

THE READ INK

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

President's Message

East Bay Chapter Members and Friends,

Welcome to the February edition of the chapter newsletter! This month's newsletter has lots of good information and events so be sure to check them out. Here are just a few:

Cyber-Crime Presentation

- Don't miss this presentation!
- It's this week, **Wednesday, February 5th at 6 PM** in San Ramon
- Supervisory Special Agent Chan from the FBI San Francisco office will be the guest speaker. With over 14 years in the Bureau, he is a decorated agent who is recognized within the Intelligence Community as a cyberterrorism expert.

Sign up Now.....Click on the link below!
[Cyber Threats for 2020 and Breach Prevention](#)

CMA Study Options

- Are you are looking for an advanced certification to build your skills, resume, and earning potential? - then the CMA is the right choice.
- The CMA validates your mastery of financial planning, analysis, control, and decision support - the critical skills needed to be a valuable strategic adviser for your organization.
- The East Bay - Northern California Chapter is working on forming an instructor-led program or a Study Group that is designed to assist you obtain certification in the shortest time in the most efficient manner. We will educate and help you to pass the exam in first attempt.

If you are interested in leading or participating in a study program, please Contact William Sievers at eastbaync@imachapter.org

FMN - February Session

- The next session of the Financial Management Network (FMN) is this Saturday!
- This is a continuing education (CPE) event for accounting and finance professionals. Earn four hours of CPE credit, keep up-to-date on accounting and finance issues and network with other professionals.
- Topics to be covered will be Blockchain - The "Other" Accounting Ledger, Antitrust Considerations in Addressing Brand Dilution in the E-Commerce Age, and Improving Effectiveness by Developing Your Interpersonal Skills

Sign up now for the February 8th session.....Contact Tricia Scalzo @ (925) 400-3199

Here's to a gaining knowledge in the new year!

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

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



The Association of
Accountants and
Financial Professionals
in Business

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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

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.

Did You Know!

Members Now Get Two Free Ethics CPE

IMA® (Institute of Management Accountants) has always been at the forefront of encouraging ethical professional practices of its members. From the establishment of the first written guidelines for ethical practices for accountants to innovative professional development courses, ethics has stood as a foundational element of IMA over the past 100 years. Last week, IMA took this commitment another step further, by inaugurating a new member benefit that gives members access to two free IMA ethics CPE credits per membership year. In the first week alone, the response from members has been overwhelmingly positive, with more than 700 members already taking advantage of this new benefit.

Under the new program, each member will receive a yearly “token” (found in the “My Tokens” section of the member’s myIMA profile). This token can be used to purchase any one IMA Ethics Series product. Each year, a new token will be automatically issued to each member upon membership renewal. Specific instructions for accessing and redeeming tokens can be found [here](#).

For more information on IMA’s ethics resources, including a confidential Ethics Helpline, please visit the [Education Center](#) on the IMA website.

Additional Member Program Announcements

“IMA Excel 365: Tips in Ten” is a new IMA nano course subscription series that introduces Microsoft’s new Excel tools. The course is presented by the popular Bill Jelen (Mr. Excel) and is available as a free member benefit. Visit [IMA’s website](#) to learn more.

Informational Articles to Assist Your Career!

Bay Works Recruiting has provided the following articles on “**The Top Reason Employees Leave**”



It’s very easy to get caught up with our latest project or preparing for that critical meeting and lose sight of engaging with our employees.

On a day to day basis, we feel we are involved as needed with delegating, overseeing, coaching, etc. Where we falter, is in the true appreciation gestures for each and every individual on our team.

O.C. Tanner’s research claims that 79% of employees quit their jobs because of a lack of appreciation.

Here are some ways to close the employee appreciation gap: [Link](#)

Robert Half (Accountemps) has provided the following article on “**Fostering Effective Finance and IT Collaboration Starts at the Top**”.



Robert Half® Finance and IT, two functions that had little occasion to collaborate closely in the past, now find they are frequently working side by side to deliver high-value, strategic projects for the business. As companies implement new technologies and launch digital initiatives meant to modernize or wholly transform their operations, effective finance and IT collaboration can help to assure that the organization realizes positive outcomes from those investments.

