
~THE GENERAL LEDGER~

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President's Message

~Trent Kramer, CMA, CPA
President



Greetings!

As the calendar changes over to 2020, let's reflect back on our accomplishments over the past year as well as focusing forward. Whether you started a new job or continued in your current one, it is amazing how much you can develop in a single year. It is interesting how fast businesses can change.

Going into 2020 we have multiple events scheduled:

- On January 22nd Kelly Paxton will share her Pink Collar Crime story. This event will fulfill the ethics credit requirement for 2020.
- On January 25th we will tour the Summit Brewery, enjoy some samples and earn a CPE credit along the way.
- On February 24th we will learn about Cybersecurity in the advent of the digital world.
- On February 29th Excel MVP Jon Peltier will present a Saturday Excel seminar.
- On March 26th Sarah Leopold of Baker Tilly will share the latest developments in Sales & Use Tax.

April will include the Northern Lights Council two day conference.

In May, we will have a Junior Achievement BizTown Volunteer event.

In June, the IMA will host their annual conference in Atlanta, Georgia. Speakers to be announced.

Honoring IMA Members celebrating 25 years with our Minneapolis Chapter!

Wayne Benbow, CMA
Mary Hyland, CMA
Deborah Roth, CMA
Kevin Moran, CMA, CFM, CPA
Gerald Bezdicek, CPA
Shawn Busse, CMA, CPA
Daisy Capetz, CMA, CPA

Congratulations!

Fall 2019 Event Recap



October Social Media Event

In October, Nicole Kutches shared her expertise on how to maximize the power of social media. She shared tips relevant to both our businesses and our own personal online brands. She provided advice on choosing platforms and the market demographics on each of them. She outlined three E's of content as Engage, Entertain & Educate; whereas the more value you add, the more people will trust you. It was a helpful reminder in how rapidly digital marketing has evolved from the yahoo search engine launch in 1995 to our world of interconnectedness.



October Welcome St. Paul Chapter Members Event

During the fall, we welcomed over 100 IMA members from the St. Paul surrounding business community into ours. These members were previously associated with the St. Paul Chapter. Over the years, we have held joint events between chapters. We are now combined as one. In October, we hosted a social event at the Crooked Pint in St. Paul to welcome these new members. Over free drinks and food, we expressed our gratitude to our new peers.





November Analytics and Power BI Event

In November, Eric Sheehan, the CEO of OTT shared his extensive knowledge on data analytics and power BI. His extensive certifications in Microsoft and Netsuite made for an informative presentation. Seeing the average lifespan of S&P companies served as a reminder of just how quickly markets and technologies evolve. One note of particular emphasis for the capabilities of power BI was analyzing over two billion New York City taxi fares instantaneously.

Get Started With Azure Analysis Services:

<https://www.youtube.com/watch?v=psFPYCKTpV0>

Pictured above: Trent Kramer, Eric Grube, Ahmed Al Madam, Jenni Dosch, Mike Schmitt



CMA Spotlight



Michael Ruth, CMA

I first joined the IMA and the local Minneapolis chapter of the organization in 2017, earning my CMA designation in early 2019. Since earning my certification I have enjoyed becoming a more engaged member of the local chapter by attending council meetings in addition to regular CPE events that have contributed to both my personal and professional growth.

For myself, earning the CMA designation was a logical progression in my career. After learning of the organization and credential during my undergraduate education, my decision was made easier for a couple reasons. Ultimately I was drawn to the required commitment continual learning if not for the simple fact that being a lifelong learner is necessary to stay relevant as the rate at which technology disrupts professions such as those in the accounting and finance industries is swift. Beyond the benefits of regular professional development, demonstrating proficiency in the areas of financial reporting and planning as well as financial decision making has served as a solid indicator to my colleagues and superiors, and has already provided opportunities I wouldn't have received without my relationship with the IMA.

Earning my CMA was the first of many steps toward achieving my professional goals and I'm thankful that being an active member of the IMA provides benefits that support me on that path, most notably through the network of thousands of professionals that share an enthusiasm and commitment to improving the financial and accounting industries. Just as all great endeavors in life start with a simple idea or action, I'd encourage anyone that is curious about what the IMA can do for their career, to reach out to our network, send an intro on LinkedIn or attend a regular, local chapter event and get involved.

Congratulations to our NEW Fall CMAs!

