

THE READ INK

A Publication of the East Bay-Northern California Chapter of the IMA

President's Message

East Bay Chapter Members and Friends,

Continuing on the past theme of promoting education / certification for our members, did anyone notice the article about Christian Cuzick in the August issue of the Strategic Finance magazine?

Christian is our IMA Chair for 2019-2020. Not only did the article cover his background and experience, that eventually led to him accepting the role and responsibility to lead our organization, but it also spoke to his vision of the future for us. He sees that IMA's influence throughout He sees that IMA's influence throughout the world is strong and growing, especially globally.

He mentions that although we have advantages in many markets as a "first mover", now is not the time to "rest on our laurels".

"We need to be aware that there are competitors out there as well as organizations that want to collaborate with us."

One of the ways Christian believes this can be done is by working more closely with corporate employers, which he considers "one of IMA's biggest opportunities in the U.S. and around the world". *This is a key point.*

All of us can help with this by making our employers aware of **why** CMA certification is important and what it can do for their employees and their organizations.

Finally, Christian says we can get members more engaged in what he calls "paying it back," or spreading awareness about the CMA among their colleagues, employees, and friends: "Ideally, all members need to participate in sharing the message about the benefits of certification and how it can improve your career outlook and help you better deliver value."

For more information on the CMA program and how you can get started, click on the link below.

<https://www.imanet.org/cma-certification>

Mike Gorski, President
IMA East Bay – Northern California chapter
2019-2020

www.imanet.org
CMA® | You've got to earn it.

Latest Information

Did You Know!

The history of accounting is thousands of years old and can be traced to ancient civilizations. The early development of accounting dates back to ancient Mesopotamia, and is closely related to developments in writing, counting and money; there is also evidence of early forms of bookkeeping in ancient Iran, and early auditing systems by the ancient Egyptians and Babylonians. By the time of Emperor Augustus, the Roman government had access to detailed financial information.

https://en.wikipedia.org/wiki/History_of_accounting

(Continued on page 2)



The Association of
Accountants and
Financial Professionals
in Business

Inside this issue

East Bay—Northern California	1
Latest Information	1
Volunteer for BOD	3
Chapter Calendar	4
Chapter Board Meeting.....	4
Educational Opportunities	5-7
Community and Student Relations.....	8
Membership	9
Golden West Council	10
IMA.....	11
IMA Webinars	12
IMA Conferences	13
Chapters and Associate Organizations.....	14
EB-NC Board of Directors.....	15

IMA's Vision

Be the resource for developing, certifying, connecting, and supporting the world's best accountants and financial professionals within businesses

IMA's Mission

Provide a forum for research, practice development, education, knowledge sharing, and the advocacy of the highest ethical and best business practices in management accounting and finance

IMA's Strategic Goals

- Win additional market share with "CMA First", an aggressive pipeline building effort and expansion of the CMA® in the U.S. and globally
- Drive member retention and loyalty in all regions by delivering tangible value through relevant programs, products, and services
- Raise awareness in the Student/Academic market to expand the membership pipeline and reach the young CMA certified professionals of tomorrow
- Master Technology that directly impacts IMA members and our value proposition

East Bay - Northern California

Latest Information (cont.)

(Continued from page 1)

About EB-NC

The Chapter was chartered July 1, 1966 as Alameda County – South Chapter (#207) with a charter membership of 82. In 1990, the Chapter went through a reorganization, moving its meeting locations and changed its name to Amador Valley. The new name reflected the new geographical location (South Contra Costa County and South Alameda County) of chapter members and meetings.

On July 1, 2014, the Amador Valley Chapter and the Oakland - East Bay Chapter merged. The Merged Chapter retained the Oakland - East Bay Chapter Number for historical significance. The Merged Chapter is named the East Bay - Northern California Chapter as there was an historical East Bay Chapter in IMA history and our members are located in Western and Southern Contra Costa County and Alameda County.

Dual Certification: It Can Be Done - Strategic Finance

Dual certification is an excellent way for accounting students to differentiate themselves in a competitive and dynamic business environment. Acquiring both the CMA® (Certified Management Accountant) and CPA (Certified Public Accountant) certifications demonstrates that holders have varied and essential skills and expertise. It further signifies to a prospective employer that the holder is highly ambitious, motivated, and committed to lifelong continuing education. ([Link](#))

Meet the Firms (CSU-EB)

BAP, Epsilon Psi chapter at California State University, East Bay will be holding a major recruiting event on September 20th (Friday) from 6 p.m. to 9 p.m. The East Bay—Northern California Chapter will have a table at this event in the Chapter's support of CSU-EB (BAP and the Accounting Club). If you wish to participate in this event, Please contact Ken Shepard at kshep99@comcast.net.

