

# THE READ INK

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

## President's Message

### East Bay Chapter Members and Friends,

As we enter month seven of the pandemic, we continue to hope that everyone is safe and well. During this time, don't forget that IMA has lots to offer in the way of online learning. Products such as the "newly-released" series titled "Count Me In" that features digital audio presentations about key topics affecting accounting and finance professionals. This series is available through the IMA website and other podcast platforms. For more information, click on the following link....IMA Resources

Also, in the September edition of IMA's Strategic Finance magazine, Paul Juras (PH.D., CMA, CPA) penned an informative article about ways to "Challenge Yourself". Some of the ways one can do that are as follows:

- **Volunteerism** - often viewed as an opportunity to give back and make a difference in the lives of others, but it also makes a difference in the life of the volunteer. Being a volunteer can be a catalyst for personal and professional growth. You can find great satisfaction by volunteering in a role that challenges you and moves you out of your comfort zone. Volunteer service in IMA provides excellent leadership training and experience in a relatively low-risk setting. IMA also offers a sense of community that comes from working toward shared goals. These types of connections have become so important to many of us in this world of COVID-19. There are numerous opportunities for points of engagement within IMA that can help you grow and develop as well, such as:
  - **Contribute to IMA's publications**, like Strategic Finance, Management Accounting Quarterly, or the IMA Educational Case Journal (IECJ®). You can volunteer as a member of an editorial advisory board or write an article.
  - **Hone and develop your leadership skills by joining the IMA Leadership Academy** or IMA's mentoring program—these can be done virtually.
  - **Help strengthen the profession's knowledge base by joining the IMA Research Foundation.**
  - **Advance the CMA® (Certified Management Accountant) certification by joining the ICMA® (Institute of Certified Management Accountants) Board of Regents** (you must be a CMA).
  - **Advocate for the profession and IMA by working with one of IMA's standing committees or serving within your local chapter or regional council.** We have volunteer positions available in our chapter! Contact me at the email address below for more information.

IMA stands for more than just "Institute of Management Accountants." It also stands for **Inspired** to serve others, **Member**-focused, and **Action**-oriented: wanting and acting on a desire to make a difference to our members and our profession. And so, if you want to do more, volunteer!

Mike Gorski, President  
IMA East Bay – Northern California chapter  
2019-2020  
[mgorski1761@yahoo.com](mailto:mgorski1761@yahoo.com)  
[IMA East Bay - Northern California Chapter  
www.imanet.org](http://www.imanet.org)

CMA® | You've got to earn it.



The Association of  
Accountants and  
Financial Professionals  
in Business

## Inside this issue

East Bay—Northern California ....	1
Latest Information .....	2
BOD 2020-21.....	3
Chapter Calendar .....	4
Chapter Board Meeting.....	4
Educational Opportunities .....	5-7
Community and Student Relations.....	8-9
Membership .....	10
Golden West Council .....	11-12
IMA.....	13-17
IMA Webinars .....	15
IMA Conferences .....	16-17
Chapters and Associate Organizations.....	18
EB-NC Board of Directors.....	19

## 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!

#### Informational Articles to Assist Your Career!

**Bay Works Recruiting** has provided the following article on

#### **The Key Factor: Resilience**



Merriam-Webster Definition:

**RESILIENCE** – An ability to recover from or adjust easily to adversity or change.

During 2020, we have dealt with unprecedented circumstances both personally and professionally. As Accounting and Finance managers/executives, we have had to alter many facets of our work. The adjustments range from working from home, being part of a layoff, losing support staff, virtual blending of work and home, etc.

In Psychology Today, Katherine King Psy.D. shares “Seven Skills of Resilience.” These are valuable principles to assist you and your team with dealing with uncertainty and overwhelm.

#### ***Principle 1: Cultivate a Belief in Your Ability to Cope***

After you’ve acknowledged and validated your feelings, you can move forward and begin to cultivate an awareness of your personal strengths and resources. Remind yourself that you have what you need inside of you to get through this.

#### ***Principle 2: Stay Connected with Sources of Support.....***

Click on this link to continue with the article: [Link](#)

Please feel free to reach out to our team at BayWorks Recruiting for additional market updates and recruiting services. Take care!