Michael Hardy, CMA

Heather Lee, CMA

Thomas Mette, CMA

Christopher Waller, CMA

Holly Miles, CMA



****New CMAs receive one complimentary chapter event registration****

Contact [Bhavesh Parekh, VP of Membership](#) for your promo code.

Did you know CPAs earn continuing education credits for attending IMA Minneapolis Chapter events?

Spread the word to your CPA friends!

A CPE certificate can be requested when registering in EventBrite.

For more information, contact [Bhavesh Parekh, VP of Membership](#).

Minneapolis Student Chapter Highlights

Announcing the “Century Scholarship” for IMA student members

IMA® (Institute of Management Accountants) is announcing a NEW scholarship opportunity for its Endorsed Schools and/or Schools with IMA Student Chapters. This Century Scholarship recognizes an active IMA student member where volunteerism has been part of their journey and who is passionate not only about his/her business career, but also about being a leader in the management accounting profession. This scholarship is available to undergraduate junior and senior students. The recipient will receive an award of **\$7,500**. In addition to the monetary award, the recipient will be offered a [CMA Scholarship](#). Please [click here](#) to learn more about the IMA Century Scholarship.

Gleim Offer

Gleim is offering through the end of January, to extend their special introductory pricing to their new 2020 adaptive course along with the 25% chapter discount with the Minneapolis chapter. The current retail introductory pricing is \$1249 for the Premium Review System for both parts. Beginning February, 3, the pricing will be increased to \$1599.

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

Premium Review System (SET): \$1599.00 retail and \$1199.25 with the 25% IMA Chapter Discount
Premium Review System (PART): \$950.00 retail and \$712.50 with the 25% IMA Chapter Discount
Traditional Review System (SET): \$1349.00 retail and \$1146.65 with the 15% IMA Chapter Discount
Traditional Review System (PART): \$825.00 retail and \$701.25 with the 15% IMA Chapter Discount



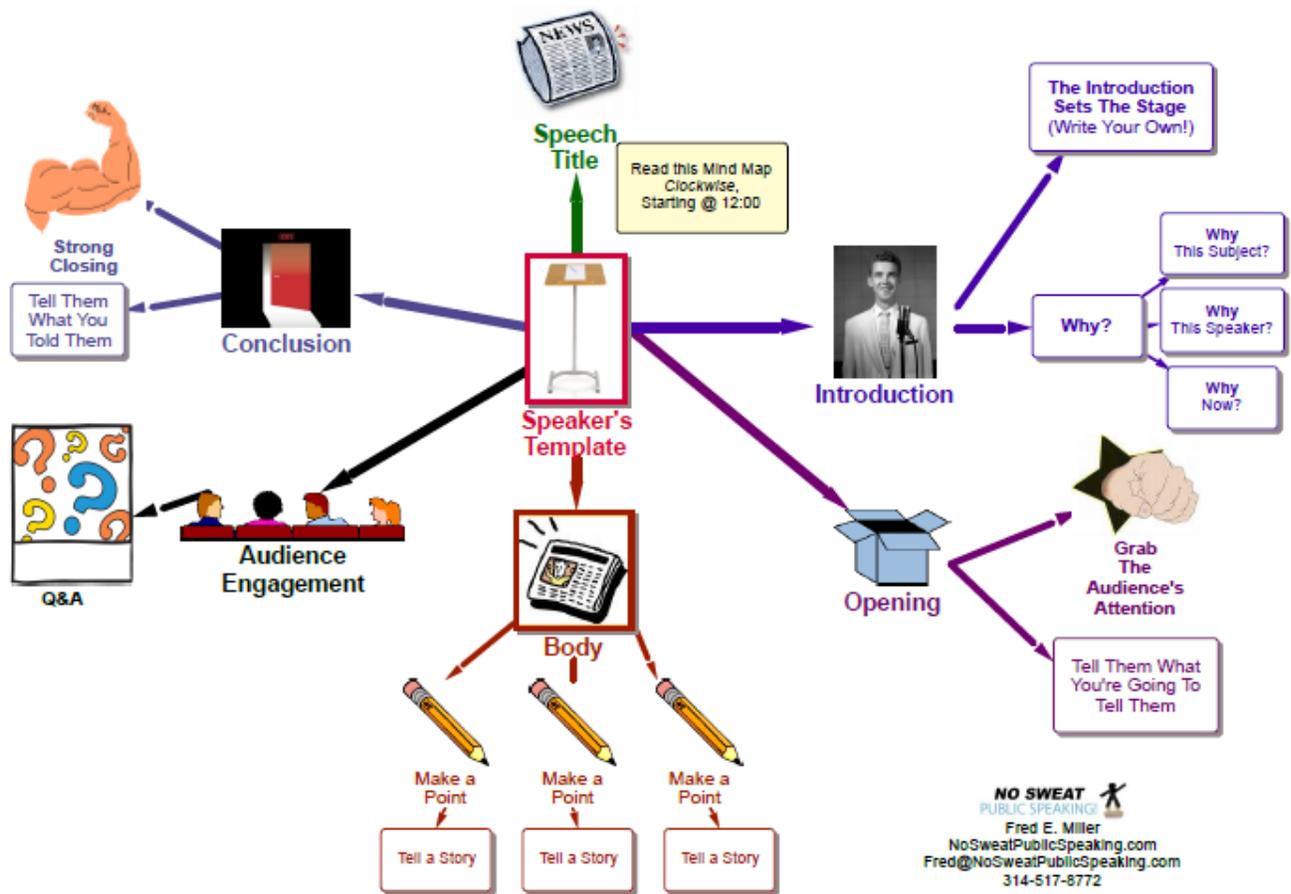
Professional Growth Spotlight **By Trent Kramer, President**