What To Do When The Cloud Goes Down

When cloud software provider Wolters Kluwer shut down most of its systems, including its popular CCH Access tax software, on May 6, accounting firms were left unable to access client data or e-file tax returns just nine days before the May 15 tax return filing deadline for calendar-year not-for-profits as well as certain fiscal-year corporations, S corporations, and partnerships....

<https://www.journalofaccountancy.com/news/2019/aug/when-cloud-software-goes-down-201921423.html>

IMA Podcasts

IMA's Podcast Series "Count Me In" is about all things affecting the accounting and finance world! The Podcasts bring the latest perspectives and learnings on accounting and finance to you from the experts working in the field and the thought leaders shaping the profession.

To find out more information, please see this [Page](#) in the newsletter.

Subscribe, download, rate, and review to stay informed on all things affecting the accounting and finance world with this link <https://podcast.imanet.org/>

MEMBERSHIP HACK: CHAPTER MICROSITES

The Institute of Management Accountants uses microsites that chapter volunteers manage to drive online member engagement while maintaining IMA brand consistency. The sites are easy to configure and help boost event attendance. [Read more](#)

Global Economics Conditions Survey (GECS) for Q2 2019

Last week, IMA and ACCA released the Global Economics Conditions Survey. The published press release is available [here](#). The survey findings reveal that global confidence dipped in the quarter with confidence in the U.S. falling sharply to its lowest level in eight years. The Q2 report and a summary of the findings can be viewed on IMA's website [here](#).

Informational Articles to Assist Your Career!



Robert Half (Accountemps) has provided the following articles on "Don't Deflate Employees — Motivate Them With Constructive Criticism".

Constructive criticism — tactful, thoughtful feedback that balances negative and positive comments — is a vital tool for motivating your finance and accounting team members to keep raising the bar on their performance. Millennial and Gen Z employees, in particular, crave such feedback from managers on a regular basis to help them make meaningful progress toward their career goals...[Link](#)

If you come across an article or would like to submit an article that is of added value to one's career, please forward to the Webmaster at eastbaync@imachapter.org

East Bay - Northern California

Still Looking for Members to Serve on the Chapter Board of Directors

The East Bay - Northern California Chapter of the IMA is still seeking qualified members to serve on EB-NC's Board of Directors, with terms beginning on July 1, 2019. These esteemed volunteers have the crucial responsibility of overseeing the strategic direction of the local organization and its policies and procedures; monitoring the Chapter's financial health and committee activities; and supporting IMA's and EB-NC's mission, vision, and values.

By serving on the Chapter Board, you can become an active participant in setting IMA's and the local Chapter's agenda, advance and impact the management accounting profession, and represent IMA by working with external organizations and industry stakeholders.

You can also nominate another member you feel would be a qualified candidate for the Chapter's Board.

The Chapter has many Leadership Positions available from a large role to a smaller role.

Time Commitment: Approximately 7-10 hours a month. The current Board of Directors and IMA's professional Community Relations team will help you succeed in your efforts by providing training, support, and guidance.

Benefits of Serving: Build leadership skills that you will need to advance in your career and be part of empowering the profession and helping others achieve their professional goals.

Requirement to serve: Be an IMA member in good standing, have high ethical standards, and able to work collaboratively with others.

We hope you will consider this exciting opportunity to serve IMA and broaden your leadership!

If you have an interest and willingness to serve and help deliver IMA's mission in your community, we encourage you to contact:

Mike Gorski, EB-NC President at eastbaync@imachapter.org, or

Robert Hulin at ima.eastbay.nc@gmail.com.

Open 2019-2020 East Bay—Northern California Chapter Board of Directors:

(Open)	Vice President of Administration
(Open)	Director of Competition
(Open) Mike Gorski (Acting)	Secretary
(Open)	Director: Member Relations
(Open)	Vice President Communication
(Open) Robert Hulin (Acting)	Webmaster
(Open) Robert Hulin (Acting)	Director: Newsletter Director
(Open)	Director: Ethics Program
(Open)	Director: Excel Program
(Open)	Director: Technical Meetings