When the CFO and chief information officer (CIO) collaborate, it helps to shape and fuel broader collaboration between finance and IT. And the CFO-CIO partnership has been deepening over the past several years. In a recent Robert Half survey, 82% of CFOs said they collaborate more often with their company’s CIO today than they did three years ago. Compare that finding to a similar survey conducted by our company in 2016, when only about half (51%) of CFOs surveyed said they were teaming up more often with the CIO than they had been in 2013... [Link](#)

Your Newsletter - Your Articles!

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

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, 2020. 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!

All Positions are Open:

President

Vice President of Administration

Director of Competition

Director: Member Relations

Secretary

Treasurer

Investment Committee Member (3)

Vice President of Professional Education

Director: CMA Program

Director: FMN Program

Director: Ethics Program

Director: Excel Program

Director: Technical Meetings

Vice President Communication

Webmaster

Director: Newsletter

Director: Community Relations

Director: Marketing

Director: Social Media

Vice President Membership

Director: Member Relations

Vice President Young Professionals

Director: Student Services

Past Presidents may serve on the Chapter Board as Board Advisors

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.



East Bay - Northern California

Chapter Calendar

<u>Date</u>	<u>Event</u>	<u>CPE</u>	<u>Time</u>	<u>Location</u>
2020				
04 Feb	Work Motivation (Revamp)	1.5	10:00 AM	Leadership Academy
05 Feb	Cyber-Crime	1.5	06:00 PM	San Ramon, CA
08 Feb	Financial Management Network	4.0	9:00 AM	ConXTech, Pleasanton, CA
13 Feb	PG&E Student Plant Tour	0	10:30 AM	San Francisco, CA
20 Feb	EB-NC IMA Board Meeting	0	06:00 PM	Pleasanton, CA and Zoom
26 Feb	Measuring the Real Cost of Manual Accounting	1.0	08:00 AM	Inside Talk
27 Feb	GWC Quarterly Meeting	0	05:15 PM	Reno, NV
27-29 Feb	REST 2020	22		Reno, NV
03 Mar	Leading in the Digital Age	1.5	10:00 AM	Leadership Academy
07 Apr	Talent Management	1.5	10:00 AM	Leadership Academy
23-24 Apr	Women's Accounting Leadership Series	5.8		New York, NY
05 May	Using Social Media to Improve Workplace Leadership (Revamp)	1.5	10:00 AM	Leadership Academy
02 Jun	Storytelling (New)	1.5	10:00 AM	Leadership Academy
15-19 Jun	IMA's Annual Conference & Expo	30+		Atlanta, GA
07 Jul	Diversity and Inclusion	1.5	10:00 AM	Leadership Academy
04 Aug	Listening Skills	1.5	10:00 AM	Leadership Academy
01 Sep	(Guest Speaker)	1.5	10:00 AM	Leadership Academy
06 Oct	Leadership Networking (New)	1.5	10:00 AM	Leadership Academy
03 Nov	Leading Across Generations	1.5	10:00 AM	Leadership Academy
12-14 Nov	IMA's Student Conference			Pittsburg, PA
01 Dec	Presentation Skills	1.5	10:00 AM	Leadership Academy

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

February 20, 2019: 6:00 PM to 8:00 PM

This is an In-person meeting as well as a Zoom meeting.

blueSky Companies, Inc.

6700 Koll Center Parkway, Suite 215

Pleasanton, CA 94566

Please contact Mike Gorski if you are attending

Please join us from your computer, tablet or smartphone if you not attending in person at:

<https://zoom.us/j/374705213>

Meeting ID: 374 705 213

One tap mobile

+16699006833,,374705213# US (San Jose)

+14086380968,,374705213# 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: 374 705 213

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](#)



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](#).

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](#)!



East Bay - Northern California Education

Certification (Cont.)

