

THE READ INK

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

President's Message

East Bay Chapter Members and Friends,

Changes to the CMA exam are coming!

The Institute of Certified Management Accountants (ICMA®), the certification division of IMA®, announced last month 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.

The revisions to Part 2 of the exam will include greater emphasis on ethics and strategic decision-making. Part 2 will now be titled "Strategic Financial Management" and include content on financial statement analysis, corporate finance, risk management, and investment decisions.

The current version of the English language exam will be offered through October 31, 2019. The current version of the Chinese language exam will be offered through November 2019.

For more information about the CMA exam changes, please visit IMA's website at

www.imanet.org/2020exam

Mike Gorski
President 2018-19
East Bay - Northern California Chapter
eastbaync@imachapter.org

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!

RENO EDUCATION AND SEMINAR 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.

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

Latest Information (cont.)

Registration open for COSO Live Workshops at IMA headquarters

A Week-Long COSO Live Event at IMA Headquarters

Get the tools you need to better manage your organization's risk and develop a more effective internal control system. Two essential COSO Live Certificate Workshops are coming to IMA's® (Institute of Management Accountants) global headquarters in Montvale, N.J. in April. These courses provide vital tools to drive business objective achievements throughout your organization.

COSO Internal Control—Integrated Framework Live Workshops

COSO Enterprise Risk Management Live Workshops

Registration and more information at <https://www.imanet.org/events/coso-certificate-programs>

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 "Skipping Work After the Big Game". [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.

Call to Serve on Chapter Board of Directors

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

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

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

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

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

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

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

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

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

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

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

As the Chapter's Board of Director's Elections and Appointments document is due to IMA Global on March 29, 2019; please submit your information (*Include a short paragraph detailing why you would like to be on the Board*) no later than **March 18, 2019**.

East Bay - Northern California

Investment Committee

As a result of discussions over the past years / months, The East Bay – Northern California Board of Directors has approved the establishment of an **Investment Committee** to develop, recommend, and support the Chapter's future strategies with regards to the Chapters fiduciary instruments (Banking and Investments).

The Chapter is seeking Chapter Members to volunteer for this function.

- The Committee should be comprised of Board and Non-Board Members.
- The Committee should be comprised of 3 or 5 members.

The Investment Committee will be responsible for establishing the investment policy for the Chapter's Portfolio and to implement approved policies and guidelines. It is expected that the objectives and policies as developed by the Investment Committee will be used as the criteria for selecting and evaluating the appropriate investment vehicles for the management of the Portfolio's assets. Specifically, the responsibilities of the Investment Committee include:

- Determining a long-term strategic investment plan (at least a 5-year horizon) for the Portfolio.
 - This includes evaluating and determining its risk tolerance and establishing, reviewing and maintaining a long-term asset allocation policy consistent with its long-term investment objectives and its financial needs and circumstances;
- Determining, if required, an appropriate investment manager structure and the selection or termination of investment managers;
 - To monitor and evaluate the performance of each investment manager and of the Portfolio;
 - The selection or termination of a consultant and custodian for the Portfolio's assets;
- To manage and oversee the Portfolio's cash flows.

If any Chapter Member is interested in volunteering for the Chapter's Investment Committee, please email the East Bay – Northern California Chapter's Treasurer at ima.eastbay.nc@gmail.com by **February 15, 2019**. Please include a short paragraph detailing why you would like to be on the Committee and any experience you may have with portfolio management.

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 if you are interested.



East Bay
Northern California

East Bay - Northern California

Chapter Calendar

<u>Date</u>	<u>Event</u>	<u>CPE</u>	<u>Time</u>	<u>Location</u>
2019				
05 Feb	Mentoring - The IMA Way	1.5	10:00 AM	Leadership Academy
09 Feb	Financial Management Network	4.0	9:00 AM	Pleasanton, CA
13 Feb	The Time is Now - Why Accounts Payable Needs an Automation	1.0	10:00 AM	Inside Talk
15 Feb	Investment Committee Formation Request—Close Date	0		
20 Feb	How High-Growth Companies Leverage Leading Practices to Reach Their Maximum Potential	1.0	10:00 AM	Inside Talk
21 Feb	EB-NC IMA Board Meeting	0	5:30 PM	GoToMeeting
21-23 Feb	REST 2019	22.0		Reno, NV
27 Feb	Top 10 ERP Selection and Implementation Lessons Learned	1	10:00 AM	Inside Talk
05 Mar	Leading Change	1.5	10:00 AM	Leadership Academy
07 Mar	Women's Accounting Leadership Series	6.0	3:00 PM	Amsterdam, Netherlands
18 Mar	2019-20 Board of Directors Request—Close Date	0		
22-24 Apr	COSO Internal Control—Integrated Framework Live Workshops	30		Montvale, N.J
25-26 Apr	COSO Enterprise Risk Management Live Workshops	20		Montvale, N.J
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

[February 21, 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 if you plan on attending.

East Bay - Northern California Education

Financial Management Network

February 09, 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:



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

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

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

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

These are the topics deleted from test

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

[\(More Information\)](#)

East Bay - Northern California Education

Certification (cont.)



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](#)

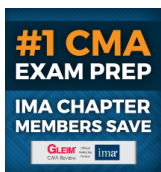


How does OBTAINING A CMA CREDENTIAL benefit you ?

- 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 or contact Alexandra Graham at 800.874.5346 Ext. 428 or by email at imachapters@gleim.com to learn about the significant discounts you are eligible for as an IMA Chapter member.

Wiley Study Materials

Wiley CMAexcel has teamed up with IMA® (Institute of Management Accountants) to offer you great savings to kick off the New Year! For a limited time, save 25% on any [Wiley CMAexcel product](#), including the popular [Wiley CMAexcel Platinum CMA Course](#), and also receive 25% off your CMA® (Certified Management Accountant) entrance fee and IMA membership* — a potential savings of up to \$500!

Don't wait to save – this offer expires on February 15.

*25% off applies to IMA membership and CMA entrance only. Offer not valid for IMA membership renewals or CMA exam registrations. A discount code for 25% off your CMA entrance fee and IMA membership will be sent after your purchase of Wiley CMAexcel products.

East Bay - Northern California Education

Microsoft EXCEL 2010 Microsoft Excel Presentations



The Chapter is continuing it's 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. 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.

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.

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 January 2019

Ms. Peng Wang	Student	01/04/2019
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New Members (Transfers In) January 2019

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

February 2019 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. Alvin Moser	02/01/1989
Ms. George W. McElroy, CMA	02/08/1995
Mr. Michael J Kelly, CMA, CFM	02/27/2002
Ms. Kripalakshmi Sooryanarayana, CMA	02/28/2012
Mr. Kevin Anthony Lopes	02/12/2015
Mr. Gary Zyla	02/25/2015
Mr. Michael W. Gorski	02/23/2016
Mr. Phillips Yee P. Yee	02/06/2018

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 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

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.*

February 05, 2019

Mentoring the IMA Way

10:00 AM -11:30 AM PT

Leadership Academy

February 13, 2019

The Time is Now - Why Accounts Payable Needs an Automation

10:00 AM -11:30 AM PT

Inside Talk

February 20, 2019

How High-Growth Companies Leverage Leading Practices to Reach Their Maximum Potential

10:00 AM -11:30 AM PT

Inside Talk

February 27, 2019

Top 10 ERP Selection and Implementation Lessons Learned

10:00 AM -11:30 AM PT

Inside Talk

March 05, 2019

Leading Change

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.

February 2019

No Technical Program Scheduled

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.

February 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.

February 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.

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