

# THE READ INK

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

## President's Message

### East Bay Chapter Members and Friends,

Happy Holidays!

Many thanks to all the members and the contributions they make to the organization. Whether it be an insightful blog they penned, a tweet they posted, a webinar they presented, or volunteering to help lead a chapter. The breadth and depth of expert knowledge sharing is unparalleled. One of the ways we as an organization can say "Thanks!" is to offer scholarships to our members for various educational events. One such event is the Reno Education Seminar and Training (REST).

REST is a two-and-a-half-day program which allows participants to select topics that directly influence their day-to-day professional lives. All while earning up to 22 hours of Continuing Professional Education (CPE) credits.

REST 2019 will be held February 21 – 23 in Reno, Nevada at the Atlantis Casino Resort Spa. And, our very own Golden West Council is awarding two \$ 450 scholarships to attend this event. The scholarship application form is on both the Golden West Council (GWC) and REST (REST) websites. Hurry though....the application deadline is fast approaching! Read more about the event in this month's newsletter.

Here's to a safe, happy holiday season and prosperous new year!

Mike Gorski  
President 2018-19  
East Bay - Northern California Chapter  
[eastbaync@imachapter.org](mailto:eastbaync@imachapter.org)



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

## 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.

## Director of Social Media

The East Bay Northern California needs your help!

We have a **Director of Social Media** that is open, the Chapter seriously needs to find a volunteer to fill this position **ASAP**.

This volunteer position will assist current board members in the use of social media. The board wishes to become fluent in the use of Twitter, Facebook, Pinterest, blogging, Instagram, Infographics and other social media.

We meet once a month and cover various subjects, one of them will be Social Media. That may take no more than probably 15 minutes of the 1-1/2 hour meeting.

In this position, you will be able to increase your strategic networking to meet CFO's, Director's, Managers and other finance and accounting people in their environment. These finance folks come from a variety of industries including recruiting, CPA firms, retail, manufacturing, government and Silicon Valley.

We are NOT looking for an accounting or finance expert..... just someone who is leaning towards accounting and finance direction for a career! Someone that does tweets, texting and Facebook in their daily routine and can teach others.

Please contact Mike Gorski, President at [eastbaync@imachapter.org](mailto:eastbaync@imachapter.org) if you are interested.

## Latest Information

### **Don't miss IMA's 100th Anniversary celebration at ACE2019**

Join us **June 15-19, 2019**, in beautiful San Diego for expert training, networking, an epic celebration, and spectacular keynote speakers headlined by the one and only...

### **JAY LENO!**

Registration opens February 13 with our Early Bird rate of \$1,300 for IMA members – a savings of \$350!

We look forward to seeing you in June!

### **Need CPE**

Review the Technical Events from our Chapter as well as our associate Chapters and Organizations. Information is detailed in Associate Organization Section of this newsletter.

### **Informational Articles to Assist Your Career!**

Robert Half (Accountemps) has provided the following articles on **"Artificial Intelligence Jobs Could Open Doors to New Creative Careers"**. [Link](#)

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

# East Bay - Northern California

## Chapter Calendar

<u>Date</u>	<u>Event</u>	<u>CPE</u>	<u>Time</u>	<u>Location</u>
<b>2019</b>				
08 Jan	Embracing Change	1.5	10:00 AM	Leadership Academy
12 Jan	Financial Management Network	4.0	9:00 AM	Pleasanton, CA
17 Jan	EB-NC IMA Board Meeting	0	5:30 PM	GoToMeeting
28 Jan	How to Accelerate Results with Effective Performance Measurement	1	10:00 AM	Strategic Management
21 Feb	GWC Quarterly Meeting	0	5:15 PM	Reno, NV
21-23 Feb	REST 2019	22.0		Reno, NV
15-19 Jun	IMA's Annual Conference & Expo	30+		San Diego, CA
14-16 Nov	IMA's Student Conference			Charlotte, NC



## 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

January 17, 2019: 5:30 PM to 6:30 PM

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

<https://global.gotomeeting.com/join/663974877>

You can also dial in using your phone.

United States: +1 (571) 317-3122

Access Code: 663-974-877

First GoToMeeting? Try a test session: <http://link.gotomeeting.com/email-welcome>

Please notify Mike Gorski at [eastbaync@imachapter.org](mailto:eastbaync@imachapter.org) if you plan on attending.

# East Bay - Northern California Education

## Financial Management Network

January 12, 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.