Gleim Study Materials

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

With the launch of Gleim's CMA 2020 edition course Gleim made updates to account for the new CMA exam changes, but also incorporated their proprietary adaptive technology into the course. The Gleim CMA Review now includes Gleim's SmartAdapt platform that creates a customized learning path for each candidate telling them where they need to study and when they are ready to pass with confidence. Additionally, the 2020 edition includes more videos including essay walkthroughs, an enhanced user interface, and complete coverage of the new 2020 exam Content Specification Outlines.

Beginning February, 3, the pricing will be increased to \$1599.

Chapter prices for those with the 25% discount will look like this on 2/3/20:

Premium Review System (SET): \$1599.00 retail and \$1199.25 with the 25% IMA Chapter Discount

Premium Review System (PART): \$950.00 retail and \$712.50 with the 25% IMA Chapter Discount

Traditional Review System (SET): \$1349.00 retail and \$1146.65 with the 15% IMA Chapter Discount

Traditional Review System (PART): \$825.00 retail and \$701.25 with the 15% IMA Chapter Discount

Contact the Gleim Representative via email at alexandra.graham@gleim.com or by phone at 1-800-874-5346 ext. 428. Orders can also be placed online at gleim.com/IMAEBNC

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

Technical Meeting

Cyber Threats for 2020 and Breach Prevention

"The FBI will provide a forecast for the top cyber threats of 2020 and practical guidelines for data breach prevention and incident response."

February 05, 2019: 6:00 PM to 8:00 PM

Continuing Professional Education: 1.5 Hour CPE

Speaker: Elvis M. Chan
Supervisory Special Agent
Squad CY-1, National Security Cyber
FBI San Francisco

Location: 111 Deerwood Road Building, 111 Deerwood Road, Ste. 190, San Ramon, CA 94583

Networking and Introductions: 6:00 - 6:30 PM

Speaker and Q&A: 6:30 - 7:45 PM

Program Close: 7:45 - 8:00 PM

Hors d'oeuvres will be served.

Cost: \$20.00 Members and Guests; \$10.00 Students

How to get there: Plane, train, automobile, horse, bicycle, foot ([Map](#))

[Get more information](#)

[Register Now!](#)

[I can't make it](#)

If you have any questions about the event or how to register, feel free to contact Robert Hulin at ima.eastbay.nc@gmail.com or 510-304-1406.

Also, please let us know why you can't make it by clicking on the "I can't make it" link above. This will help up in our planning for future events.

Finally, thank you for your attention and a response, and we look forward to seeing you at the meeting.

Student Plant Tour



Visit to PG&E

For Students Interested in Management Accounting

Institute of Management Accountants (IMA) is sponsoring an Ohlone College student visit to PG&E's office in San Francisco on February 13, 2020.

This is an opportunity to meet with PG&E's Accounting and Finance team.

Find out what it is like to work in a large corporate environment and get practical career advice.

Details

Location: PG&E building at 77 Beale St, San Francisco (1 block from Embarcadero Bart station)

Meet in lobby of PG&E building no later than 10:15 am (bring driver's license or student ID to go through security)

Tour/Presentation: 10:30 am-12:00 PM

Lunch: 12:00 pm-01:00 pm (pizza and salad)

Discounted IMA Student Memberships: Through February 29, 2020, students can join IMA for **only \$25** (regularly \$39) (<http://www.imanet.org/students/student-membership>). Joining IMA gives students access to scholarships and competitions, networking and professional development opportunities, our Student Leadership Conference, CMA® (Certified Management Accountant) certification, and more!

East Bay - Northern California Education

Financial Management Network

February 08, 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.

Take Charge of Your Future

Student membership in IMA gives you a competitive edge as you prepare for life after graduation. As a vibrant association of more than 100,000 professionals, students, and academics around the world, our mission is to support members at every stage of their career journeys.

IMA offers a variety of [programs and resources](#) for students:

Differentiate Yourself

Take the CMA® (Certified Management Accountant) exam while you're still in school.

Be Recognized for Academic Excellence

Participate in academic scholarships and competitions offering significant cash awards.

Gain Valuable Leadership Experience

Join or start an IMA student chapter on your campus.

