



The Association of
Accountants and
Financial Professionals
in Business

KANSAS CITY CHAPTER

IMA Kansas City Chapter

FEBRUARY 2023

LIVE WEBINAR - SAVE MY SPOT!



The importance of employee wellness has drastically increased in recent years. As inflation continues to rise, a recession looms, and Millennial and Gen Z workplace expectations shift the norm, now is the time to incorporate wages on-demand and financial education resources into your benefit offerings to make a positive impact.

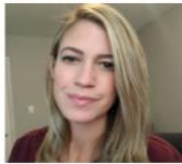
Empowering employees with the tools they need to be financially well has proven to improve retention, attract top talent, and significantly reduce hiring costs. It's a fact: financial wellness programs are a win for employees and employers alike.

Join Julie Fulton, National Director of Wellbeing & Population Health Management for CBIZ Employee Benefits, and Martina Manley and Jaimie Hackston of ZayZoon for a financial wellness-centric webinar on February 23 at 1 PM CST to learn more about earned wage access, top financial wellness benefits for 2023 and more. This is an event you won't want to miss, so register today to save your seat.

Speakers



Julie Fulton
National Director Of
Wellbeing &
Population Health
Management
*CBIZ Employee
Benefits*



Martina Manley
Channel Sales
Representative
ZayZoon



Jaimie Hackston
Partner Success
Specialist
ZayZoon

Important COVID-19 Disclaimer
[READ HERE](#)

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UPCOMING EVENTS



Friday, March 3, 2023 (7:30AM – 4:25PM CT)

IMAKC CPE Event. *2023 Annual Accounting Educator's Seminar* at K-State/Olathe Campus. Virtual and Seated registration options available. This one-day conference will connect you with approximately 100 other area accounting educators, update you on industry trends and equip you to help your students succeed. [CLICK HERE](#) to RSVP and for more details!

2023 Agenda

Time	Event
7:30 - 8:15 a.m.	Registration & Networking Breakfast Welcome
8:15 - 8:25 a.m.	<i>Dr. Kimberly Church, School of Accountancy Director, Missouri State University</i>
8:25 - 9:15 a.m.	Keynote Speaker <i>Dr. Norma Montague, McGraw-Hill Author, Wake Forest University</i>
9:20 - 10:10 a.m.	Integrate New Profession Competencies Using Backward Course Design <i>Dr. Rosemary Kim, Loyola University, and Dr. Julie Ravenscraft, Missouri State University</i>
10:10 - 10:40 a.m.	Networking Break and Poster Sessions
10:40 - 11:30 a.m.	Helping Students Prepare for Career Advancement, Going Beyond the First Job <i>Jay Meschke, IMA Sponsored Speaker, CBIZ</i>
11:30 a.m. - 12:20 p.m.	Recruiting Trends in the Accounting Profession – Yes, They Are Hiring Your Freshmen <i>Recruiter panel & round table discussions</i>
12:20 - 1:35 p.m.	Networking Lunch
1:35 - 2:25 p.m.	Afternoon Breakout Session - Session 1 Participants are encouraged to bring laptops or other electronic devices for personal use.
2:25 - 2:35 p.m.	Break
2:35 - 3:25 p.m.	Afternoon Breakout Session - Session 2
3:25 - 3:35 p.m.	Break
3:35 - 4:25 p.m.	Afternoon Breakout Session - Session 3

Afternoon Breakout Sessions

Session	Track 1: Classroom Discussions: Accountability, Teaching, & Learning	Track 2: Hands-On Activities to Use in Class
Session 1 1:35 - 2:25 p.m.	Teaching Students Communication Skills Across Generations <i>Connor Hutchison, BAE Systems</i>	Table Talks for Student Engagement <i>Rebekah Heath, Kansas State University, & Barbara Scofield, Washburn University</i>
Session 2 2:35 - 3:25 p.m.	25 Tips for Student Engagement <i>Dave Krug, Johnson County Community College</i>	Hands-on Backward Design <i>Dr. Rosemary Kim, Loyola University, and Dr. Julie Ravenscraft, Missouri State University</i>
Session 3 3:35 - 4:25 p.m.	Ethics with Dr. Jose Lineros <i>Dr. Jose Lineros, University of North Texas</i>	Dashboards with McGraw-Hill <i>McGraw-Hill</i>

Participants may earn up to 7 CPE credits for attendance at this conference

SAVE THE DATE (MARK YOUR CALENDARS!)