**Robert Half**

**Robert Half (Accountemps)** has provided the following article on **"Suited Up for Success".**

Since 2002, Robert Half teams across North America have provided support for tens of thousands of low-income job seekers during our annual Suit Drive. We work with employers, job candidates and business contacts to collect professional business attire. As a staffing firm, we recognize the challenges job seekers face and understand the positive effect professional clothing can have on their self-assurance. Since the program’s inception, we have collected more than 400,000 items of professional clothing — including suits, dresses, shoes and accessories.

“Robert Half is proud of this annual effort,” said Keith Waddell, Robert Half president and CEO, of our 18th year hosting the Suit Drive. “We’re committed to assisting people during every step of the job search process. Our entire workforce understands the value of building confidence and the importance it can have on a job candidate’s success.”

But in 2020, we needed to find a new way for our employees and our customers to collaborate on another successful drive. Through our relationship with Dress for Success, our nonprofit partner for the past 15 years, we learned that women — particularly women of color — are disproportionately affected by COVID-19. Many of them serve as caregivers while also holding the majority of jobs being impacted or eliminated in response to the pandemic. While Dress for Success boutiques are closed, their clients are more in need of support than ever, which is why they recently launched the Moving Forward program.

Click on this link to continue with the article at this [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](mailto: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!

**The following Member Volunteers are on the 2020-21 Board of Directors. All other positions are still open:**

President	Mike Gorski
Vice President of Administration	Open
Director of Competition	Open
Director: Member Relations	Open
Secretary	Open (Temporarily filled by Mike Gorski)
Treasurer	Robert Hulin
Investment Committee Member (3)	William Sawyer
	Pankaj Pandey
Vice President 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
Vice President Communication	Open
Webmaster	Open (Temporarily filled by Robert Hulin)
Director: Newsletter	Open (Temporarily filled by Robert Hulin)
Director: Community Relations	Open
Director: Marketing	Open
Director: Social Media	Open
Vice President Membership	William Sievers
Director: Member Relations	Open
Vice President Young Professionals	Ken Shepard
Director: Student Services	Brian Carlson

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](mailto:eastbaync@imachapter.org), or

Robert Hulin at [ima.eastbay.nc@gmail.com](mailto: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>
<b>2020</b>				
06 Oct	Unleash Your Peak Performance Potential	1.5	10:00 AM	Leadership Academy
07 Oct	Future of Finance: The New Generation Finance Maturity Models in the 4th Industrial Revolution	1.0	08:00 AM	Inside Talk
09 Oct	IMA Women's Leadership Summit- Virtual 2020	6.0	10:00 AM	Virtual
10 Oct	Financial Management Network	4.0	09:00 AM	Kaplan - Virtual Meeting
14 Oct	Unlocking Finance Agility and Efficiency through Digitization and Automation	1.0	10:00 AM	Inside Talk
15 Oct	Virtual IMA's Women's Leadership Summit - Europe	3.0	03:00 PM	European Time
15 Oct	EB-NC IMA Board Meeting	0	05:30 PM	Zoom - Virtual Meeting
19 Oct	Be Strategic Enhance Your Decision Making Skills with the CSCA	1.0	09:00 AM	Strategic Management
23 Oct	AFWA: Halloween Costume Bingo with AFWA proceeds support Shepherd's Gate	0	04:30 PM	On-Line Event
27 Oct	The CMA Exam: Navigating Multiple Choice Questions	1.0	07:00 AM	Inside Talk
28 Oct	3 Budgeting Mistakes to Avoid in 2021	1.0	10:00 AM	Inside Talk
03 Nov	Coaching the 21st Century	1.5	10:00 AM	Leadership Academy
04 Nov	Challenges and Complexities Around Home-Grown IT Systems	1.0	10:00 AM	Inside Talk
09 Nov	Strategic Analysis for Management Accounting Professionals	1.5	10:00 AM	Strategic Management
11 Nov	Building a Better Business Case: Getting Your Executives on Board with Modern Accounting	1.0	10:00 AM	Inside Talk
13 Nov	IMA's Student Conference		09:00 AM	Virtual
19 Nov	Golden West Council Board Meeting	0	06:30 PM	Virtual Meeting
01 Dec	Managing Remote Teams	1.5	10:00 AM	Leadership Academy
<b>2021</b>				
05 Jan	Mentoring the IMA Way	1.5	10:00 AM	Leadership Academy
02 Feb	Essential Leadership Skills	1.5	10:00 AM	Leadership Academy
25 Feb	Golden West Council Board Meeting	0	5:30 PM	Reno, NV / Virtual Meeting
25-27 Feb	REST 2021	22		Reno, NV
03 Mar	Global Leadership	1.5	10:00 AM	Leadership Academy
06 Apr	Listening Skills	1.5	10:00 AM	Leadership Academy
15 May	Golden West Council Leadership Training	4	09:00 AM	Santa Clara, CA
15 May	Golden West Council Board Meeting	0	01:30 PM	Santa Clara, CA
13-16 Jun	IMA's Annual Conference & Expo	30+		Scottsdale, AZ

