



The Association of  
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## President's Message January 2016

Dear Chapter and Council Leaders,

Welcome to 2016. The stock market and gas prices are down and Powerball has hit a high of \$1.5 billion. Who would believe it? In addition to busy family lives and work lives, we will see and hear much from politicians running for offices from president to dog catcher. I hope we can be attentive to their messages and ideas as we navigate our busy lives and attempt to make the best choice when casting our votes.

Although we are busy, I hope you consider IMA to help you with your career lives. All of our local chapters have programs near your home. At the council level, we are planning two days of cpe at the NIU site in Rockford IL, April 21 & 22. Registration is already open and you can sign up today. At the Global level, the annual conference registration will open soon. This year the conference will be in the Las Vegas, June 18-22.

With the start of the New Year, we also begin the planning for next year. All of our local chapters are beginning to look for members to fill their boards. Many of the positions don't take too much time if we can spread among multiple members. You can grow as a professional by volunteering for a board position and trying new skills among friendly faces. Unfortunately, some chapters have been running with just a few really active members. Please consider helping them out. If you don't have time to help, please find the time to at least thank them for all of the effort they put into our local chapters. Someone has to book the location of the meeting, someone has to get a speaker, someone prepares the newsletter and other announcements, and someone updates the website just to name a few tasks.

We also are beginning to put the council board together. Does your chapter send representatives to the quarterly board meetings? Your chapter has a voice, but we can't hear it if no one attends. This is often what a past president does but it is not necessary to be a past president. We like to have people attend in person, but if weather or other obstacles appear, we allow for people to call into the meeting.

Our next meeting will be at the Serafino Square Apartments (in Clubhouse) 9993 W. North Avenue, Wauwatosa, WI. This is a Milwaukee suburb. The meeting is on Saturday, January 30, 2016. I hope to see many chapters represented.

Sincerely,  
John Wieland  
Past Mid-America Council President, 2014-2015



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### IMA Mid-America Council Meeting Agenda

| Date & Time                                    | Teleconference Information                           | Location                                                                                        |
|------------------------------------------------|------------------------------------------------------|-------------------------------------------------------------------------------------------------|
| Saturday, January 30, 2016<br>9:00am – 11:30am | Dial-in number: 712-432-1500<br>Access Code: 514007# | Serafino Square Apartments<br>9993 W. North Ave.<br>Wauwatosa, WI 53226 ( <a href="#">map</a> ) |

|                   |                                                                                                               |                 |            |
|-------------------|---------------------------------------------------------------------------------------------------------------|-----------------|------------|
| 9:00am – 9:05am   | Welcome & Introductions                                                                                       | John            | 5 minutes  |
| 9:05am – 9:10am   | President's Report                                                                                            | John            | 5 minutes  |
| 9:10am – 9:15am   | Secretary's Report<br>Approve Minutes from 11/7/15 Mtg                                                        | Angela          | 5 minutes  |
| 9:15am – 9:30am   | Treasurer's Report<br>Financial Bills                                                                         | Rick            | 15 minutes |
| 9:30am – 9:40am   | President-Elect's Report<br>Nominating Committee<br>Council Award of Excellence                               | Open            | 10 minutes |
| 9:40am – 10:00am  | Regional VP & Regional Directors<br>IMA Board Update<br>SCMS Update (Sheryl)<br>Regional Chapter Reports      | Dave            | 20 minutes |
| 10:00am – 10:15am | BREAK                                                                                                         |                 | 15 minutes |
| 10:15am – 10:25am | VP-Communications<br>Newsletter Due Date<br>Council Website                                                   | Eric/<br>Angela | 10 minutes |
| 10:25am – 10:45am | VP-Education<br>Student Conference<br>Student Chapter Outreach<br>Educational Conference & LTS Update         | Bruce/<br>Dave  | 20 minutes |
| 10:45am – 10:50am | Bylaws Committee Report                                                                                       | Mary            | 5 minutes  |
| 10:50am – 10:55am | Committee Reports<br>Long Range Planning<br>Committee on Academic Relations<br>Volunteer Leadership Committee | Harlan/<br>Dave | 5 minutes  |
| 10:55am – 11:00am | Old Business                                                                                                  |                 | 5 minutes  |
| 11:00am – 11:15am | New Business                                                                                                  |                 | 15 minutes |
| 11:15am – 11:20pm | Past Presidents                                                                                               |                 | 5 minutes  |
| 11:20am           | Meeting Adjournment<br>Lunch plans                                                                            |                 |            |