Thursday-Friday, October 26-27, 2023

IMA Kansas City's 2023 Annual CPE Conference Event. More details to come!

* ARTICLES OF THE MONTH *



Amid an economic downturn, where uncertainty reigns and financial stability is the top priority, it may seem counterintuitive to invest in research and development (R&D). But while cost-cutting measures may provide a temporary reprieve, investing in R&D can be the key to unlocking long-term success. It may seem like a risky move, but investing in R&D during a recession can save money, offer

potential tax credits and position a company as a formidable competitor when the economy bounces back.

In this article, we'll shed light on why R&D is a smart investment during a recession and how companies can navigate the R&D landscape to come out on top.

Enjoy Cost-Savings & New Revenue

Investing in R&D can be the ultimate cost-saving move for your organization. A company can boost its productivity, reduce expenses and increase profitability by creating new goods, procedures or technology. For example, imagine streamlining your manufacturing process, producing goods at a lower cost and higher volume, leading to increased sales and higher profit margins. Not only does it improve your bottom line, but it also positions your company as a leader in innovation.

In addition, developing new products or technologies allows you to tap into new markets and customer segments, leading to increased revenue. New revenue streams are critical during a recession, as many companies struggle to maintain revenue levels.

Apple is a prime example of a company that used an economic downturn to come out on top. During the dot-com bust in 2001, CEO Steve Jobs insisted on doubling down on R&D investing despite the tech industry's economic slump. The move allowed the company to introduce the iPod in 2003 and then transform history with the unveiling of the iPhone right before the 2008 recession.

Take Advantage of R&D Tax Credits

Cost savings and revenue potential aren't the only benefits of pursuing R&D during tough times. Companies that invest in such creative advancement may also be eligible for R&D tax credits. To encourage innovation and economic growth, the United States offers tax credits for qualifying R&D expenses incurred in the US. Several states also provide an R&D tax credit for efforts undertaken in their state, sweetening the pot even further during a recession.

It's important to note that your organization may have projects that already qualify for the R&D tax credits. The credit applies to many activities, including improving existing products or processes. To be eligible for the tax credit, a project must involve some level of risk and uncertainty and result in a new or improved product or process. If your organization has installed new equipment or incorporated new technology recently and had to make changes uniquely to your process, you may examine whether your situation qualifies. ...

Read full article [HERE](#).

* ARTICLES OF THE MONTH *

8 CFO Strategies to Communicate More Effectively

by Steve McNally (CMA, CPA, is CFO of The PTI and Chair Emeritus of IMA)

Are you an effective communicator? Would your CEO, board, cross-functional partners, and others agree?

CFOs, deservedly so or not, are often perceived as having poor communication skills. This reputation, considering the traditional CFO's education, personality, and career assignments, is not surprising.

We often concentrated our studies on highly technical accounting, finance, and related topics in college. We kicked off our careers in public accounting, then transitioned into the industry, often into internal audit or controllership roles. Due to the nature of our work, we buried ourselves in the numbers, closing the books, preparing analyses, and issuing financial reports. We were expected to be hardworking, no-nonsense professionals with strong technical skills. In college and earlier in our careers, communication skills were just not the priority. But is this reputation fair?



The Reality

There are, of course, finance and accounting professionals who are more comfortable hiding in their offices crunching the numbers than interacting with their cross-functional peers. But successful CFOs have always had strong communication skills. Whether engaging in one-on-one conversations with our team, sparring with our CEO and cross-functional partners, or delivering a critical presentation to the board or at a conference, being able to communicate effectively is essential to our survival.

Breaking the Stereotype

Considering our success, even survival depends on being able to clearly convey our thoughts and insights, the following are CFO strategies to become more effective communicators, thereby breaking the stereotype.

1. Build Credibility*
2. Build Relationships*
3. Know Your Stuff *
4. Be There*
5. Be Courageous*
6. Tell Stories*
7. Be Authentic*
8. Continue The Journey*

**These points are further elaborated in the full article.*

Call to Action

During these times of uncertainty, CFOs must take a leading role in bringing structure to the decision-making process, providing CEOs, boards, and cross-functional partners support in clarifying and executing business strategies. Enhance your impact by building your credibility, deepening relationships, knowing your stuff, telling stories, and otherwise becoming a more effective communicator. In short, earn your seat at the table.

Read full article [HERE](#).

Limited Time Offer!

Gleim is offering a certificate for one section of their CMA Premium Review System with a value of \$950! If you are interested in this, contact us at imakcchapter@gmail.com

GLEIM - SAVE MONEY & GIVE BACK

Special IMA Chapter savings are HERE!