Launch Your Professional Network

Connect with IMA's 100,000+ members around the globe

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

January 2020

New Members

Mr. Erik Ramirez	Student	01/02/2020
Ms. Imani Groce	Regular	01/07/2020

New Members (Transfers In)

Members - Received CMA / CSCA

Member Anniversaries

Members Celebrating 50 Years in IMA Year 2019-20

Mr. Harlan E Kann	04/01/1970
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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

February 2020 Anniversaries

Mr. C S. McCammon	02/01/1960
Mr. Roger R Weidoff	02/01/1966
Ms. Constance Coughlan, CMA, CPA	02/01/1985
Ms. Laura F. Carson	02/01/1988
Mr. George W. McElroy, CMA	02/08/1995
Mr. Michael J Kelly, CMA, CFM	02/27/2002
Ms. Kripalakshmi Sooryanarayana, CMA	02/28/2012
Mr. Gary Zyla	02/25/2015
Mr. Michael W. Gorski	02/23/2016
Mr. Kevin Sean Clancy	02/05/2019
Ms. Ela Jaszczak	02/28/2019



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

Feb 27, 2020 - Quarterly Meeting

05:15 PM - 07:30 PM

LOCATION: Peppermill Reno, Room Naples 1 , 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.

Examples of topics for Rest 2020 are:

- GAAP Updates & Other Pronouncements 2020,
- Time's Up for Change: Are You Keeping Up With The World Of Employment Law?,
- Audigators! Using Auditing & Investigative Techniques for Synergy,
- Build a Complete Management Reporting System in Excel in 3 Hours,
- And more!

This type of seminar is an excellent opportunity for both business and personal networking that is not normally 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 features 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 January's episodes of “Count Me In” ([Podcast Link](#)) featuring various experts discussing timely topics including:

- Ep. 39: Olya Kovnatska - Mentoring the IMA Way
- Ep. 40: Loreal Jiles - How Real is RPA in Finance and Accounting?
- Ep. 41: Ivo Sokolov - Data Engineering
- Ep. 42: Robert Koechig - Data Analytics & Business Intelligence Solutions
- BONUS | IMA's Young Professional Leadership Experience
- Ep. 43: Hiten Keshave - Who is a Disruptive Leader? | CFO Mindset
- Ep. 44: Sarah Elliott - Accounting, Entrepreneurship, and Leadership
- Ep. 45: Anders Liu-Lindberg - "Insight x Influence = IMPACT"

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/>.

IMA needs you to spread the word: CMA's official ad campaign

This past September IMA officially launched our 4th CMA campaign year and successfully created 4 new CMA commercials! That's at least 4 times as many ways for you to have fun sharing your CMA story, practical CMA advice, and our relevant, humorous, and inspiring new CMA ads. YOU can help someone in need of advancing their career! See the campaign [here](#).

We are asking that you share, like, and post about the CMA. When you share information on your social accounts like LinkedIn, post and answer questions on Reddit and Quora, or like the commercial on YouTube, you lend credibility to the CMA. The success of this campaign and the CMA program depends on extending IMA's reach and voice, and we rely on volunteers like you in making that happen.

Please see below how and where you find us if you don't already follow IMA online

Facebook: @IMAnetORG

Twitter: @IMA_News

Instagram: @IMAGlobal

LinkedIn: Search for IMA Institute of Management Accountants

YouTube: Institute of Management Accountants

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.

February 04, 2020

Work Motivation (Revamp)

Leadership Academy

10:00 AM - 11:30 AM PT

February 26, 2020

Measuring the Real Cost of Manual Accounting

Inside Talk

10:00 AM - 11:00 AM PT

March 03, 2020

Leading in the Digital Age

Leadership Academy

10:00 AM - 11:30 AM PT

April 07, 2020

Talent Management

Leadership Academy

10:00 AM - 11:30 AM PT

May 05, 2020

Using Social Media to Improve Workplace Leadership (Revamp)

Leadership Academy

10:00 AM - 11:30 AM PT

June 02, 2020

Storytelling (New)