## 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

October 15, 2020: 5:30 PM to 6:30 PM

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

<https://us02web.zoom.us/j/88531803825?pwd=T2p2ZURNQkRhQjRGWFJLNGEzd2Mvdz09>

Meeting ID: Meeting ID: 885 3180 3825

Passcode: 554095

# 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!

To thank you for being active with the Gleim IMA Chapter Discount Program Gleim is providing IMA chapter members with a special offer from 10/05/20 -10/25/20. Chapter members save up to \$650 when they order the 2020 edition of Gleim CMA Premium Review System! As a Strategic Partner of IMA, Gleim is also providing 30% off of CMA exam entrance fees!

Gleim's current edition covers 2020 CMA exam topics and is equipped with SmartAdapt™ technology which personalizes your review and eliminates the guesswork in studying. When the new 2021 edition is released later on this year the Premium Review System will give our chapter members free updates to any changes.

In both editions, you'll also enjoy:

- Videos covering the toughest topics and providing question walkthroughs
- Enhanced books and online platform for a more accessible, intuitive experience
- The best bank of exam-quality questions and explanations
- Dedicated support from Personal Counselors and Accounting Experts
- +Access Until You Pass® Guarantee

Orders can also be placed online at [Gleim.com/IMACHapter](https://www.gleim.com/IMACHapter). Please note that the \$650 discount will be displayed at check out and not on the initial welcome screen.

Our Gleim Representative can be reached via email at [alexandra.graham@gleim.com](mailto:alexandra.graham@gleim.com) or by phone at 1-800-874-5346 ext 428.

### Wiley Study Materials

IMA® (Institute of Management Accountants) is committed to helping you as the global community contends with the increasing impact of COVID-19. We are pleased to share a special offer from our official partner Wiley, to help you with your CMA® (Certified Management Accountant) studies.

#### **Don't wait – Focus on your future now**

As the business world adjusts to a "new normal," it's more critical than ever to stand out from the pack. Stay focused and productive during these challenging times by starting your CMA® (Certified Management Accountant) journey today.

#### **Wiley CMAexcel offers you:**

- 100% coverage of all CMA Learning Outcome Statements
- More than 5,000 multiple-choice questions that mimic the actual exam
- Free course updates until you pass the exam

Use code **CMA20** at checkout to take advantage of this timely deal. That's a \$1,800 total value for only \$1,440.\*\* Don't wait—your career deserves it.

*"Wiley's CMAexcel Learning System gave me all the tools I needed to succeed. My favorite feature was the online test bank, which totally prepared me for the testing environment on exam day."*

*Erin Donahue, Morris Plains, NJ*

\*\*Savings may vary based on items purchased from both IMA and Wiley. Offer does not apply to exam registration fees.

### Surgent Study Materials

#### **What makes Surgent the best CMA Review course?**

An award-winning, AI-powered, personalized learning software is enabling exam candidates to study for—and pass—the CMA Exam faster and more effectively than ever before. Surgent customized all of the study programs from end to end to fit your unique needs, homing in on your weaker areas of comprehension, and let you know when you're ready to pass.

3 Programs to choose from:

- CMA Review Essentials Pass
- CMA Review Premier Pass
- CMA Review Ultimate Pass

Discounts are available.

Link: <https://www.surgent.com/cma-exam-review/>

# East Bay - Northern California Education

## Financial Management Network

October 10, 2020: 9:00 AM to 1:00 PM

**Due to COVID-19 this will be a Virtual Meeting**

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.