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### 2015 - 2016 Board of Directors

| BOARD POSITION                                                        | NAME, CHAPTER                                       |
|-----------------------------------------------------------------------|-----------------------------------------------------|
| President                                                             | <a href="#">Bruce Hamilton</a> , Madison            |
| President Elect                                                       | OPEN                                                |
| Secretary                                                             | <a href="#">Angela Truong</a> , Fox River Valley    |
| Treasurer                                                             | <a href="#">Rick Bellmore</a> , Winnebagoland       |
| VP - Communications                                                   | <a href="#">Eric Griffin</a> , Madison              |
| Director - Newsletter                                                 | <a href="#">Angela Truong</a> , Fox River Valley    |
| VP - Education                                                        | <a href="#">Bruce Hamilton</a> , Madison            |
| Director - Education                                                  | <a href="#">Dave Skora</a> , Madison                |
| Director – Student Relations                                          | <a href="#">Kathy Horton</a> , Fox River Valley     |
| Regional VP                                                           | <a href="#">Dave Skora</a> , Madison                |
| Regional Director - Calumet                                           | <a href="#">Stephen Craig</a> , Chicago             |
| Regional Director - Central Illinois                                  | <a href="#">Mary Strautmann</a> , Greater Milwaukee |
| Regional Director - Chicago                                           | <a href="#">Mary Strautmann</a> , Greater Milwaukee |
| Regional Director - Fox River Valley                                  | <a href="#">Bruce Hamilton</a> , Madison            |
| Regional Director - Greater Milwaukee                                 | <a href="#">Stephen Craig</a> , Chicago             |
| Regional Director - Heart of WI                                       | <a href="#">Dave Skora</a> , Madison                |
| Regional Director - Illowa                                            | <a href="#">Dave Skora</a> , Madison                |
| Regional Director - NW Suburban Chicago                               | <a href="#">Michele Reagan</a> , Rockford           |
| Regional Director - Madison                                           | <a href="#">Michele Reagan</a> , Rockford           |
| Regional Director - Packerland                                        | <a href="#">John Wieland</a> , Winnebagoland        |
| Regional Director - Rockford                                          | <a href="#">Sheryl Elliot</a> , Fox River Valley    |
| Regional Director - Winnebagoland                                     | <a href="#">Mary Strautmann</a> , Greater Milwaukee |
| MAC Long-Range Planning Committee<br>(Most Sr. Active Past President) | <a href="#">Harlan Fuller</a> , Central Illinois    |
| Council Bylaws Committee                                              | <a href="#">Mary Strautmann</a> , Greater Milwaukee |
| Nominating Committee                                                  | <a href="#">Bruce Hamilton</a> , Madison            |
| Committee on Academic Relations (IMA Global)                          | <a href="#">Harlan Fuller</a> , Central Illinois    |
| CLEW Development Committee (IMA Global)                               | <a href="#">Mary Strautmann</a> , Greater Milwaukee |
| Volunteer Leadership Committee (IMA Global)                           | <a href="#">Dave Skora</a> , Madison                |



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**IMA Mid-America Council Board Meeting  
CliftonLarsonAllen LLP, Rockford, IL  
November 7, 2015**