In the run-up to the holiday season, Gleim CMA is donating a portion of proceeds to Bread of the Mighty Food Bank and providing meals to families in need. To participate, all you have to do is purchase your course using the link below.

Visit Gleim.com/IMAChapter from 10/7 - 10/17 to save big!

\$600 off Premium Set | \$300 off Traditional Set

Plus, access to exclusive IMA savings - Gleim is an IMA Strategic Partner.

40% off IMA Membership | 40% off CMA Entrance Fee

Complete your purchase of either set during this promotion and you'll receive a code to activate both exclusive IMA savings on their website.

Why Gleim?

- Proven methodology
- Innovative technology
- Unmatched expertise
- Personalized support
- Award-winning service



GLEIM EXAM PREP

With Premium, you also get our Access Until You Pass® guarantee!

Please call or email the IMA Chapter Coordinator at Gleim CMA with any questions - Alexandra Graham - alexandra.graham@gleim.com - 800-874-5346 ext 428.

GOT CAREER OPPORTUNITIES?

If you have any part-time positions for students,
please don't hesitate to let us know and we can help promote!

The Grain Valley R5 School District

The Grain Valley Schools is looking for an **Accounting Assistant**. Location: Central Office. Click [HERE](#) to apply.

Responsibilities:

- Assist department with general accounting responsibilities
- Assist with annual audit preparation and special projects
- Process invoices for payment
- Process purchase orders daily
- Contact vendors with payment or invoice questions as needed
- Interact with building secretaries on a daily basis with purchasing and payment questions
- Assist with daily deposits as needed
- Assist with Merchandise receiving as needed
- Act as a backup to process bi-weekly payroll as needed
- Other duties as assigned

Required Experience, Skills and Abilities:

- At least 1 to 2 years experience in accounting
- Degree in accounting is preferred
- Minimum of three years experience using computers
- Proficient in Microsoft Excel spreadsheets
- Proficient in the Google Suite including Google Drive, Sheets, Docs, etc.
- Ability to learn new operations, procedures, processes and use of district accounting software
- Ability to organize, set priorities, and work effectively under pressure
- Ability to process high volumes of purchase orders and invoices
- Very detail oriented
- Ability to work with high level of accuracy with detailed information
- Strong written and verbal communication skills including ability to articulate financial information to district staff members
- Ability to establish effective working relationships with staff
- Ability to work as part of a team
- Demonstrated ability to handle information with utmost confidentiality

Work Environment

- Salary Range - \$17.06/hr - \$19.31/hr
- Full-time
- 12 month position

SEE NEXT PAGE FOR MORE OPPORTUNITIES -->

GOT CAREER OPPORTUNITIES? (continued)

KCMO

Come work for the employer just named one of three Best Places to Work in Local Government for 2022 by ELGL! The city Finance Department prides itself on delivering the best service and outcomes to citizens externally and city departments internally. Current open finance-related positions:

Tax Auditor/Analyst (Revenue Division)

Plans, organizes, and conducts office and field audits of the tax returns, reports, and records of business organizations. Examines accounting documents to verify the accuracy of computations and to ascertain that transactions and computations are properly supported, are in accordance with pertinent policies and procedures, and are classified and treated according to established reporting requirements. Prepares working papers, schedules, exhibits, and summaries indicating the extent of examination in presenting and supporting the findings and recommendations. Prepares complex financial analyses and conducts legal, accounting, and auditing research. Answers inquiries pertaining to accounting and auditing laws, rules, policies, and procedures and advises the business organization of results of audits and recommendations for ensuring conformity to local tax laws. **For more information on this position, or to view all city openings and to apply, visit [HERE!](#)**

Dunes Point Capital

Jill Minton is excited to partner with a premier merchandising solution provider to locate a **Controller** based in Kansas City to be a part of the financial management team in leading a high-growth initiative as a portfolio company of Dunes Point Capital. The team at EFL Associates, a CBIZ Company is hard at work to locate the perfect fit to work with an innovative and progressive team. **If you are interested or would like to learn more of the position, please contact [@KristenFaust](#) or [Jill Minton](#) on LinkedIn.**

****Email us at IMAKCchapter@gmail.com if you have any job opportunities you would like to promote on our [IMAKC Job Board](#) webpage. Thank you!****