The Strategic Finance magazine included an article titled "[Dual Certification: It Can Be Done](#)". The authors not only suggests that earning both the CMA and CPA can be done, but that it further signifies that individuals accomplishing this are highly ambitious, motivated and committed to lifelong continuing education.

The article goes on to state that the CMA certification combined with the CPA credential demonstrates significant managerial and finance knowledge along with a strong financial background. The benefits of accomplishing this go well beyond financial benefits and career trajectory. It is the advanced technical knowledge paired with decision-making skills that drive exponential value to yourself and the businesses that you provide leadership to.

Our fellow IMA Minneapolis Chapter member & Concordia University professor, Dr. Eric Grube, encourages his students and others to consider this path. For those interested in pursuing these, it can be done. The IMA Minneapolis Chapter has over 100 members who have earned both the CMA and CPA designations. In fact, we have members who have earned four certifications.

Enhance your Presentation Skills with Mind Mapping (Fred E. Miller)



Welcome New Minneapolis IMA Chapter Members!

Since July 1, the Minneapolis IMA Chapter has gained
28 new members

Professional Members

Maria Alaman
Vicki Jones
Alex Hendrickson
Kimberly Kolstad
Alicia Gorney
Roy Mould
Kelly Avery
Karen McLaughlin
Tavia Lundquist
Nicholas Oustlant
John Nesheim
Christopher Tomlinson

Jennifer Beranek
William Frater
Analicia Wesen
Daniel Ramos Haaz
Spencer Ladig
Sally Lueth
Megan Murray
Nick Anderson
Patrick Callinan
Michael Hoppe
Kyle Billadeau

Student Members

Thi Hoang Oanh Tran
Muhammad Ismail Waseem
Todd Stenson

Rebecca Dugdale
Rachel Tschida

We look forward to seeing you at future events!

The IMA Minneapolis Chapter is expanding our digital footprint. We are very much interested in you being a part of the online community.

Please follow us on the following platforms:

- Facebook: [IMA Minneapolis Chapter](#)
- LinkedIn: [IMA Minneapolis Chapter](#)
- Twitter: [IMA Minneapolis Chapter](#)

Better yet, become our friends. Connect with us on LinkedIn and other social media accounts. While I don't know much about social media, I do know that I "connect" with my fellow colleagues. Instead of seeking out fans to "follow" us, we want to create friends.

Our board shares insights into the world of Accounting & Finance as well as personal development. Together, we are all on this journey. Our members make this chapter what it is and for that we are grateful.

Your 2019-2020 Minneapolis Chapter Board

President - Trent Kramer
Secretary - Rudy Hershberger
Treasurer - Lianne Loeks Munson
VP of Membership - Bhavesh Parekh
Director of Education - Andrew Galas
Director of Technology - Ryan Blazei
Director of Events - Randy Drager
Director of CMA - David Franz
Director of Student Membership - Mike Schmitt
Director of Communications - Sally Ortman
Director of Social Media - Tara Gantter
Student Chapter President - Steve Craton

Council Delegates

Trent Kramer
Heath Hertel
Bhavesh Parekh
David Franz



You have received this email because you are a registered member of IMA Minneapolis. To update your contact information, please go to www.imanet.org and click on "Member Login."

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