**ATTENDANCE**

| <b>NAME</b>     | <b>CHAPTER</b>    | <b>MAC POSITION</b>              |
|-----------------|-------------------|----------------------------------|
| John Wieland    | Winnebagoland     | Past President                   |
| Angela Truong   | Fox River Valley  | Secretary/Director-Newsletter    |
| Sheryl Elliott  | Fox River Valley  | Regional Director/Past President |
| Bill Ramsay     | Winnebagoland     | Past President                   |
| Bruce Hamilton  | Madison           | VP Education/Past President      |
| David Skora     | Madison           | Global Director/Past President   |
| Todd Hilliard   | Rockford          | Chapter Delegate                 |
| Martha Paalman  | Winnebagoland     | Chapter Delegate                 |
| Eric Griffin    | Madison           | VP Communications                |
| Michele Reagan  | Rockford          | Regional Director                |
| Mary Strautmann | Greater Milwaukee | Regional Director/Past President |
| Harlan Fuller   | Central Illinois  | Past President                   |
| Barb Jaeger     | Greater Milwaukee | Chapter Delegate                 |

David Skora called the meeting to order at 9:10am. The meeting began with introductions of the members that were present.

**PRESIDENT – Jim Spice (absent)**

David Skora announced that Jim Spice submitted a letter of resignation as council president effective immediately. The letter was given to Angela Truong, council secretary, to retain and she was asked to contact Tara Barker at IMA Global. It was decided that Bruce Hamilton will serve as Interim President for the rest of the 2015-2016 IMA year and then a new council president will be elected for the 2016-2017 year. Bruce will be the contact for all council communications from IMA Global.

The IMA Core Values and Ethics Statement forms due to IMA Global were electronically signed by all council members by having members complete an online survey certifying that they have read the forms and agree to the requirements. Eric Griffin will run a report of who had submitted a response and will provide it to Angela Truong to send to IMA Global.

**PRESIDENT-ELECT – Open**  
No report.



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SECRETARY – Angela Truong

The minutes from the July 25, 2015 Mid-America Council board meeting were previously included in the newsletter. Angela motioned to approve the July minutes and Mary Strautmann seconded the motion. No changes were requested during the discussion of the minutes. Motion passed.

TREASURER – Rick Bellmore (absent)

Copies of the November Treasurer's Report were distributed at the meeting. Bruce Hamilton motioned to approve the November Treasurer's Report and Bill Ramsay seconded the motion. Motion passed.

The financials were reviewed and discussed. The CD at Ally Bank was reinvested since it matured on 9/25/2015. For the Lord Abbot Income Fund, \$2500 was cashed out of it. A CD with America Express Centurion was invested in for \$8000 and it matures in September 2017. There are now three Centurion investment accounts.

Chapter assessment dues have been collected from all chapters except Chicago. The Chicago chapter requested that a new copy of the invoice be provided to them and David Skora will ask Rick Bellmore to do this.

Due to the change in council president, the check signers for the checking account need to be updated. The council president, secretary, and treasurer are the check signers for the checking account.

VP-EDUCATION – Bruce Hamilton

Bruce announced that the speakers and topics for the Spring Conference and Leadership Training Seminar have been finalized and confirmed. A list of the speakers and topics was passed out in today's meeting. Bruce said that the budget for the conference is at an acceptable level. Registration will open in January 2016. A "Save The Date" email was recently sent out by IMA Global to all chapter members within the Mid-America Council region. Information about the two-day conference will be provided to Eric Griffin so he can set up the online registration and notify chapter members of registration being open. Bruce said that he and David Skora are investigating having a social event on Thursday night of the conference and are contacting possible venues that the event could be held at.

For the ethics panel during LTS, the topic will be an ethics case study that two professors published and it will be organized as an interview of the professors by Harlan Fuller. For the breakout session led by Harlan Fuller about Excel Tips and Tricks, Harlan recommended that a question be included in the registration for people to provide ideas of what Excel topics he should cover.



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There has been \$2000 raised so far in corporate sponsorships for the Spring Conference/LTS. Harlan Fuller will contact a couple companies with offices in Central Illinois (State Farm Insurance and Caterpillar) to ask for corporate sponsorships. David Skora asked that people let him know of other companies that may be interested in providing corporate sponsorship and he will contact them.