**Here are the October 2020 topics:**

### **COVID-19: Are Your Financial Statements Infected? - Part I**

#### **Field of Study: Accounting**

In the era of a global crisis due to COVID-19, many economists expect 2020 to be the year when we will experience the worst recession since the Great Depression. Many industries, such as oil and gas, retail and manufacturing, hospitality, portions of the transportation sector, tourism, manufacturing, aerospace and many others have reported goodwill impairment in the first two quarters of 2020 and more impairments are likely to spike before the end of the year. The negative economic impact of the virus is certainly considered a triggering event and justifies an impairment test on long-lived assets or asset groups for most industries. Todd Rahn, senior managing director and lead of accounting advisory practice on the west coast and Chris Brown, senior managing director, from FTI Consulting, discuss industries that are at the greatest risk for impairment.

### **COVID-19: Are Your Financial Statements Infected? - Part II**

#### **Field of Study: Accounting**

COVID-19 imposed certain pressures on C-suite executives and has created an environment that is ripe for fraudulent activity. Pressure is one of the three legs in the fraud triangle model that can lead someone to commit fraud, along with perceived opportunity and rationalization. It's easy to talk in general terms about pressure, opportunity and rationalization, but how does each one surface in day-to-day operations, especially during the pandemic? Todd Rahn, senior managing director and lead of accounting advisory practice on the west coast and Chris Brown, senior managing director, from FTI Consulting, continue our segment discussing related pressures, incentives and opportunities to commit financial reporting fraud that should be considered in an entity's risk assessment from a corporate perspective.

### **Social Credit - Choose Your Friends Wisely**

#### **Field of Study: Finance**

Can your friends determine your creditworthiness? Well, they sure can. The social credit system was initiated in China in 2014 and is due to be fully operational nationwide in 2020, yet the idea goes back to 2007. The program has already been piloted and, according to a government document, the social credit system is trying to reinforce the idea that "keeping trust is glorious and breaking trust is disgraceful." Can we associate Social Credit with the power of influence? Maybe so! Our behavior can be viewed as an "entry" that is given a social credit score, which ultimately acts as a reward or punishment system providing us with a high or low score. Yafit Lev-Aretz, assistant professor of law at the Zicklin School of Business, Baruch College, City University of New York, defines social credit and discusses its features and implications in today's world.

### **"You Have Been Elected as a Board Member" - Now What?**

#### **Field of Study: Business Law**

There is something to be said about the State of Delaware, a small state that derives more than 25% of its general fund revenue from the incorporation of businesses. It is a leading domicile for U.S. and international business entities. The majority of Fortune 500 companies have chosen to incorporate in Delaware and a significant percentage of initial public offerings (IPOs) are done by companies incorporated in Delaware. But what makes Delaware so appealing? John Gorman, partner at Luse Gorman, focuses on Delaware law and Courts and expands on board member fiduciary responsibilities.

**Time:** 9:00 am to 1:00 pm

**Virtual from your home:**

You need to receive a login from Kaplan (our video vendor) by email to access the virtual classroom.

**Note:** You will be asked to validate that you are online automatically throughout the sessions to make sure you are NSBA compliant.

**Cost:** \$40.00 (Payment thru PayPal: [www.paypal.me/IMA112](http://www.paypal.me/IMA112))

**Registration:** [Tricia Scalzo](#)

Sponsored By:





# East Bay - Northern California Education

## 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
- Action Required—Navigating Ethical Dilemmas

#### 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
- Action Required—Navigating Ethical Dilemmas

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](#).



***Act as if what you do makes a difference. It Does! - Quote by William James***



# East Bay - Northern California Community Relations / Student Relations

## Student Relations

### East Bay—Northern California Chapter was at CSU-EB “Meet the Firm”

On September 18<sup>th</sup> our chapter participated in a virtual meeting of several hundred students and 50 to 100 companies in a **Meet the Firm** conference at California State University, East Bay from 1:00 PM to 4:00 PM.

Our chapter had our own “booth”.

Our team really did not get a chance to interact with any students (Sad), but they established relationships with the following Academia:

- Dr George Low..... Dean of Business and Economics
- Dr Ching-Lih Jan Faculty Advisor to Beta Alpha Psi – Epsilon Psi Chapter
- Ms. Pei-Hui Hsu, Associate Professor and Faculty Advisor to Beta Alpha Psi

The Team will continue to put IMA’s name in front of the University faculty, renewed our relationships and keep the door open for BAP, School faculty and IMA

## IMA Student Ambassador Program

How can you further help IMA increase its awareness on campuses across the U.S.? Become an IMA Student Ambassador!