East Bay - Northern California

Chapter Calendar

<u>Date</u>	<u>Event</u>	<u>CPE</u>	<u>Time</u>	<u>Location</u>
2019				
03 Sep	Building a Compassionate Organization for a Competitive Advantage	1.5	10:00 AM	Leadership Academy
05 Sep	An FEI Event: The CFO's New Priorities – Technology and Culture	1.5	5:00 PM	Pleasanton, CA
09 Sep	Tech Trek - A Journey Through the Latest Tech Trends	1.0	10:00 AM	Workday, Inside Talk
14 Sep	Financial Management Network	4.0	9:00 AM	ConXTech, Pleasanton, CA
18 Sep	Connected Business - The Key to Digital Transformation	1.0	10:00 AM	Inside Talk
19 Sep	EB-NC IMA Board Meeting	0	5:30 PM	Zoom
20 Sep	Meet the Firm Night	0	6:00 PM	CSU-EB
23 Sep	Data Strategies to Drive Business Strategy	1.0	10:00 AM	Inside Talk
01 Oct	From accounting-speak to plain English: Practical tips	1.0	10:00 AM	Inside Talk
08 Oct	Personal and Professional Life Balance	1.5	10:00 AM	Leadership Academy
05 Nov	Time Management	1.5	10:00 AM	Leadership Academy
03 Dec	Male/Female Communication: Building Collaborative Relationships	1.5	10:00 AM	Leadership Academy
14-16 Nov	IMA's Student Conference			Charlotte, NC
2020				
07 Jan	Mentoring the IMA Way	1.5	10:00 AM	Leadership Academy
02 Feb	Work Motivation (Revamp)	1.5	10:00 AM	Leadership Academy
27-29 Feb	REST 2020	22		Reno, NV
30 Mar	Technology in Leadership (New IP)	1.5	10:00 AM	Leadership Academy
15-19 Jun	IMA's Annual Conference & Expo	30+		Atlanta, GA

East Bay—Northern California Board Meeting

The East Bay Northern California usually holds a virtual Board Meeting on the Third (3rd) Thursday of the Month. As the Chapter Board values all members input regarding activities the Chapter is in, all Chapter Members are invited to these virtual meetings. During each meeting we discuss how the Chapter can support our members in accomplishing their goals and strategies

September 19, 2019: 5:30 PM to 6:30 PM

Please join us from your computer, tablet or smartphone at:

<https://zoom.us/j/5628614823>

One tap mobile

+16699006833,,5628614823# US (San Jose)

+14086380968,,5628614823# US (San Jose)

Dial by your location

+1 669 900 6833 US (San Jose)

+1 408 638 0968 US (San Jose)

+1 646 876 9923 US (New York)

Meeting ID: 562 861 4823

Find your local number: <https://zoom.us/u/accawgDCOY>

East Bay - Northern California Education

Certification



IMA's Certification for
Accountants and
Financial Professionals
in Business

The CMA (Certified Management Accountant) is the advanced professional certification specifically designed to measure the accounting and financial management skills that drive business performance. To find out more from IMA click [here](#).



Certified in Strategy
and Competitive
Analysis

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 Accountants) certification. To find out more from IMA click [here](#)



CMA (Certified Management Accountant) Certification Exam to Be Updated With an Increased Focus on Technology in January 2020

ICMA® (The Institute of Certified Management Accountants), the certification division of [IMA](#)® (The Institute of Management Accountants), announced that it is making changes to its CMA® (Certified Management Accountant) exam. The updates to the exam are being made to ensure the CMA remains relevant in the ever-evolving environment of the management accounting profession. The changes will be effective January 1, 2020.

The new CMA exam will be changed in both parts but remain a two-part exam. Each part will be a four-hour test with 100 multiple-choice questions and two essays. IMCA is saying that what will change is some of the content:

- Part 1 of the exam will contain a new section called Technology and Analytics. This section, which will comprise 15% of Part 1, will test new topics like information systems, data governance, technology-enabled finance transformation, and data analytics. To accommodate this new material, content from other sections will be reduced. Part 1 of the exam will also have a new title: "Financial Planning, Performance, and Analytics."
- Part 2 of the exam will also be revised and include greater emphasis on ethics and strategic decision making. It will have a new title as well: "Strategic Financial Management."

The Strategic Finance Magazine has an article "[KEEPING THE CMA RELEVANT](#)" which provides background on why the CMA Exam is changing.

These are the topics deleted from test

- * Internal auditing
- * Off balance sheet financing
- * Tax implications of transfer pricing
- * Real options

[\(More Information\)](#)

Final testing window for current CMA exam

The upcoming September/October testing window is your final opportunity before the new exam, [CMA 2020](#), takes effect next January. Boost your career outlook by [enrolling](#) in the CMA® (Certified Management Accountant) program today.

The CMA requires commitment and hard work, but the process is very manageable. Did you know that it takes only 12-18 months on average to complete the CMA program? Career growth and better earning potential are closer than you ever imagined.

Watch this "[How to become a CMA](#)" video to see how to manage the path to getting certified.

East Bay - Northern California Education

Certification (Cont.)