In terms of the registration fee for LTS, for the last couple years students have been charged and this has contributed to less students attending LTS. Bruce Hamilton made a motion that the 2016 LTS be free of charge to students and John Wieland seconded the motion. During a discussion of the motion, it was mentioned that the Spring Conference makes a profit and LTS does not, but the combination of the two days has resulted in break-even. The motion passed. The cost will remain at \$150 for the Spring Conference for all attendees and \$30 for LTS except students.

The Council Award of Excellence was not awarded to the Mid-America Council this year.

Four student chapters submitted applications for student grants. \$300 was given to University of Wisconsin-Oshkosh and Robert Morris University and \$200 to University of Wisconsin-Whitewater and Western Illinois University. The application for UW-Oshkosh was for a student event and for the other three schools the applications were for students to attend the IMA student conference in Florida.

Related to the student grants, Bruce said that currently the council can give a maximum of \$1,000 in total each year and he feels that this amount should be raised. Sheryl Elliott made a motion to raise the amount to \$5,000 and Bruce seconded the motion. During the discussion of the motion, a question was asked about what the money will be used for by schools that want to use it for IMA student conference expenses and people said that it will be partially used for transportation expenses, which are very high. It was also mentioned that more students want to attend the student conference now as compared to previous years. It was also noted that \$5,000 will be the amount in the council budget and will be the maximum amount given in total to schools. Sheryl amended her motion to say that \$1,000 be the maximum that each school could ask for on their application instead of \$500 that is the current limit. Motion passed.

#### REGIONAL VP – David Skora

David reported about information learned at recent IMA Global board meetings, including:

- IMA Global is looking to redesign the IMA website in 2016/2017 to be more globally focused.
- IMA Global is in the early stages of developing a template that chapters/councils can use to design their chapter/council websites and then they can customize based on their preferences and needs. It was noted that chapters/councils do not usually have professional webmasters maintaining their websites and Bill Ramsay suggested in today's meeting that IMA Global offer training on how to update websites. Eric Griffin wondered if the IMA would be looking for people to test the new template before rolling out to all chapters /councils and offered to do so if that was a possibility.



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- IMA Global will have a new email marketing platform starting in January 2016 where members can choose to opt-out of certain types of emails that come from IMA Global.
- IMA Global recognizes the concerns related to the new CGMA certification offered as a result of the AICPA/CIMA merger. They are working to address the concerns through communication to IMA members and other means.
- Membership in IMA and the number of CMAs continue to grow, especially in Asia and the Middle East. The United States has steady membership levels. On a financial basis, IMA is doing well.

Sheryl Elliott reported about the SCMS mid-year meeting in Colorado Springs. She said that it went well with good session topics and tours. Next year's mid-year meeting is scheduled for October 23-26, 2016 at an unknown location.

#### Regional Director Reports:

Rockford—Todd Hilliard, chapter member, gave the report.

- Student night was held in October with 12 students and faculty and 10 IMA members attending.
- There are currently two open meeting slots in Spring 2016 that need to be filled.
- Attendance at chapter meetings has been low so far this year and the chapter board is considering having less meetings because of the low attendance. The chapter may need to refocus its efforts on areas such as student outreach.

Fox River Valley—Sheryl Elliott, chapter president, gave the report.

- There are currently three open meeting slots in Spring 2016 that need to be filled.
- A full chapter board is in place.
- The chapter experienced lower attendance than normal at the September and October meetings.

Greater Milwaukee—Stephen Craig (regional director), Mary Strautmann (chapter member), and Barb Jaeger (chapter president) gave the report.

