



The Association of
Accountants and
Financial Professionals
in Business



President's Message October 2012

Greetings Mid-America Council Members!

Can you believe it, fall is here already! Chapter meetings are well under way once again, and the fall colors are upon us. I hope that each of you had a great start to your 2012-2013 Chapter year.

We continue to work on an educational conference separate from LTS, but frankly we need volunteers to help make the planning a reality. If you are interested in helping in any way, please contact Kas Henry, the Council's V.P. of Education, at kas@kashenry.com.

IMA's 13th Annual Student Leadership Conference is scheduled for November 1-3 in San Antonio TX. This is a fantastic opportunity for students to network with accountants and finance professionals, fellow students, and educators from across the country. In addition, the lead conference sponsor, Cummins will be selecting up to 15 students to interview onsite for consideration for internship and entry level positions within their company. See IMA's website, <http://www.imastudentconference.org/> for more information.

We have just finished reviewing the applications for the Council's Student Leadership Award Grant. Up to 3 students from the Council's geographic area will be awarded \$330 each to help them attend the Student Leadership Conference.

Plans are already being made for the Council's 2013 Leadership Training Session (LTS). Save the date, LTS 2013 will be held Friday, April 19th and be sure and pass the word along to all your chapter members. LTS 2013 will once again be held at the NIU Outreach Center in Rockford, IL.

Our next Council meeting will be Saturday, October 13, in Montgomery, IL starting at 8:30 am. See the newsletter for the agenda and directions. Everyone is welcome to attend or call-in. Attending a meeting is a great chance to learn more about the things that affect your Chapter.

Please feel free to contact me if you have any questions or suggestions regarding the Council or your individual Chapter. You can reach me at hamiltoncpa@sbcglobal.net.

Have a great Chapter year!

Bruce Hamilton
Mid-America Council President



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Council Meeting Location

The October 2012 Mid-America Council meeting will be held Saturday, October 13, at VVF Illinois Services, LLC, 2000 Aucutt Road, Montgomery, IL 60538.

Please click on the provided link to RSVP: [Let us know if you plan to attend](#)

The Security Guard at VVF Illinois Services, LLC will have a list of all attendees who have RSVP'd to attend the meeting. If you have any difficulties as you enter the facility please call 630-207-3022; if no answer please call the VVF Switchboard which goes directly to security at 630-892-4381.

Driving Directions

From Chicago

Take I-88 west towards DeKalb. Take the Orchard Road (IL 83) exit. Proceed south on Orchard Road until you get to Aucutt Road. Turn left onto Aucutt Road and proceed to plant entrance.

From Rockford

Take I-39 south towards Bloomington. Exit onto I-88 east. Exit at Orchard Road and follow the remaining directions from Chicago.

Directions from Beloit/Madison

Take I-39-90 south towards Rockford. Follow the signs for I-39 south. Follow I-39 south, exit onto I-88 east. Exit at Orchard Road and follow the remaining directions from Chicago.

Directions from Bloomington/Peoria/Champaign

Take I-55 north towards Joliet. Exit at IL-47 (Exit 220). Turn right onto Stagecoach Trl/IL-71. Continue to follow IL-71. Turn left onto Orchard Rd (CR9-A). Turn right onto Aucutt Road and proceed to plant entrance.

Directions from Milwaukee

Take I-94 east towards Chicago. Merge onto I-294 south. Follow I-294 south to I-88, and take I-88 west. Follow I-88 west to Orchard Road. Take the Orchard Road exit and follow the remaining directions from Chicago.

Directions from Green Bay

Take I-43 south towards Milwaukee. Merge onto I-94 and follow directions from Milwaukee

Directions from Appleton

Take US-41 south, exit at WI Hwy 26. Follow WI-26 to US-151, exit onto US-151 south towards Madison. Merge onto I39-I90 and follow directions from Beloit/Madison



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IMA Mid-America Council Meeting Agenda

Date & Time	Teleconference Information	Location
Saturday, October 13, 2012 8:30am – 11:25am	Dial-in number: 866-469-3239 Access Code: 22146202	VVF Illinois Services 2000 Aucutt Road Montgomery, IL 60538 630-207-3022 VVF - 630-892-4381