CMA Scholarship

Stand out as you graduate

With the CMA Scholarship, you can complete the CMA® (Certified Management Accountant) program at no cost. Take the exam while still in school and dazzle future employers with your management accounting skills

What's included?

Entrance fee to the CMA program
Exam support package with retired exam questions and a glossary of terms
Registration fees covering both parts of the exam (additional fees will apply for retakes)
Wiley CMAexcel Online Test Bank access for both exam parts for up to two years
Up to three years of IMA membership while pursuing the certification

[Download the Nomination Form](#)

For more information, click [here](#)!

How does OBTAINING A CMA CREDENTIAL benefit you ?

- Why pursue the CMA?
- What are the benefits of getting it?
- How should one prepare for the examination?
- What is the outline of the test and what do sample questions look like?

The find out the answers to these questions and more, please look for our future announcement on attending the GoToMeeting Presentation . If interested please contact [William Sievers](#).

Gleim Study Materials

The East Bay Northern California IMA Chapter has partnered with Gleim to ensure your success on the CMA exam!

Almost 40 years ago, Gleim set the standard for CMA exam review. Today, as an industry leader and IMA Strategic Partner, Gleim continues to dedicate itself to preparing candidates to pass quickly and confidently. The 2019 Gleim CMA Review includes thousands of the most realistic CMA exam questions, the most comprehensive coverage, dedicated and reliable support, and more. IMA chapter members can save up to 25% on Premium CMA Review System.

To place order directly members can go online by going to gleim.com/IMAEBNC or contact [Alexandra Graham](#) at 800.874.5346 ext. 428 or imachapters@gleim.com to learn about the significant discounts you are eligible for as an IMA Chapter member

- Premium Review System (SET): \$1,249.00 retail and \$936.75 with the 25% IMA Chapter Discount
- Premium Review System (PART): \$750.00 retail and \$562.5 with the 25% IMA Chapter Discount
- Traditional Review System (SET): \$1,049.00 retail and \$891.65 with the 15% IMA Chapter Discount
- Traditional Review System (PART): \$625.00 retail and \$531.25 with the 15% IMA Chapter Discount
- CPE is 15% off of 20 hours or more

Wiley Study Materials

IMA offers an extensive toolkit to help you ace the CMA exam.

Our official partner, third-party publisher Wiley, produces our best-selling CMA exam review program.

Wiley CMAexcel – Your Key to Passing the CMA Exam

Originally published directly by IMA, Wiley CMAexcel is IMA's official CMA test prep suite.

- 100% Coverage of ICMA Learning Outcome Statements
- Multiple Choice Questions & Essays that Mimic the Actual Exam
- Free Course Updates until You Pass the Exam
- IMA Members Receive an Exclusive 25% Discount (Available in Member Area)

[Learn More](#)

[Start Free Trail](#)

East Bay - Northern California Education

Financial Management Network

September 14, 2019: 9:00 AM to 1:00 PM

Continuing Professional Education: 4.0 Hour CPE



One of the most valuable products offered by the Institute of Management Accountants. The FMN (Financial Management Network) is a live DVD training program introducing and explaining up-to-the-minute accounting and finance issues. By viewing the DVD and participating in the group discussion you will earn four hours of CPE credit.

Overall, the program allows you to keep current with the changes and impacts in many facets of the Accounting and Finance industry.

Time: 9:00 am to 1:00 pm

Location: ConXtech, Inc. Headquarters
6701 Koll Center Pkwy, Suite 150
Pleasanton, CA 94566

Cost: \$40.00 members / Non-members

Full breakfast and lunch included in cost

Registration: [Tricia Scalzo](#)

Sponsored By:



Ethics



Ethics Courses

The Chapter is looking forward to engaging members in the future with additional Ethics Case Studies that IMA offers:

IMA Case Studies:

- Blinded by Pressure (Chapter has purchased this course)
- The Slippery Slope of Greed
- Misplaced Trust / Devastating Fraud
- The House Out of Control

Individual Ethics Courses:

- Blinded by Pressure
- The Slippery Slope of Greed
- Whistleblowers Wanted
- When Silence Is Not Golden
- Earnings Management and a Case of Ethics
- Corporate Ethics: From Policy to Practice
- Misplaced Trust / Devastating Fraud
- Web of Deception
- A Pathway to Excellence
- A Prescription for Prevention
- Embracing Ethics
- House Out of Control

Individual IMA Members may order these courses online from the IMA Course Catalog [here](#).

If any member is interested in attending (or even presenting) one the above Facilitator Led Case Studies courses, please contact [Mike Gorski](#).