Location: ConXtech, Inc. Headquarters  
6701 Koll Center Pkwy, Suite 150  
Pleasanton, CA 94566 Time: 9:00 am to 1:00 pm

Cost: \$40.00 members / Non-members  
Full breakfast and lunch included in cost  
Registration: [Tricia Scalzo](#)

Sponsored By:



# East Bay - Northern California Education

## Certification

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

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

The updated exam will continue to be two parts, with each part containing 100 multiple-choice questions and two essays. ICMA found an increased need to include the impact of technology on the profession on the exam, and as a result, 15 percent of Part 1 will feature a "Technology and Analytics" section. Part 1 will now be titled "Financial Planning, Performance, and Analytics" and include content focusing on external financial reporting decisions, planning, budgeting and forecasting, performance and cost management, and internal controls. [\(More Information\)](#)

## CMA Instructor-Led Program



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](#)

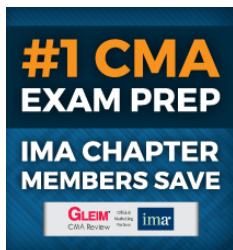


### How does OBTAINING A CMA CREDENTIAL benefit you ?

- 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](#).

## Gleim Study Materials



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

Gleim CMA Review has the largest exam-emulating test bank of multiple-choice and essay questions, our popular CMA exam instructional videos, and a no-hassle Access Until You Pass® guarantee. Pass the CMA exam with Gleim CMA, the #1 CMA Prep Course on the market which has trained more CMAs than any other course available.

Place your order directly online by going to this link [https://www.gleim.com/store/discount/index.php?ref=IMAEBNC&pk\\_kwd=IMAEBNC](https://www.gleim.com/store/discount/index.php?ref=IMAEBNC&pk_kwd=IMAEBNC) or contact Alexandra Graham at 800.874.5346 Ext. 428 or by email at [imachapters@gleim.com](mailto:imachapters@gleim.com) to learn about the significant discounts you are eligible for as an IMA Chapter member.

# East Bay - Northern California Education

## Microsoft EXCEL 2010 Microsoft Excel Presentations



The Chapter is continuing its outreach program to our members by offering a one hour in-house Excel training session free. This is a benefit for the East Bay - Northern California Chapter membership. The Chapter member may include company associates, outside associates, and other guests.

Session Criteria:

- Session can be booked by any active EB- NC Chapter member.
  - Only one session per member may be booked.
  - No charge to the member, your company, or additional associates/guests.
  - Request minimum of 5 attendees with no practical max.
  - A room at the Member's location will be required with either AV system or ability to project slides on wall.
  - Attendees may bring laptop and do Excel steps live or just follow along with presentation printouts.
  - Are you a member of a non-profit or civic organization and think they might benefit from a session? Please contact me to book session.
- Does your organization need Excel Power Pivot. No. This session may help decide if invest in Power Pivot is reasonable. This is the only free Excel session available to active EB-NC Chapter members; so please take advantage of it. Fair Warning: The last five minutes of the session will be a discussion on reasons to join IMA and get the Certified Management Accountant credential from the IMA. We will have brochures on both the IMA and the CMA certification.

Interested: Contact John Hallett at [eastbaync@imachapter.org](mailto:eastbaync@imachapter.org). This is an member benefit to you as an active EB-NC Chapter member

**Consider Taking the Microsoft Excel Expert 77-728 Test!**

I just took the Excel Expert 77-728 Exam. I flunked 1st time and got the minimum score of 700 on the makeup exam. Needless to say: It is a tough exam.

My Study Material included:

G-Metrix Test Program: [G-Metrix Link](#).

The official Microsoft MOS 2016 Study Guide 77-728 Paul McFedries [Amazon Link](#)

An essential support tool for the MOS book is a series of YouTube videos by Carshalton Advisory .

The Carshalton YouTube site details each practice task objective question in the entire book. [Carshalton Link](#)

Please feel free to contact me to further discuss the exam. John Hallett at [eastbaync@imachapter.org](mailto:eastbaync@imachapter.org).

## Ethics Presentation



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)
- Misplaced Trust / Devastating Fraud
- The Slippery Slope of Greed

### Individual Ethics Courses:

- Blinded by Pressure
- Misplaced Trust / Devastating Fraud
- The Slippery Slope of Greed
- Web of Deception
- Whistleblowers Wanted
- A Pathway to Excellence
- When Silence Is Not Golden
- A Prescription for Prevention
- Earnings Management and a Case of Ethics
- Embracing Ethics
- Corporate Ethics: From Policy to Practice
- 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 John [Hallett](#) or [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](mailto:eastbaync@imachapter.org).