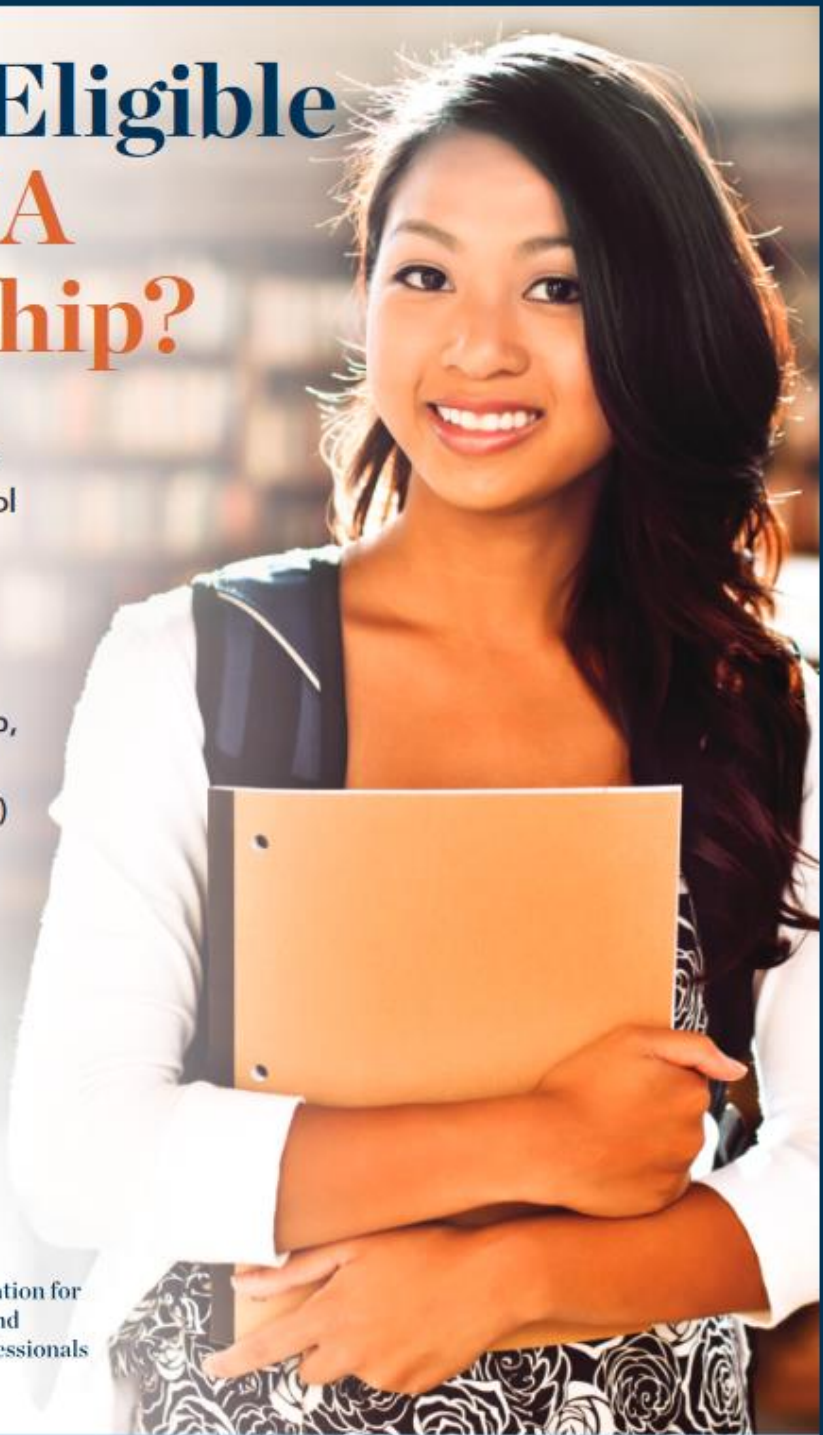
Are You Eligible for a **CMA** Scholarship?

- Ask your professor to nominate you! IMA accepts up to 10 students per school per academic year
- Pursue the CMA at no cost with the scholarship (including: IMA membership, CMA entrance fee, and exam preparation materials)
- Take the exam while still in school

Stand out and gain a competitive edge as you graduate!



IMA's Certification for
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Learn more at www.imanet.org/cmascholarship
and speak to your professor

IMA Kansas City Board of Directors
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If you are interested in becoming a Board Member, please do not hesitate to reach out to IMAKCchapter@gmail.com. We are always excited to share details and aim to expand our team!