East Bay - Northern California Community Relations / Student Relations

Student Relations



EAST BAY Rising in the East



The East Bay-Northern California Chapter has been active making contact with the local colleges in our area. The purpose of this alignment is to support the schools' finance and accounting education with actual industry practices, situations, and environment.

IMA DAY

The Chapter has been looking at implementing an out-reach concept to the local Universities and Colleges. We are in need of members that are enthusiastic about the Industry and its relationships with students and that would like to assist in flushing out how the Chapter can implement this effort. If you are an Academic, you can really help in providing a win-win direction.

SCHOLARSHIPS

The Chapter presents annual Scholarships to: California State University—East Bay (Business Department), Chabot College, Las Positas College, and Ohlone College.

The Chapter presents to the Scholarship Foundations of Chabot College, Las Positas College, and Ohlone College a \$500.00 and 1 Year IMA membership to a deserving student. The Colleges provide information to the Chapter upon identification of the recipients.

The Chapter also presents to the California State University—East Bay (Business Department) a Scholarship Award to a deserving student with a \$1,000.00 and 2 year IMA membership.

STUDENT SPEAKER TEAM

For those of you who would like to help young students learn more about accounting and finance, we have a solution! We're putting together a small team of four or five professionals from the chapter who can visit community colleges as a team. This team will interact with the students in a very informal non-threatening atmosphere to answer all the questions new young students have about the profession of accounting and finance, but do not have the opportunity to ask!

Here's your chance to participate in any of the above endeavors. Contact Ken Shepard 408-607-7866 or eastbaync@imachapter.org.

Meet the Firms (CSU-EB)

BAP, Epsilon Psi chapter at California State University, East Bay will be holding a major recruiting event on September 20th (Friday) from 6 p.m. to 9 p.m. The East Bay—Northern California Chapter will have a table at this event in the Chapter's support of CSU-EB (BAP and the Accounting Club). If you wish to participate in this event, Please contact Ken Shepard at kshep99@comcast.net.

EB-NC Student Scholarship Criteria

The intent of the Student Scholarship is to provide a monetary value to a deserving student within the University / College to further their education. Also included with the monetary the Chapter will sponsor either a 1(one) or 2(two) year membership depending on the Student Scholarship. The criteria for these scholarships are:

- Current College Student
- Enrolled full-time (12 Units)
- Accounting Major
- 3.00 GPA
- Completed 24 Units
- Demonstrated Leadership, school activity involvement, and community service, and
- An essay is required.

East Bay - Northern California Membership

MYIMA Profile

Please keep your contact information up to date so that you can continue to receive communications from the East Bay—Northern California Chapter or IMA.

If you would like update your information or change your membership into the East Bay—Northern California Chapter or to another chapter, contact IMA Customer Service at 800-638-4427 or go online to your profile at <http://www.imaonlinestore.com/PersonifyEbusiness/Default.aspx?TabId=61> (user ID and password are required).

Member Recognition

New Members August 2019

Ms. Naomi Laverne Tinsley	Regular	08/04/2019
Ms. Jiatong Li	Regular	08/16/2019
Mr. Ketan Kumar	Student	08/27/2019
Mr. David M Malone	Student	08/30/2019

New Members (Transfers In)

Ms. Connie Chin, CMA	08/16/2019
Ms. Mehert Mengstu	08/17/2019

Members - Received CMA / CSCA

Member Anniversaries

Members Celebrating 50 Years in IMA Year 2019-20

Mr. Harlan E Kann	04/01/1970
-------------------	------------

Members Celebrating 25 Years in IMA Year 2019-20

Mr. Robert F. Hulin Jr	08/22/1994
Ms. Tracy T. Ling	10/07/1994
Mr Sudhanshu R. Parikh, CMA	12/28/1994
Mr. James D. Peterson, CMA	12/28/1994
Mr George W. McElroy, CMA	02/08/1995
Mr. William R. Sawyer, CMA, CFA	03/16/1995

September 2019 Anniversaries

Ms. Chung T. Bothwell	09/01/1978
Mr. Karl F. Meyer, CMA	09/01/1981
Ms. Mary-Ann E. Wolfenden, CMA	09/07/1993
Mr. Miguel Zuliani, CMA, CFM	09/20/1995
Mr. Glen S. Uhland, CMA	09/04/1996
Ms. C. Chingyi Wu	09/18/1997
Mr. Gregg Rubenstein, CMA, CPA	09/02/1999
Ms. Elizabeth (bebe) Bertolet Hillegass	09/20/2012
Mr. Bradley Steven Virchis	09/29/2016
Mr. Hughes Chiang, CMA	09/06/2017
Mr. Pankaj Pandey, CITP	09/21/2018

Golden West Council

About the GWC

The Golden West Council is one of twenty-four USA Regional Councils within the Institute of Management Accountants. Its purpose is to provide a pool of resources to assist the local IMA Chapter in attaining the objectives of the national and local organizations. Our Council brings together Eleven Chapters in Northern California, Northern Nevada, and Hawaii to participate in activities that may be too large for a Chapter alone to sponsor.

