



The President's Corner



With March comes some warmer weather and the first glimpse of spring. Apparently, it also comes with Coronavirus, and I must tell you that it is putting a damper on my attitude lately (mostly because I have a spring break trip planned with my family). But as I stop to think about it a bit more, it makes me appreciate all the opportunities we have in our current society to continue with less disruption than one would expect. I am so thankful that if push comes to shove, I can work from home and that my company will ensure that I still get paid.

So now would be a good time to remind you of the virtual opportunities that the IMA has to offer. In addition to your monthly copy of the Strategic Finance magazine, the IMA has webinars generally every week that you can attend for FREE with your membership. These are typically over a lunch hour, so I often eat my lunch while learning new things at my desk.

The IMA has mandated that we cancel any live events that are scheduled now through the end of April, which means we will not be seeing you in person until then. In the meantime, I encourage you to take advantage of some of these virtual events. Hopefully Coronavirus will settle down and I will get to take my trip, and we will see you all in May for M2AC!

Stay healthy!
Becky Burns

Upcoming Events

March 2020 Meeting Canceled

Midwest Manufacturing Accounting Conference 2020

May 14th & 15th

8: 00 am to 5:00 pm & 8:00 am to 12:00 pm

CMA Question of the Month

All of the following are correct statements regarding the use of cloud computing for big data projects except:

- Businesses are hesitant to invest in an extensive server and storage infrastructure that might only be used occasionally to complete big data tasks.
- Businesses only pay for the storage and computing time actually used.
- An advantage of using cloud computing includes fast access to software .
- Analysts are not required to have a detailed understanding of the available data and possess some sense of what answer(s) they're looking for.

A Message from our Gleim Representative

Gleim recognizes the value of IMA Chapters and so we are providing IMA chapter members with a special offer now through March 22nd. Save up to \$650 when you order the 2020 edition of Gleim CMA Premium Review! As a Strategic Partner of IMA, we are also providing 30% off of CMA exam entrance fees!

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CMA Question of the Month Answer

Answer D is correct. Analysts must have a detailed understanding of the available data and possess some sense of the answers they are looking for. The value of data is only as valuable as the business outcomes it makes possible. It is how businesses make use of the data that allows full recognition of its true value and the potential to improve decision-making capabilities and measure them against the results of positive business outcomes.

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