- Similar to other chapter reports, the chapter is experiencing low attendance at meetings and needs guidance on how to improve the situation. September and October meetings had less than 20 members attend and the chapter has 400 members in the roster. Mary recommends that the Mid-America Council send an email blast to all chapter members to encourage members to attend meetings and take an active role in the chapter. David Skora agreed to draft the email to be sent out by the council.
- The board is not full, including no President Elect.
- Barb Jaeger said that a letter was mailed to CMAs in the chapter this year with the schedule of meetings, request for suggestions, and other information.
- Mary will work with Tara Barker of IMA Global to get a report that shows the types of events that CMAs in the chapter participate in to earn CPE.



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Chicago—Mary Strautmman, regional director, gave the report.

- Mary spoke with Stephen Craig, chapter member, and he reported that the chapter board has a couple new members--Joel Vander Weele returned to the board and a recent DuPaul University graduate who had served on the IMASC board.
- President Jim Wilber stated a desire to hold the next chapter meeting in November, but this does not appear to be an achievable timeframe due to the short planning window.
- Per Nancy Hill, DuPaul University faculty advisor, the IMASC is currently inactive and there are eight competing accounting groups on campus.
- The chapter's previous treasurer has failed to perform duties of the position or respond to requests for records. The last financial statement he submitted was in March 2015. Stephen Craig is taking over as treasurer.
- In terms of chapter operations, the chapter is struggling, including a lack of events scheduled for the year, website being outdated, and board members not fulfilling their responsibilities.

Winnebagoland—Mary Strautmman, regional director, and Martha Paalman, chapter member, gave the report.

- Mary said that current president, Mo Ranpara, is currently out of the country through the end of October.
- Martha said that the chapter is doing well with good attendance at the September and October meetings. She also said that a full board is in place and all meetings for the year are scheduled.

Central IL—Mary Stautmann, regional director, and Harlan Fuller, chapter member, gave the report.

- Mary said that she recently spoke with Eric Dubrowski, chapter president for the last few years. The major employer in the area is Caterpillar and is very supportive of IMA and helping employees to achieve CMA certification, but offers a lot of training in-house. This has resulted in chapter members mostly attending CPE events where Caterpillar has provided the speaker.
- The board decided to change the format of meetings from monthly 1-2 hour events to one 7 hour event of 5 speakers. There were fourteen people who attended the event all day and one person attended for only the ethics presentation. The board was happy with this attendance and is considering having a similar type of event in Spring 2016.
- Eric Dubrowski asked Mary about a speaker's bureau and Mary referred him to the IMA Global speaker's bureau. Mary also provided contact information to him for Kas Henry, who has been a speaker at several chapter and council events in the region. Eric was also interested in marketing events to other members in the Mid-America Council and Mary suggested advertising in the Council Round-up and to work with Tara Barker of IMA Global about this and other marketing options available.
- Eric said that the chapter was able to offer scholarships to three schools this year—Bradley University, Western Illinois University, and Illinois State University. Harlan Fuller commented during today's meeting that this money was used for students to attend the IMA student conference.



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- Eric said that he felt the chapter is doing well and is happy with the board. Harlan commented in today's meeting that the board currently has five people and he would like that number to be higher.

Packerland—John Wieland, regional director, gave the report.

- John attended the September meeting and 20 people attended. The October meeting was student night and the November meeting will be an ethics topic.
- As a community service activity, the chapter counts the money raised from Salvation Army bell ringers in the area.

Calumet—Stephen Craig, regional director, gave the report.

- Stephen said the calendar of meetings for the year is finalized. Cloud Computing will be the topic of the November 19<sup>th</sup> meeting. On December 10<sup>th</sup>, the chapter will host a holiday gathering. Events for 2016 consist of the Annual Tax Update, Workman's Compensation, Stock Market Outlook, Designing Dashboards, and a tour of the Federal Reserve Bank.
- Current membership in the chapter is eighty-three people and the chapter is doing well.
- The chapter has an employment section where resumes are distributed to members and one member got a new job as a result of the distribution.

NW Suburbs—Michele Reagan, regional director, gave the report.

- Michele has been in contact with Jennifer Gross, chapter president, and learned that there was good attendance at the September and October meetings.