The council activities include participation in and sponsorship of Leadership Training Sessions, Chapter Management Seminars (CMS) for officers and directors, Regional Educational Seminar and Training (REST), hospitality suites at the Annual International Conference, social events, and formation of new chapters.

The Council teams with chapter leaders and members to share successful chapter strategies and experiences that will assist chapter leaders in moving their chapters ahead with a positive direction. Regional Directors are assigned to chapters to provide advice, counsel, and assistance of their respective Chapter.

Board Meetings

All IMA Members in good standing may attend the Board Meetings and the Leadership Training Seminar. In addition, if IMA Members have associates or potential members who are interested in the Meeting, please invite them.

Board Members and Chapter Presidents please submit a Position and Chapter reports of your activities and any Future plans to the Council President and the Webmaster by one (1) week prior to meeting

Nov 23, 2019 - Quarterly Meeting

10:00 AM - 12:00 PM

LOCATION: Zoom Conference

<https://zoom.us/j/5705024681>

+1 669 900 6833 US

Meeting ID: 570 502 4681

Please contact [Nicole Sheets](#) of your meeting attendance.

Feb 27, 2020 - Quarterly Meeting

05:30 PM - 07:30 PM

LOCATION: Peppermill Reno, 2707 S Virginia St, Reno, NV 89502

Please contact [Nicole Sheets](#) of your meeting attendance.

May 16, 2020 - Annual Meeting and Leadership Training Seminar

08:30 AM - 04:00 PM

LOCATION: Biltmore Hotel and Suites, Santa Clara California

2151 Laurelwood Rd, Santa Clara, CA 95054

[Map](#)

Cost: \$40.00 per person for Continental Breakfast and Lunch

Please contact [Nicole Sheets](#) of your meeting attendance.

Reno Educational Seminar and Training

February 27-29, 2020

Continuing Professional Education: 22.0 Hours CPE

The Golden West Council and the Pacific Northwest Council of IMA, representing 28 chapters in eight states, is pleased to present the premier educational event in the Western U.S. - REST 2020. This two and a half day program ear of offering high quality, leading edge programs geared to accounting and finance professionals.

Prior year attendees have been impressed with the quality of topics and speakers, combined with a low cost destination served by airlines, and offering low cost transportation. This type of seminar is an excellent opportunity for both business and personal networking not available through other CPE delivery mediums.

Location: **Peppermill Reno**

2707 S Virginia St, Reno, NV 89502

Registration: REST-IMA website: <http://rest-ima.org/>

"This website most compatible on Google Chrome, IE 8+, Mozilla Firefox and Safari"

REST Scholarships

Any chapter member may apply for this scholarship. Chapter Members should complete the [REST Scholarship Application](#) and email the application to:

Scholarship Committee
Golden West Council of the Institute of Management Accountants
C/O: Patricia J. Mayer, CMA, CPA
Golden West Council Past President,
pattmayer@earthlink.net

ABOUT IMA

Management accountants are vital to the financial health of organizations. They make critical decisions, safeguard a company's integrity, and plan for business sustainability. They might be CFOs and controllers, budget analysts and treasurers, or one of many other game changers on internal teams. Most of all, as the majority of the accounting and financial workforce, they help drive an organization's strategy and value amid an unpredictable market.

Management accountants belong at IMA.

IMA® (Institute of Management Accountants) is the worldwide association of accountants and financial professionals in business. Founded in 1919, we are one of the largest and most respected associations focused exclusively on advancing the management accounting profession. We are committed to empowering our 85,000+ members—and those throughout the rest of the profession—to strengthen on-the-job skills, better manage companies, and accelerate careers. We invite our members to discover the myriad possibilities within the profession and build an actionable future in management accounting.

IMA Continues “Count Me In” Podcast

IMA® (Institute of Management Accountants), the association of accountants and financial professionals in business, continues its “Count Me In” podcast series.

The series will feature the latest perspectives on accounting and finance from industry experts. Topics include emerging technologies, business innovation, and the future of the profession. The podcast, produced by IMA's Education and Career Services, aims to deliver actionable information to accounting, finance, and business professionals.