1. 8:30am – 8:35am	Welcome & Introductions	Bruce	5 minutes
2. 8:35am – 8:45am	Treasurer's Report Financial statement / Bills	Michele	10 minutes
3. 8:45am – 9:00am	President-Elect's Report 2013 LTS MEF Grant Council Award of Excellence	Dave	15 minutes
4. 9:00am – 9:05am	President's Report	Bruce	5 minutes
5. 9:05am – 9:10am	Secretary's Report	Sheryl	5 minutes
6. 9:10am – 9:45am	Regional VP & Regional Directors IMA Board of Directors Update SCMS mid-year October 20-23 Chapter/council best practices initiative Elevator pitch status Regional Director Chapter Reports	Mary	35 minutes
7. 9:45am – 10:00am	BREAK		15 minutes
8. 10:00am – 10:15am	VP Communications Newsletter Due Date Council Website	Barb/Eric	15 minutes
9. 10:15am – 10:35am	VP Education Educational Conference Update Student Conference Nov 1-3 Student Scholarships Student Activities	Kas/Rick	20 minutes



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Agenda, Continued

10. 10:35am – 10:50am	Committee Reports SCMS National Committees CMA Awareness/Promotion		15 minutes
11. 10:50am – 11:05am	Old Business Illowa Chapter Chicago Chapter Other		15 minutes
12. 11:05am – 11:15am	New Business		10 minutes
13. 11:15am – 11:25am	Past Presidents		10 minutes
14. 11:25am	Motion to Adjourn		
15.	Lunch...		

Future Meeting Dates/Locations:

Saturday, January 26, 2013
Madison, WI
Location TBA

Friday, April 19, 2013
NIU Outreach Center
8500 E State Street
Rockford IL 61108

MAC Student Leadership Awards

Congratulations to our three student award winners who each will receive \$330 to attend IMA's 13th Annual Student Leadership Conference held November 1-3, 2012 at Crowne Plaza San Antonio Riverwalk in San Antonio, Texas. The winners are:

Kevia Adway-Johnson, Alverno College
Casandra Molitor, UW-Whitewater
Devin Tischer, UW-Whitewater



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2012 - 2013 Board of Directors

BOARD POSITION	NAME, CHAPTER
President	Bruce Hamilton , Madison
President Elect	Dave Skora , Madison
Secretary	Sheryl Elliot , Fox River Valley
Treasurer	Michele Reagan , Rockford
VP - Communications	Barb Sheedy , Greater Milwaukee
Director - Social Media	OPEN
Webmaster	Eric Griffin , Madison
VP - Education	Kas Henry , NW Suburban Chicago
Director - Student Relations	Rick Bellmore , Winnebagoland
VP - Corporate Development	OPEN
Regional VP	Mary Strautmann , Greater Milwaukee
Regional Director - Calumet	Sheryl Elliot , Fox River Valley
Regional Director - Central Illinois	Cindy Oglesby , Sangamon Valley
Regional Director - Chicago	Sheryl Elliot , Fox River Valley
Regional Director - Fox River Valley	OPEN
Regional Director - Greater Milwaukee	Alison Hendrickson , Packerland
Regional Director - Heart of WI	John Wieland , Winnebagoland
Regional Director - Illowa	Michele Reagan , Rockford
Regional Director - NW Suburban Chicago	Pam Voorhees , Fox River Valley
Regional Director - Madison	Forrest Ramsel , Greater Milwaukee
Regional Director - Packerland	John Wieland , Winnebagoland
Regional Director - Rockford	Forrest Ramsel , Greater Milwaukee
Regional Director - Sangamon Valley	Harlan Fuller , Central Illinois
Regional Director - Winnebagoland	Alison Hendrickson , Packerland
Regional Director - Wisconsin Lakeshore	Laura Olewinski , Greater Milwaukee
Membership & Awards Committee (SCMS)	OPEN
Planning & Development Committee (National Board Standing Committee)	OPEN
MAC Long-Range Planning Committee (Most Sr. Active Past President)	Harlan Fuller , Central Illinois
Council By-Laws Committee	Harlan Fuller , Central Illinois
CMA Awareness/Promotion	Harlan Fuller , Central Illinois
IMA Committee on Building Students	Harlan Fuller , Central Illinois



IMA Mid-America Council Meeting Minutes
Comfort Suites, Oak Creek, WI
July 21, 2012