IMA's Student Ambassador Program provides a challenging and rewarding leadership opportunity for select accounting and finance majors. As an ambassador, students will help grow awareness of IMA and the CMA<sup>®</sup> (Certified Management Accountant) certification on their campuses. Student will benefit from the program by:

- Receive a CMA Scholarship to take the exam at no cost
- Receiving a free one-year IMA Student membership
- Gaining valuable leadership and entrepreneurial experience to add to their resume
- Opportunity to develop written and verbal communication skills needed to be successful in their career
- High performing Ambassadors get special bonus perks including a LinkedIn recommendation from IMA, a special certificate & digital badge, and a shout out in Strategic Finance Magazine!

We are looking for outgoing, digitally savvy students to join the program. **Have the perfect student(s) in mind? Please have them [apply here](#)** to take advantage of this great opportunity.

## Be Part of the Student Relations Team

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](mailto:eastbaync@imachapter.org).

# 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

### August 2020

#### New Members

Ms. Jeanne Dibella	Regular	09/08/2020
Mr. David Watkin	Regular	09/29/2020

#### New Members (Transfers In)

Mr. Nick Mullen, CMA	Regular	09/17/2020
Mr. Andrew McKibben, CMA	Regular	09/23/2020

#### Members - Received CMA / CSCA

Mr. Nick Mullen, CMA	Regular	09/17/2020
----------------------	---------	------------

### Member Anniversaries

#### Members Celebrating 50 Years in IMA Year 2020-21

#### Members Celebrating 25 Years in IMA Year 2020-21

Mr. Miguel Zuliani, CMA, CFM	09/20/1995
Mr. Tim L. Gregory, CMA	12/12/1995
Ms. Cecilia B. Hewett, CMA, CPA	01/25/1996
Ms. Terri Hill	03/13/1996
Mr. Roland F. Brunner	03/13/1996

#### October 2020 Anniversaries

Mr. John R. Myles	10/01/1973
Mr. Fernand R. Lewis	10/01/1976
Mr. Richard L. Cavagnaro	10/01/1980
Ms. Linda S. Milbrath-Cano, CMA	10/01/1991
Ms. Tracy T. Ling	10/07/1994
Mr. Sungjin Yoon, CMA, CFM	10/25/1996
Ms. Connie Chin, CMA	10/21/2008
Ms. Jannette Nunag Casanas, CMA, CPA	10/18/2010
Ms. Sarah Hussein Azzubairi, CMA	10/21/2010
Mr. Jonathan Short, CMA	10/13/2011
Mr. Fadi M Shahin	10/10/2017



# Golden West Council

## Board Meetings

### 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.

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

Meeting Agenda and Reports to be published on GWC Website when available under Council Library: Folders: Golden West Regional Council / Governance / Minutes and Reports / 2018 - 2020

**Council and Chapter Leaders: Please read Agenda and Reports prior to meeting.**

### November 19, 2020 - Quarterly Board of Directors Meeting

**Due to COVID-19 this will be a Virtual Meeting**

06:30 PM to 08:30 PM

Join Zoom Meeting

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

### February 27, 2021 - Quarterly Board of Directors Meeting

**This tentatively is a in-person meeting after the first day of REST with call-in capabilities.**

05:30 PM to 04:30 PM

Join Zoom Meeting

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

### May 15, 2021 - Leadership Training Seminar

09:00 AM to 01:00 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.

### May 15, 2021 - Annual Board of Directors Meeting

01:30 PM to 03:30 PM

In Person and Zoom Meeting

**LOCATION:** Biltmore Hotel and Suites, Santa Clara California  
2151 Laurelwood Rd, Santa Clara, CA 95054 [Map](#)

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

Zoom

<https://us02web.zoom.us/j/89776672979?pwd=RDlOZVNtZ1paa3NPWldlWkhiaDhZdz09>

Meeting ID: 897 7667 2979

Password: 669841

# Golden West Council

## Reno Educational Seminar and Training

February 25-27, 2021

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 2021. 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 from Rest 2020 were:

- 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](mailto: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 Launches Global Ad Campaign to Highlight How CMAs Make a Difference in Business

**New York and Montvale, N.J., September 13, 2020** – Today, [IMA](#)® (Institute of Management Accountants), the association of accountants and financial professionals in business, launched a new global, integrated advertising campaign in support of the [CMA](#)® (Certified Management Accountant) certification program. The multi-channel campaign was developed in partnership with The Gate | New York, an international advertising agency and marketing services company, for the fifth consecutive year. The campaign utilizes TV, digital, social media, and search engine marketing, including three TV spots.