“With the rapid changes we are seeing in the management accounting profession, we wanted to create a platform where professionals can more readily receive information and act on it,” said Debbie Warner, CAE, CPLP, Vice President, Education and Career Services at IMA. “Our podcast is the perfect medium to deliver expertise to individuals as they are easily accessible and digestible in our 24/7 news culture.”

IMA's August episodes of “Count Me In” ([Podcast Link](#)) featuring various experts discussing timely topics including:

- Ep. 13: Kirstie Tiernan - Investigative Accounting in Today's Industry
- Ep. 12: Mason Brady - Finance Function for a Small Enterprise
- BONUS | Ep. 4: Dan Smith - Technology & Data Analytics (Conclusion of Ep. 4 from 6/24/19)
- Ep. 11: John Garrett - Creating Unique Cultures That Attract and Retain Top Talent
- Ep. 10: Rhondalynn Korolak - The Skills Needed to Thrive in Accounting and Business

New episodes will be added on an ongoing basis with guests spanning multiple industries and disciplines.

“Count Me In” is available for listening and subscribing on iTunes, Spotify, RSS, Google Play, and on the IMA website. For more information, please visit IMA's “Count Me In” page at <https://podcast.imanet.org/>.

Connect. Network, and Grow

Welcome to myIMA Network

Great benefits for members

Are you taking advantage of the exclusive IMA® (Institute of Management Accountants) member platform? **LinkUp IMA is now myIMA Network.** IMA recently updated the experience to help you:

Connect with a community of more than 100,000 professionals around the globe on a platform designed exclusively for IMA members.

Join discussions and ask questions on a variety of topics, from challenges you face on the job to accounting and finance trends, technology, career forums, and more!

Find a study partner and preparation tips for the CMA® (Certified Management Accountant) exam in our CMA study group.

See upcoming IMA events in your local area. Currently, there are more than 200 events listed that you can explore.

[Visit MyIMA Network Now](#)

Take this opportunity to update your profile and start using myIMA Network today!

Institute of Management Accountants

Webinars

IMA's webinar program enhances your career by bringing you the latest thought leadership and developments in the profession. IMA conducts more than 50 webinars every year at no cost to our members. Each qualifies for 1 to 1.5 hours of NASBA-approved CPE credits.

Webinars are open to IMA Members Only.

September 03, 2019

Building a Compassionate Organization for a Competitive Advantage Leadership Academy
10:00 AM - 11:30 AM PT

September 09, 2019

Tech Trek - A Journey Through the Latest Tech Trends Inside Talk
10:00 AM - 11:00 AM PT

September 18, 2019

Connected Business - The Key to Digital Transformation Inside Talk
10:00 AM - 11:00 AM PT

September 23, 2019

Data Strategies to Drive Business Strategy Strategic Management Series
10:00 AM - 11:00 AM PT

October 01, 2019

From accounting-speak to plain English: Practical tips Inside Talk
09:00 AM - 10:00 AM PT

October 08, 2019

Personal and Professional Life Balance Leadership Academy
10:00 AM - 11:30 AM PT

November 05, 2019

Time Management Advantage Leadership Academy
10:00 AM - 11:30 AM PT

December 03, 2019

Male/Female Communication: Building Collaborative Relationships Leadership Academy
10:00 AM - 11:30 AM PT

January 07, 2020

Mentoring the IMA Way Leadership Academy
10:00 AM - 11:30 AM PT

February 04, 2020

Work Motivation (Revamp) Leadership Academy
10:00 AM - 11:30 AM PT

March 30, 2020

Technology in Leadership (New IP) Leadership Academy
10:00 AM - 11:30 AM PT

Click here to register for the webinars:

[IMA Webinars](#)



Institute of Management Accountants

Women's Accounting Leadership Series

Take the Lead

Our Women's Accounting Leadership Series is designed to bring out the leader in you.

Take your career to the next level

Join IMA Participants as inspiring speakers share their insights about leadership, work/life balance, accounting and finance trends, and their own personal stories. Earn continuing professional education (CPE) credits while expanding your business network and exchanging ideas in an engaging, interactive dialogue. Women and men – seasoned leaders, mid-career colleagues, and aspiring professionals – are welcome. We are excited to add a movie night to our Conference the evening preceding the main event. Join us for the movie, the Conference, or both!

Women's Accounting Leadership Series – Chicago

Friday, October 11, 2019

9 a.m. – 2 p.m.

4 CPE

All are invited to join like-minded colleagues in an engaging discussion on how to navigate opportunities to improve your career success. Expand your business network while developing leadership skills at the Women's Accounting Leadership Series.

All the Queen's Horses Movie Screening and Discussion

Thursday, October 10, 2019

6 p.m. – 9 p.m.