ATTENDANCE

NAME	CHAPTER	MAC POSITION
Bruce Hamilton	Madison	President
Pam Voorhees	Fox River Valley	Regional Director/Delegate
Eric Griffin	Madison	Webmaster
Bill Ramsay	WinnebagoLand	Past President
John Wieland	WinnebagoLand	Regional Director/Delegate
Sheryl Elliott	Fox River Valley	Past President/Secretary
Erin Ankebrant	Greater Milwaukee	Delegate
Harlan Fuller	Central Illinois	Past President
Barb Sheedy	Greater Milwaukee	VP Communication
Mary Strautmann	Greater Milwaukee	Past President/Regional VP
Laura Olewinski	Greater Milwaukee	Regional Director
Rick Bellmore	WinnebagoLand	Director Student Awards
Dana Riess	Chicago	Chapter VP Communications

VIA PHONE

David Skora	Madison	President-Elect
William Kernan	Chicago	Chapter President

Bruce Hamilton called the meeting to order at 9:00M. The meeting began with introductions of those present or on the phone.

PRESIDENT’S REPORT – Bruce Hamilton

LTS Recap – 61 responses for evaluations. Morning speakers all got great evaluations. Bruce reviewed the evaluations, comments, etc. Barb provided feedback from the UW-Whitewater students regarding having to pay for their own meal the night before as well as comments regarding putting the packets together the previous night.

SECRETARY’S REPORT – Pam Voorhees/Sheryl Elliott

Mary Strautmann moved to approve the April 2012 minutes & John Wieland seconded; motion was approved.
Mary Strautmann moved to approve the January 2012 minutes & John Wieland seconded; motion was approved.

TREASURER’S REPORT – Michele Reagan

Dave presented the financials. Highlights mentioned included the council incurring a loss on LTS as well as some of the chapters having not yet used their grant funds from last year. June 30th was the deadline for submitting 2011-2012 grant fund requests. Some chapters maxed out; others advised that they would not be using the funds. The only chapter with outstanding dues assessment is the Sangamon Valley Chapter.

Mary Strautmann moved to approve the Treasurer’s report & John Wieland seconded; motion was approved.



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Erin Ankebrant moved to approve a change of signers on the bank account to the following: remove Michele Reagan as President and add Bruce Hamilton, remove Mary Phanthavong as Secretary and add Sheryl Elliott, remove David Skora as Treasurer and add Michele Reagan. Motion was seconded by John Wieland; motion was approved.

The budget for the 2012-2013 year is fairly straight forward based on previous years. It includes revenue and expenses of a fall or spring council conference. Erin Ankebrant moved to approve the budget and both Bill Ramsay and John Wieland seconded; motion approved.

REGIONAL VP AND REGIONAL DIRECTORS – Mary Strautmann

Mary discussed the shirts that were printed for the council. There was a vendor at the conference handing out c/card readers. Mary moved & John Wieland seconded that the council covers any miscellaneous fees incurred by using it with her I-Pad/I-Phone for credit card/online receipts. Bruce stated that the fee is about the same % fee that PayPal charges us for using them. Motion was approved. Mary mentioned that the 2013 Annual Conference is June 22nd thru 22nd in New Orleans. She had been contacted by someone in PA regarding use of the council's e-mail member listing for a CMA internet class. Discussion was that most did not prefer to have the e-mail addresses shared outside of the council.

COMMITTEE REPORTS

GREATER MILWAUKEE – Erin Ankebrant reported that they have had summer planning meetings and are about 80% complete with scheduling speakers/topics, etc. for the upcoming year. The budget has been completed, and she mentioned that there is a lot of board turnover this year.

WISCONSIN LAKESHORE – Laura Olewinski reported that she had no info as of yet.

SANGAMON VALLEY – Harlan Fuller reported that Cindy Oglesby is serving as Chapter President again this year. They have a board of 4 (the minimum requirement) and he would list them as struggling.

NORTHWEST SUBURBS – Pam Voorhees reported that she had not had contact from them.

MADISON – Bruce Hamilton reported that they are about 80% complete with scheduling the 2012-2013 year. They have topics but are just trying to find competent speakers.

ROCKFORD – no info.

