshop** on **Friday, November 20th** from 8 am to 12 pm. This year's event will be virtual and we are offering this free to IMA members. We have some great speakers who you will enjoy including Bill Jelen - Mr. Excel.

Fun fact . . . Bill Jelen got introduced to IMA many years ago when he was a guest speaker at our Controller's Workshop. This has led him to hosting many sessions for IMA chapters and councils across the country. I'm sure you all are reading the Strategic Magazine and his monthly articles to learn new excel skills.

We hope that you will want to join us this year. We are offering 4 hours CPE. If you can't do the whole morning, but want to hear a few of the speakers, log in for these sessions. Registration is required.

[Register Today](#)

---

### Comic



### CMA Mentoring Program

The IMA Akron Chapter is proud to offer its members a mentoring program to assist CMA candidates with strategies to pass the CMA exam. The IMA Akron CMA Mentoring Program will encourage networking and provide career development opportunities designed to help CMA candidates (mentees) and other members (mentors) in our chapter to form valuable mentoring relationships. The success of this program will rely on volunteers to serve as mentors. Mentoring can take place online, by phone, or in person at Akron chapter events or other locations.

Mentees and mentors will be matched based on the needs of the mentee and the availability of the mentors. The ideal mentor for this CMA focused program would be an individual who has obtained the CMA certification and / or who has recently passed one or both parts of the newer two part CMA exam structure. All individuals who are currently enrolled in the CMA program and studying for the CMA exam are encouraged to enroll as a mentee. In addition, individuals who are undecided about obtaining the CMA certification and would like additional information or guidance are encouraged to enroll.

**The CMA Designation** - The CMA (Certified Management Accountant) is the advanced professional certification specifically designated to measure the accounting and financial management skills that drive business performance. Achieving the CMA credential demonstrates your mastery of financial planning, analysis, control, and decision support, as well as professional ethics.

If you would like more information, please contact: Jeff Falter at [akron@imachapter.org](mailto:akron@imachapter.org)

---

## Internet References

Dinner Reservations, Newsletter articles, Employment service, IMA insurance: [akron@imachapter.org](mailto:akron@imachapter.org)

Akron chapter website: [akron.imanet.org](http://akron.imanet.org)

IMA Global website: [www.imanet.org](http://www.imanet.org)

Login: enter user name (your IMA account number)

Enter password (last name, unless you changed your password)

Ohio Council website: [www.ohio.imanet.org](http://www.ohio.imanet.org)

Access online recording of chapter meetings:

Contact the chapter board members at [akron@imachapter.org](mailto:akron@imachapter.org)

Akron Chapter IMA | [akron@imachapter.org](mailto:akron@imachapter.org) | <http://akron.imanet.org>