2.5 CPE

We are excited to offer a movie screening and discussion of the award-winning documentary All the Queen's Horses, which investigates how a city comptroller was able to steal \$37,000 a day for two decades.

[Register now](#) for **IMA's Women's Accounting Leadership Series**. To register for both events, please click on the "Register Now" link and add the movie to your cart during checkout!

[Register here](#) just for the movie screening.

Both events will be held at **DePaul University, 1 E. Jackson Blvd., Chicago, IL 60604**.

Information regarding local discounted hotel accommodations, parking, and transportation can be found [here](#).

Presenters for the Women's Accounting Leadership Series:

Conferences

Annual Conference Exposition (ACE2020), Atlanta, GA - June 20-24, 2020

Plan now to attend IMA's next conference and create your own magical opportunity.

Demonstrate to your employer that you are committed to the highest levels of professionalism, willing to take on new challenges, and eager to stretch beyond your current responsibilities by building valuable skills and knowledge to improve performance immediately. Earn NASBA-approved 30+ CPE while sharing your future through highly focused educational sessions, panel discussions, and inspiring discussions with the profession's leaders. Don't be left out.

[Click here to Register](#)

Annual Student Leadership Conference, Charlotte, NC - November 14-16, 2019

It's time to think differently and create your own opportunity for career success. In this age of social networking, there is nothing online that has yet to replace the importance of meeting people in person. Learn how to position yourself for future success.

As in past years, students will have an excellent opportunity to network with accountants and finance professionals, fellow students, and educators from across the country. Learn from leading experts about career opportunities, the value of the Certified Management Accountant (CMA®) certification, IFRS, environmental accounting, leadership, job search techniques, and more

[Click here to Register](#)

Associate Organizations

Excel In Accounting

Excel in Accounting is a community of finance and accounting professionals in and around San Francisco who want to learn and share advanced Excel spreadsheet techniques used specifically for finance and accounting. We promote Excel mastery through training sessions, users group meetings and online media discussion.

September 2019

No Technical Program Scheduled

Excel in Accounting Page: [Click Here](#)

Programs:

Pivot Tables & Pivot Charts
Dashboards, Charts & Graphs
Functions & Formulas
Tools, Tips, Tricks and Traps
Lookups
Intro to Macros, Macro Recorder
Power Query

AFWA

The Accounting and Financial Women's Alliance represents professional women in accounting and finance and provides them an opportunity for networking and continuing professional education (CPE) with peers at the local, regional and national level. Networking, continuing education and leadership opportunities are essential building blocks for professional women and AFWA East Bay provides ongoing opportunities for members to participate and develop powerful business skills. With meetings conveniently located in San Ramon and Walnut Creek, online resources and webinars, AFWA offers a place for exchanging ideas, learning new skills and making great career and personal connections.

September 2019

No Technical Program Scheduled

Diablo Valley Chapter of the IMA

The Diablo Valley Chapter (#0356) of the Institute of Management Accountants was chartered in 1980. The chapter is part of the Golden West Regional Council and the Warner Division which contains chapters that have less than 125 competition members. We exist to serve local accounting and finance professionals with continuing education programs and networking opportunities. If you are a college student, young professional or seasoned professional, we have services that will help you in your career.

September 2019

No Technical Program Scheduled

East Bay-Northern California
Chapter of the IMA

The Institute of Management Accountants (IMA®) is the world's leading organization dedicated to empowering management accounting and finance professionals to drive business performance.

The East Bay Chapter (Chapter # 112) serves the Alameda and Southern Contra Costa Counties Area in Northern California.

East Bay - Northern California 2019-20 Board of Directors

President	Michael Gorski
VP of Administration	Open
Director: Competition	Open
Secretary	Open
Treasurer	Robert Hulin
Investment Committee	
	Bill Sawyer
	Pankaj Pandey
	Chung Bothwell
VP of Professional Education	Sheela Chandrasekhara
Director: CMA Program	William Sievers
Director: FMN Program	Tricia Scalzo
Director: Ethics Program	Open
Director: Excel Program	Open
Director: Technical Meetings	Open
VP of Communications	Open
Director: Community Services	Chung Bothwell
Director: Marketing	Open
Director: Social Media	Kevin Clancy
Director: Newsletter	Robert Hulin (Acting)
Webmaster	Robert Hulin
VP of Membership	William Sievers
Director of Member Relations	Open
VP of Young Professionals	Ken Shepard
Director of Student Services	Brian Carlson
Board Advisors	Sherry Morse

Please contact Board Members via eastbaync@imachapter.org.



The Association of
Accountants and
Financial Professionals
in Business

EAST BAY-NORTHERN CALIFORNIA CHAPTER