The ads emphasize how accounting and finance professionals who earn the CMA can make a difference for their companies, their clients, their profession, and their own careers. Different scenarios are depicted to show the valuable contributions CMAs make because of their skills and knowledge. They can see things others don't and act on them. The campaign commercials will be running on spot broadcast TV, connected TV, and digital media, and are accessible here:

[First Day](#)  
[Baby Pictures](#)  
[Anniversary](#)

"Instead of just telling viewers what a CMA does, we showed the impact a CMA can have," said David Bernstein, Chief Creative Officer of The Gate. "This year's work takes a more emotional approach, focusing on stories about CMAs who made a meaningful difference. Whether it's by doing the data analysis to convince a factory to rehire the workers they laid off or the cost analysis to keep a hospital open."

"This is our fifth year of new creative for the CMA. As the business and brand have grown, we have evolved our communications to reflect that change. This year, in today's challenging business and social environ-

*(Continued on page 14)*

## Free Educational Resources For Members

### COSO Enterprise Risk Management: Essential to Organizational Success

Learn how Integrating [enterprise risk management \(ERM\)](#) better positions organizations to execute on their missions and achieve strategic goals. Based on the COSO Enterprise Risk Management Executive Summary and IMA's May 2020 webinar, this new e-learning course provides an insightful overview on applying the COSO ERM Framework's 5 components and 20 supporting principles to drive organizational success. This course supports enhancing the Strategy, Planning & Performance and Reporting & Control domains of the IMA Management Accounting Competency Framework.

### Cybersecurity Alert!

Management accountants asked for more information on this critical issue and we have listened. Explore the [fundamentals of cybersecurity](#) in just 30 minutes and earn 0.5 NASBA CPE credits! Learn the importance of cybersecurity, key terms associated with cyber-attackers, types of attacks, forms of malware, and common defensive measures used. Gain critical insight into the threats and opportunities needed to protect the integrity and security of your business and valued customers. Members can access this course for free.

### Emotional Intelligence

[Emotional intelligence](#) is an often-discussed topic, but do you really know what it means? Explore the four domains and 12 competencies of Emotional Intelligence in this new course. Learn how to strengthen each competency and how emotional intelligence impacts leadership capabilities. As technology continues to evolve and new skills are needed, "soft skills" and emotional intelligence remain invaluable for becoming an organizational leader. Assess your own abilities and learn specific actions to strengthen your emotional intelligence. Earn 1 NASBA CPE credit with this free member benefit!

## IMA Hardship Policy

If you or any of your members are experiencing financial difficulties due to the COVID-19 pandemic, please send an email to the IMA Member Services team for assistance at [ima@imanet.org](mailto:ima@imanet.org). Please see the attached policy for additional information.

# Institute of Management Accountants

## IMA Launches Global Ad Campaign to Highlight How CMAs Make a Difference in Business

*(Continued from page 13)*

ment, we wanted to attract prospects with a more emotional approach”, added Beau Fraser, President of The Gate.

These spots were produced during the COVID-19 pandemic, with a remote production from Poland. The Gate oversaw entire production in the U.S., while the two directors, Tom and Charlie Guard, worked from England and on site in Poland.

Management accountants benefit from a CMA certification through their gained ability to think strategically and the confidence to make smart decisions that impact businesses. As a gateway for finance professionals to move into more strategic roles, the CMA demands a mastery of the 12 most crucial practice areas in management accounting, including planning and analysis, performance management, and risk management. With a mastery of these practice areas, they are able to make a difference.

“In spite of the pandemic, interest in certifications around the world have increased as a differentiator from both a career and organizational perspective. It is for that reason that it is important to get these messages out now to accounting and finance professionals,” said Jeff Thomson, CMA, CSCA, CAE, IMA president and CEO.

The campaign will encompass IMA’s paid, earned, social, and owned media with the digital and TV ads, a concurrent public relations campaign of “making a difference,” and promotions on IMA’s website and social channels.