## 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.

## 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

# East Bay - Northern California Membership

## MYIMA Profile

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

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

## Member Recognition

### New Members December 2018

Ms. Ms. Karen Shattuck	Regular	12/09/2018
Ms. Kelly Marie Denton	Regular	12/28/2018

### New Members (Transfers In) December 2018

Mr. Edward S. Remer, CMA	Regular	12/01/2018
Mr. Adam Khouri	Regular	12/09/2018
Ms. Uma Iswarya Shalini Irulappan Natarajan	Regular	12/13/2018

### Members - Received CMA / CSCA

### Member Anniversaries

#### Members Celebrating 50 Years in IMA Year 2018-19

#### Members Celebrating 25 Years in IMA Year 2018-19

Mr. Jon Parkinson, CMA	08/18/1993
Ms. Mary-Ann E. Wolfenden, CMA	09/07/1993
Mr. Donald C. Phelps	01/20/1994

#### January 2019 Anniversaries

Mr. Vito Thos Griseto, CPA	01/01/1960
Mr. George A. Thomas, CPA	01/01/1963
Mr. Kenneth S. Martin	01/01/1963
Mr. Chris C Hickok, CMA	01/01/1984
Mr. Bruce V. Marshall, CMA	01/01/1992
Ms. Romer A. Stevenson, CPA	01/01/1992
Mr. Donald C. Phelps	01/20/1994
Ms. Cecilia B. Hewett, CMA, CPA	01/25/1996
Ms. Sima Mostafaei, CMA	01/05/2013
Ms. Anusha Venkatraman Iyer	01/09/2015
Ms. Marlene Olson	01/18/2017
Mr. Jonathan Fisher	01/01/2018
Ms. Amy Pacheco	01/12/2018



# Golden West Council

## About the GWC

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

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

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

## Board Meetings

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

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

### February 21, 2018 - Quarterly Meeting

LOCATION: **Atlantis Casino Resort Spa , 3800 South Virginia St. Reno, NV 89502**

TIME: 5:15 PM - 7:15 PM

COSTS: \$00.00

Please contact [goldenwest@imacouncil.org](mailto:goldenwest@imacouncil.org) for more information and to RSVP.

### May 18, 2019 - Leadership Training and Annual Meeting

LOCATION: **Pleasant Hill, CA**

## Reno Educational Seminar and Training

### February 21-23, 2019

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 2019. This two and a half day program celebrates its 23rd year of offering high quality, leading edge programs geared to accounting and finance professionals.

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



Location: Atlantis Casino Resort Spa,  
3800 South 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: Patt Mayer  
Golden West Council VP Education  
[pattmayer@earthlink.net](mailto:pattmayer@earthlink.net)

# Institute of Management Accountants

## 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.

## 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.*

January 08, 2019

**Embracing Change**  
10:00 AM -11:30 AM PT

Leadership Academy

January 28, 2019

**How to Accelerate Results with Effective Performance Measurement**  
10:00 AM -11:00 AM PT

Strategic Leadership

February 05, 2019

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

Leadership Academy

Click here to register for the webinars:

[IMA Webinars](#)

## Conferences

**Annual Conference Exposition (ACE18), San Diego, CA - June 15-19, 2019**

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

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

[Click here to Register](#)

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

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

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

[Click here to Register](#)

# Associate Organizations

## Excel In Accounting

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

January 2019

No Technical Program Scheduled until February 2019

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

**Location:**

Robert Half

1999 Harrison Street #1000, Oakland, 94612

[map](#)

## 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.

January 2019

No Technical Program Scheduled

## Diablo Valley Chapter of the IMA

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

January 2019

No Technical Program Scheduled

East Bay-Northern California  
Chapter of the IMA

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

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

## East Bay - Northern California 2018-19 Board of Directors

President	Michael Gorski
VP of Administration	<a href="#">Open</a>
Secretary	John Hallett
Treasurer	Robert Hulin
VP of Education	<a href="#">Open</a>
Director Excel Training	John Hallett
Director of CMA Program	William Sievers
Director of FMN Program	Tricia Scalzo
VP of Communications	<a href="#">Open</a>
Director of Community Services	Chung Bothwell
Director of Marketing	<a href="#">Open</a>
Director of CMA Program	William Sievers
Director of Social Media	<a href="#">Open</a>
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	Jimmy Zhang
Board Advisors	Sherry Morse

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



The Association of  
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EAST BAY-NORTHERN CALIFORNIA CHAPTER