Madison—Michele Reagan, regional director, and Bruce Hamilton, chapter member, gave the report.

- Michele said that she contacted the chapter president, but has not received a response yet.
- Bruce said that all meetings for the year are scheduled. Student night is in November and the topic is dining etiquette. Bruce said the chapter is doing well.

Illowa—David Skora, regional director, gave the report.

- Ray Tiedemann, current chapter president, has informed the board that he is retiring from full-time work in mid-2016 and will not continue as chapter president once he retires.
- A fall conference was held in Davenport, IA on October 13<sup>th</sup> and was co-sponsored by the local CFMA chapter. There were a total of 38 attendees, mostly from the CFMA chapter. Dallan Christiansen, current CFMA board members and former chapter president of CFMA, gave a 2 hour ethics case study presentation in the morning and Jim Spellos, a professional speaker, gave a 4 hour presentation in the afternoon about technology enhancements, including mobile phone apps. Both presentations were well received and applicable to the audience.
- Student Night will be held at BlackHawk College in Moline, IL on November 16<sup>th</sup> and 27 people have registered so far. The student night event is normally well attended by students, but there is a challenge to get professionals to attend.



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Heart of Wisconsin—David Skora, regional director, gave the report.

- David said that he learned from Kim Buehler, chapter president, that the November meeting is a lunch meeting and they are using money from the council grant to fund the event. This is a new type of event to have it at lunch.
- The chapter did a fall clean-up on their adopted highway.
- A business clothes collections drive is being held at the October and November meetings to collect clothes for charity.
- October's meeting was a 2 hour ethics seminar and was well attended. Remaining meetings for the year will be in December, February, March, and April—they will not have a January meeting since historically low attendance has occurred for that meeting.

VP-COMMUNICATIONS and DIRECTOR OF NEWSLETTER – Eric Griffin and Angela Truong  
Eric Griffin is working to update the calendar of events on the council website.

It was decided that the next council meeting will be January 30, 2016 and Mary Strautmann will look for a location in the Greater Milwaukee area, possibly at Comfort Inn. January 11<sup>th</sup> will be the deadline for submissions of articles for the next newsletter.

DIRECTOR OF STUDENT RELATIONS – Kathy Horton (absent)  
No report.

BY-LAWS COMMITTEE – Mary Strautmann  
No report.

LONG RANGE PLANNING COMMITTEE—Harlan Fuller  
No report.

VOLUNTEER LEADERSHIP COMMITTEE – David Skora

David said that five young professionals attended the Global Board Meetings in Colorado Springs on October 23-24. Dave was on the sub-committee that chose the five young professionals. Thirty young professionals had applied for this opportunity to attend the board meetings. Additionally, five students were chosen to attend the February 2015 Global Board Meetings.

IMA Global is working to develop a Diversity and Inclusion statement.



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#### OLD BUSINESS

Related to the leadership gap on the council, the current council nominating committee is Michele Reagan and Sheryl Elliott and Sheryl recommends that more people be added to the committee. Bruce Hamilton agreed to serve on the committee and Mary Strautmann will tentatively serve based on timing of the committee meetings. The goal of the committee is to fill the President, President Elect, and Regional Directors positions for the 2016-2017 IMA year.

It was decided that John Wieland will run the January 2016 council meeting, including writing the President's Message, and the President Elect can run the April meeting.

The Council Award of Excellence application is due in April 2016 and it was decided to table this discussion until the January 2016 meeting.

#### NEW BUSINESS

None.

#### PAST PRESIDENTS

Sheryl Elliott said that she was glad that the council leadership gap was resolved during today's meeting. John Wieland said that he hopes the council will be able to assist chapters with their low attendance issues.

MOTION TO ADJOURN – meeting adjourned at 11:40am

Motion to adjourn by Bill Ramsay and seconded by David Skora. Motion passed.

Respectfully Submitted,  
Angela Truong, Council Secretary