## 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 **September** episodes of “Count Me In” ([Podcast Link](#)) featuring various experts discussing timely topics including:

- BONUS | Sangeeta Shankaran Sumesh - Women in Finance
- Ep. 86: Mitchell Powell - Financial Performance Management
- Ep. 87: Jason Pierce - Where'd the money go? Auditing, Forensic Accounting, and Business Valuation
- Ep. 88: Karin Baggstrom - How Has COVID-19 Accelerated Business?
- Ep. 89: Mai Luu - Alternatives to Venture Capital for Small Businesses

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/>.





# 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.*

[October 06, 2020](#)

**Unleash Your Peak Performance**

Leadership Academy

10:00 AM - 11:30 AM PT

[October 7, 2020](#)

**Future of Finance: The New Generation Finance Maturity Models in the 4th Industrial Revolution**

Inside Talk

08:00 AM - 09:00 AM PT

[October 14, 2020](#)

**Unlocking Finance Agility and Efficiency through Digitization and Automation**

Inside Talk

10:00 AM - 11:00 AM PT

[October 19, 2020](#)

**Be Strategic Enhance Your Decision Making Skills with the CSCA**

Strategic Management

09:00 AM - 10:00 AM PT

[October 27, 2020](#)

**The CMA Exam: Navigating Multiple Choice Questions**

Inside Talk

07:00 AM - 08:00 AM PT

[October 28, 2020](#)

**3 Budgeting Mistakes to Avoid in 2021**

Inside Talk

10:00 AM - 11:00 AM PT

[November 03, 2020](#)

**Coaching for the 21st Century**

Leadership Academy

10:00 AM - 11:30 AM PT

[November 04, 2020](#)

**Challenges and Complexities Around Home-Grown IT Systems**

Inside Talk

10:00 AM - 11:00 AM PT

[November 09, 2020](#)

**Strategic Analysis for Management Accounting Professionals**

Strategic Management

10:00 AM - 11:30 AM PT

[November 11, 2020](#)

**Building a Better Business Case: Getting Your Executives on Board with Modern Accounting**

Inside Talk

10:00 AM - 11:00 AM PT

[December 01, 2020](#)

**Managing Remote Teams**

Leadership Academy

10:00 AM - 11:30 AM PT

[January 05, 2020](#)

**Mentoring the IMA Way**

Leadership Academy

10:00 AM - 11:30 AM PT

[February 02, 2020](#)

**Essential Leadership Skills**

Leadership Academy

10:00 AM - 11:30 AM PT

[March 02, 2020](#)

**Global Leadership**

Leadership Academy

10:00 AM - 11:30 AM PT

[April 06, 2020](#)

**Listening Skills**

Leadership Academy

10:00 AM - 11:30 AM PT

Click here to register for the webinars:

[IMA Webinars](#)

# 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 are examples of the topics:

### Webinars

[Accountancy in The Digital Age – Relevance Gained and The Call to Action](#)  
[The Rising Importance of Technology Integration](#)  
[Transforming the Finance Function with RPA](#)

### Articles

[A Data-Driven Approach to the Pandemic](#)  
[Data Governance in Digital Transformation](#)  
[The Real Costs of Manual Accounting](#)

### Online Courses

[Beyond the Basics: Data Analytics and Visualization for Accounting Professionals](#)  
[IMA Data Analytics & Visualization Fundamentals Certificate™](#)  
[IMA's RPA Series](#)

### Research

[From Mirage to Reality: Bringing Finance into Focus in a Digital World](#)  
[Transforming the Finance Function with RPA](#)  
[Impact of Big Data on Finance: Now and in the Future](#)

### Blogs

[Upskill The Workforce You Have Instead of Waiting for The One You Want](#)  
[We Are All Futurists Now](#)

### Podcasts

[Ep. 86: Mitchell Powell - Financial Performance Management](#)  
[Ep. 84: Jason Krantz - Data and Analytics | Driving Business Strategy"](#)  
[Ep. 82: Ben Jackson - Do Your Company's Internal Controls Mitigate the Risk of AI?"](#)

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

## Conferences

### Annual Conference Exposition (ACE2021), Scottsdale, AZ - June 13-16, 2021

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 (Now Virtual) - "Power Your Potential", Pittsburg, PA - November 13, 2020

The IMA Student Leadership Conference is going virtual! Join us on Friday, November 13 as IMA hosts a can't-miss one-day virtual event, designed exclusively for students and academics. This Conference is packed with inspiring speakers, including a kickoff keynote speech by a Fortune 500 CEO, a session on career success in the digital age, a Virtual Career Expo, and more! Visit [www.imasc.org](http://www.imasc.org) for more information. Registration opens September 8.