ILLOWA – Mary Strautmann reported that Dallan has put the chapter on hold for this year. They have had no luck getting new participants on the board. Bruce mentioned that in talking with Michele in the last few days, she had agreed to help kick start things. He has also spoken to a Sarah Carton who was the newly appointed Treasurer. Sheryl Elliott moved and John Wieland seconded to have the council take charge of the checkbook so that someone has control of the checkbook. Motion was approved. Sheryl Elliott moved and Bill Ramsay seconded to have an audit completed of the checkbook. Motion was approved. John Wieland has graciously volunteered to perform the audit.

Bruce suggested maybe a couple of us just go out to the Illowa area and having a listening session with chapter members to see what they would like and need. Mary will get a list of the Illowa chapter members to Bruce and he said that he would reach out to some folks and see what can be done.



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We need to ensure that someone at the Illowa chapter files the 990 or someone at the council files the 990 for them so they don't lose their tax exemption status or other certifications/registrations.

SCMS mid-year conference will be October 20-22, 2012 at the Union Station Marriott in St. Louis, Missouri.

CHICAGO – Dana Reiss reported that the chapter continues to struggle to actively engage the board and schedule events. The board meeting held this past week only had 3 in attendance. The Chapter President has been MIA and been out on medical leave. William Kernan has offered to step up and serve as interim Chapter President and been trying to increase involvement of board members.

Discussion later in the meeting was around the status, what has been going on with the chapter in the last several months. Need a strong leader to keep motivation up.

CALUMET – Sheryl Elliott reported that the chapter has been having planning sessions and seem to be putting the 2012-2013 chapter year together.

FOX RIVER VALLEY – Sheryl Elliott reported that the planning is pretty much on schedule with venues, topics, speakers, etc. for the 2012-2013 chapter year.

PACKERLAND– John – Moving along fine for the next year.

WINNEBAGOLAND – John Wieland reported that the new President is looking at making everything pretty much a team approach vs. 15 members on the board having separate responsibilities. They brainstormed as a group and a team of about 5 is taking care of the speakers. They recently had a joint golf outing with the Packerland Chapter.

CENTRAL IL – Harlan Fuller reported that for the first time in a long time they have a President stepping down after the first year and not doing a repeat engagement. The board is 6 or 7; small but more than the minimum requirement of 4. They are working on their meeting schedule; they have a fraud presentation scheduled from Sikich and a joint meeting with the CPA society.

HEART OF WISCONSIN – John Wieland reported that the chapter seems to be moving along fine for the next year.

PRESIDENT-ELECT – Dave Skora

Dave reported that the 2013 LTS is scheduled for April 19th. It will be held at the NIU facility in Rockford again. Dave proposed that the cost for attendees be increased to \$25 for members and non-members to \$80; students will still be free. Member and non-member is an increase of \$5 per person. Dave plans on being aggressive with getting sponsorships for LTS. He already has a commitment from two individuals who he described as very very good presenters. One is Dee Dukehart from Denver, CO. She spoke at the 2009 IMA Conference held in Denver. The second one is Susan Richardson who is out of Madison. She has a variety of etiquette related topics and is a super speaker. It is a topic which is very pertinent to everyone in the audience. Another topic item that he is looking into is Roger Shrum on Operational Performance. With promotions, he is hoping to have attendance of 134.

Bill Ramsay moved and John Wieland seconded approving the 2013 LTS as presented. Motion approved.

VP COMMUNICATIONS – Barb Sheedy

Barb & Eric have been working together to try to get things updated and set up. Barb needs info for the next newsletter by October 1.



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WEBMASTER – Eric Griffin

Eric mentioned that Dallon had set up a LinkedIn page for the council. He wants to get the password from him or have the page deactivated and he would set up a new one. Bruce asked Mary to contact Dallon and have him deactivate the current one and asked Eric to create a new “official” LinkedIn page. Mary suggested using LinkUp IMA as a tool for the council board and the council. Bruce, Barb, and Eric will discuss off-line.

VP EDUCATION – Kas Henry

Kas was not present; Bruce said that she is planning something for a fall educational conference. Mary shared that tentative speakers are Brad Montaro and Dave Colegrin for a topic of XBRL. Brad is the IMA liaison for XBRL. The plan would be ½ day on XBRL and ½ day on data coordination. She is looking for potentially having it downtown Chicago. The timing appears to be October; potentially 10/12. Mary requested attendees to please follow-up with their chapters to see if someone is interested in helping with the committee; to this date there has only been one volunteer. Need people to help kick in with the background work to get this to succeed. Dana mentioned that Loyola has both accommodations and meeting facilities. Mary will touch base with Kas next week.