Leadership Academy

10:00 AM - 11:30 AM PT

July 07, 2020

Diversity and Inclusion

Leadership Academy

10:00 AM - 11:30 AM PT

August 04, 2020

Listening Skills

Leadership Academy

10:00 AM - 11:30 AM PT

September 01, 2020

(Guest Speaker)

Leadership Academy

10:00 AM - 11:30 AM PT

October 06, 2020

Leadership Networking (New)

Leadership Academy

10:00 AM - 11:30 AM PT

November 03, 2020

Leading Across Generations

Leadership Academy

10:00 AM - 11:30 AM PT

December 01, 2020

Presentation Skills

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 – NYC

Friday, April 24, 2020

9 a.m. – 3 p.m.

5.8 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 sharpening leadership skills at the Women's Accounting Leadership Series.

This event will be held at Baruch College Vertical Campus Conference Center: 55 Lexington Ave. (corner of 24th St.), New York, NY 10010. Room 14-220 (14th floor).

[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 NOW](#)

Free Movie Screening and Discussion of *All the Queen's Horses*

Thursday, April 23, 2020

6 p.m. – 9 p.m.

2.0 CPE

We are excited to offer a free movie screening and discussion with the director 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. Light refreshments will be served.

This event will be held at **EY Times Square** (5 Times Square, 22nd Floor Café, New York, NY 10036).

[REGISTER NOW](#)

Hotel:

[Lexington Hotel](#)

511 Lexington Avenue at E. 48th St.

New York, NY 10017

Phone: (212) 755-4400

IMA has negotiated a special group rate of \$229 per night for a Deluxe King Room, exclusive of applicable state and local taxes (14.75%) plus a \$3.50 city occupancy tax per room. Complimentary in-room internet will be available for all guests booked in the room block. The hotel is currently accepting reservations. [Click here](#) to make reservations online or call (212) 755-4400 and reference Women's Accounting Leadership Series. (Please note, when you book online an autogenerated "Destination Amenity Fee" of \$25 will appear. This will be removed once you check out.)

The group rate is active until Monday, March 23, 2020, and is based on a first-come, first-served basis so make your reservations as soon as possible. Reservations made after March 23, or after the IMA block sells out, may be subject to a higher rate.

For more details on the Women's Accounting Leadership Series, view our full agenda and bios [here](#).

For more details on the Movie Screening and Discussion, view our full agenda [here](#).

For more information on NASBA CPE policies, click [here](#).

Institute of Management Accountants

Have You Looked at IMA's "Technology and Analytics Center" Webpage

Empowering You with Technology & Analytics

The IMA's center for educational resources focuses on key technology and data analytic trends affecting the accounting and finance profession. From webinars to research, IMA is dedicated to providing a relevant and robust portfolio of resources to better serve your technology needs.

Included on this page with examples:

Webinars

[Accountancy in The Digital Age – Relevance Gained and The Call to Action](#)
[Tech Trek - A Journey Through the Latest Trends](#)

Articles

[AI: New Risks and Rewards](#)
[Accounting For Cryptoassets](#)

Online Courses

[IMA Excel 365: Tips in Ten](#)
[IMA Excel: Data Analytics - Combo Package](#)

Research

[How to Embrace Data Analytics to Be Successful](#)
[The Data Analytics Implementation Journey in Business and Finance](#)

Blogs

[We Are All Futurists Now](#)
[Explainable AI: Is It Even Possible?](#)

Podcasts

[Ep. 42: Robert Koechig - Data Analytics & Business Intelligence Solutions](#)
[Ep. 41: Ivo Sokolov - Data Engineering](#)
[Ep. 40: Loreal Jiles - How Real is RPA in Finance and Accounting?](#)

Visit the [PAGE](#) often for updated content

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 - "Power Your Potential", Pittsburg, PA - November 12-14, 2020

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.

February 2020

No Technical Program Scheduled

Typical 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.

February 2020

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.

February 2020

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

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The Association of
Accountants and
Financial Professionals
in Business

EAST BAY-NORTHERN CALIFORNIA CHAPTER