[Click here to Register](#)

# Institute of Management Accountants

## Women's Accounting Leadership Series

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.

### Philadelphia, PA

**Friday, October 9, 2020**

9 a.m. – 5 p.m. followed by a networking reception

Temple University - Fox School of Business

1801 Liacouras Walk, Philadelphia, PA 19122

[LEARN MORE](#)

## Virtual IMA's Women's Leadership Summit - Europe

**Thursday, October 15, 2020**

3 CPE credits

Cost: Free for all attendees

[LEARN MORE](#)

## COSO Certificate Programs

### The Expertise You Need

Drive business performance through risk management and internal control. Offered as either live workshops or self-study online courses, these resources show you how to implement effective ERM and internal control systems using the COSO frameworks.

#### COSO Enterprise Risk Management

**NEW!**

Learn how to manage risk more effectively and strengthen strategic achievements through integration of the 2017 updated COSO ERM Framework concepts and principles.

#### COSO Internal Control—Integrated Framework

Develop your expertise in designing, implementing, and conducting an effective internal control system to help your organization gain operational efficiencies, deter fraud, make better business decisions, and positively influence better risk management practices.

## COSO Enterprise Risk Management Online Self-Study



This course offers the same topics presented in the ERM workshops, in a convenient online course. Learn the concepts and principles of the newly updated ERM Framework and how to integrate these essential concepts into your organization's strategy-setting process to drive business performance. Earn 13.5 NASBA CPE credits, a COSO Certificate, and a digital badge.

[Link to Register](#)

## COSO Internal Control – Integrated Framework Online Self-Study



For those who prefer a self-study option, this COSO Internal Control—Integrated Framework product offers the same topics presented in the COSO workshops, in a convenient online course. Successful course and exam completion earns 16.5 NASBA CPE credits and the COSO Certificate of Educational Achievement.

[Link to Register](#)

# Associate Organizations

## 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.

### October 2020

No Technical Program Scheduled

## 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.

### October 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.

### October 2020

Halloween Costume Bingo with AFWA proceeds support Shepherd's Gate  
Fri, October 23, 2020  
4:30 PM – 6:00 PM PDT

AFWA loves to have fun together especially when supporting a good cause!  
Costume Contest Prize awarded for best Costume!  
We will call out bingo numbers and send out printable bingo cards in advance.  
Looking forward to our first EVER AFWA Halloween Costume Bingo Night!

This meeting is free to attend, but we will be accepting donations that we will give to Shepherd's Gate.org. Shepherd's Gate supports women and women and children escaping abuse. To learn more visit [www.shepherdsgate.org](http://www.shepherdsgate.org)

[Register](#)

## IIA

Internal auditing is an independent, objective assurance and consulting activity designed to add value and improve an organization's operations. It helps an organization accomplish its objectives by bringing a systematic, disciplined approach to evaluate and improve the effectiveness of risk management, control, and governance processes. .

Website: <https://chapters.theiia.org/northern-california-east-bay/Pages/default.aspx>

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	<a href="#">Open</a>
Director: Competition	<a href="#">Open</a>
Secretary	<a href="#">Open</a>
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	<a href="#">Open</a>
Director: Excel Program	<a href="#">Open</a>
Director: Technical Meetings	<a href="#">Open</a>
VP of Communications	<a href="#">Open</a>
Director: Community Services	Chung Bothwell
Director: Marketing	<a href="#">Open</a>
Director: Social Media	<a href="#">Open</a>
Director: Newsletter	Robert Hulin (Acting)
Webmaster	Robert Hulin
VP of Membership	William Sievers
Director of Member Relations	<a href="#">Open</a>
VP of Young Professionals	Ken Shepard
Director of Student Services	Brian Carlson
Board Advisors	Sherry Morse

Please contact Board Members via [eastbaync@imachapter.org](mailto:eastbaync@imachapter.org).



The Association of  
Accountants and  
Financial Professionals  
in Business

EAST BAY-NORTHERN CALIFORNIA CHAPTER