Student Scholarship Committee – Rick Bellmore reported that Eric has updated the council website with the November student conference info. Updates need to be done for the applications; re dates, etc. Rick needs to give Eric the dates as to when applications need to be returned for judging. Volunteers were asked for the committee: Laura Olewinski, Bruce Hamilton, & Pam Voorhees. Harlan mentioned that Amy Ford cannot go this year, and thus WIU won’t allow the students to go as a student group without an advisor present.

LONG RANGE PLANNING AND BY-LAWS – Harlan Fuller

Harlan mentioned that he has given the committee some thought and needs to check the by-laws to determine who the committee is, but would like to put some goals together for the council.

He will be going up to Milwaukee to do a “CMA Boot Camp”. The goal is to get members to actually move into the test taking mode vs. just registering for the CMA exam. The boot camp is 12 hours Friday/Saturday. Mentioned that from looking at council results each month, he thinks that we are one of the only few councils which still have all chapters active.

GLOBAL BOARD/COMMITTEE – Mary Straumann

Mary will be doing her 2nd year on the member relations committee this year. The committee is working on a model for the “new community” because not all members will be part of a physical chapter. She also shared miscellaneous info regarding the June Global Board of Director’s meeting. IMA 1st year that the US membership has grown in over 2 decades. +4,000 members.

OLD BUSINESS

None

NEW BUSINESS

- (1) MEF Grant re speed networking event. Proposal for the grant is that the council provides a training session for each chapter or student chapter that want it, but to prepare an elevator speech and some etiquette training. For funding the room cost, funding some travel for the council



members to travel and facilitate the presentations. With the funds the council could buy some card stock and the students potentially print off their own business cards for them to pass out to others during the networking event.

Need to get a message out to the chapters that we will be doing this so that they can start getting it into their planning sessions during the summer. The consensus with the board was that even if we do not get the MEF grant, that this is something which we want to pursue. The potential presenters are willing to do so without reimbursement.

- (2) Harlan mentioned that if the chapters are looking for an Excel program, he is free on Tuesdays and Thursdays (fall) and can do a 1 hour evening presentation. Also he has the PPT slides that he has for CAT, he could do a quick Friday night/Saturday part 1 or 2 program. (12 hours)
- (3) Mary stated that Amy Ford and Lisa Boeden did a presentation at the conference, and that she might be willing to make a trip or send the presentation.
- (4) Harlan mentioned that he went to the Volunteer Leadership session Saturday before the conference and they mentioned that they didn't give out nearly as many community service awards this year as in the past, because they didn't even have enough applications. So that might be something that the chapters give some thought, about doing a community service activity and submitting the project as a write-up for consideration.
- (5) Bruce mentioned that people have probably seen 2 or 3 versions of the council roster. If you have changes please get them to Bruce. He mentioned that Calumet's e-mails at the bottom of their e-mails mention that they are a 501(c)(3) not-for-profit organization. He thought that was a good thing to have and thought that some of us should also have that.
- (6) Bruce reviewed the chapter's applications for chapter grants. Mary suggested spreading funds evenly. \$1,935 to spread to chapters. Chicago is asking for \$250 and the rest are all around \$500 or more. Sheryl moved to throw out NW Suburban's request, give Chicago \$250 and spread the remaining balance to the remaining 6 applications. Mary seconded the motion. Approximately \$280 each to Rockford, Winnebago, Madison, Calumet, FRV, & Greater Milwaukee. Motion approved by grant committee members.

PAST PRESIDENTS

Bill – good meeting, productive, glad to see folks here from Chicago.

Harlan – Erin & he went to the Volunteer Leader session at the conference. He said that the four that spoke said that they got involved because they were asked. He said that you may want to think about “bring a friend to a board meeting” and someone may get involved.

Mary – Great discussions today, and Bruce is very organized

Sheryl – Ditto

MOTION TO ADJOURN – 12:02PM

Future meeting dates:

October 27th tentative next meeting

January 19th or 26th tentative (let Bruce know which one works best for you – just shoot him an e-mail)

Respectfully submitted,
Sheryl Elliott, Secretary