



MID - AMERICA COUNCIL
 THE ASSOCIATION OF ACCOUNTANTS AND FINANCIAL
 PROFESSIONALS IN BUSINESS

NEWSLETTER

President's Message - July 2018

Welcome the 2018 – 2019 Chapter year. I know the Council and Chapters are already working hard on this year's programs and events. It amazes me how fast the summer always seems to fly by. It feels like yesterday that we were in Indianapolis learning about automation and the changing role of finance/accounting in business. It now time to focus on how to best serve our membership. Is it with plant tours? Breakfast Meetings? Socials? Or all the above? As a Council, we are working to develop educational programs for Chapters and membership throughout our council. We are also looking for other ways to serve our Chapters.

I have been asked by some newer members of the IMA what the Council is and how it works. The Mid-America Council is a resource of IMA members from all across the Council. We are made up of two appointed members from each Chapter, past council members and those who want to serve at a regional level. As a Council we discuss how to best assist our Chapters to serve our membership. We do provide education for the council and chapters. In the past, this has been offered as an educational day with a second day of leadership training in the spring in Rockford, IL. We will still be offering education to our membership, so please stay tuned for upcoming details. We are here as a resource in addition to Global for all things IMA.

In my 17 years of membership in the IMA, I have participated at many different levels of the organization. The education, networking and leadership training have aided me in my professional success. I know that each year there are different challenges and struggles, but those are the things that bring us together as a great resource team. We encourage all Chapters appointed delegates to attend our quarterly planning meetings. Our next meeting is July 21, 2018 at the Beloit Club in Beloit, Wisconsin. Please look at the agenda below for details. I hope all Chapters take advantage of this opportunity to get new ideas and voice what we can do for your Chapter!

Erin Ankebrant, CMA
 Mid-America Council President, 2018-2019

JULY 2018

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JOIN US

Special points of interest:

Next Council Meeting

When: Saturday, July 21, 2018
 9:00am – 12:00pm

Where: The Beloit Club
 2327 S. Riverside Dr.
 Beloit, WI 53511





COUNCIL MEETING AGENDA

Date & Time	WebEx/Phone Information	Location
Saturday, July 21, 2018 9:00am – 12:00pm	Dial-in number: 515-603-3199 Access Code: 514007#	The Beloit Club 2327 S. Riverside Dr. Beloit, WI 53511 (map)

1. 9:00am – 9:05am	Welcome & Introductions	Erin	5 minutes
2. 9:05am – 9:10am	President's Report Chapter Grants	Erin	5 minutes
3. 9:10am – 9:15am	Secretary's Report Approve Minutes from past mtgs. (4/27, 5/12, 6/6 & 7/10)	Martha	5 minutes
4. 9:15am – 9:40am	Treasurer's Report Financial Bills	Dana	25 minutes
5. 9:40am – 10:05am	President-Elect's Report Education 2018-2019 Education Conference Apply for IMA Global \$2,000 Grant Council Award of Excellence	Dave	25 minutes
6. 10:05am – 10:25am	Regional VP & Regional Directors IMA Board Update Regional Chapter Reports	Dave	20 minutes
7. 10:25am - 10:35am	BREAK		10 minutes
8. 10:35am -10:45am	VP-Communications Newsletter Due Date Council Website	Eric & Bill	10 minutes
9. 10:45am–11:05am	VP-Education Student Conference / Student Grants Student Chapter Outreach 2018 Education Conference	Kathy/Erin	20 minutes
10. 11:05am–11:10am	Bylaws Committee Report		5 minutes
11. 11:10am–11:15am	Committee Reports Long Range Planning Committee on Academic Relations Volunteer Leadership Committee	Rick/ Dave	5 minutes
12. 11:15am–11:20am	Old Business	Rick	5 minutes
13. 11:20am–11:30am	New Business	Rick	10 minutes
14. 11:30am–11:35am	Past Presidents		5 minutes
15. 11:35am	Meeting Adjournment		



COUNCIL MEETING INFO/DIRECTIONS

The July 2018 Board meeting will be held at The Beloit Club, 2327 S Riverside Dr., Beloit WI 53511. Those wishing to stay for lunch can order off the club's luncheon menu and we'll eat in the same room as our meeting.

The Club needs a headcount for our continental breakfast, number of chairs needed, etc. so please RSVP if you're going to attend No Later Than Tuesday July 17!

I-90 is under construction from Madison to the Illinois-Wisconsin border. Drive carefully and mind the 55 mph construction zone speed limit! If you would like alternate routing to avoid the construction please contact Bruce Hamilton at 608.754.6066 or bruce@bhamiltoncpallc.com.

DIRECTIONS from MILWAUKEE

Take I-43 from Milwaukee and follow it until it ends at I-90 on the outskirts of Beloit. The road becomes WI Hwy 81. From where I-90 becomes Hwy 81 travel approximately 2,000' to Cranston Road. There will be a Speedway gas station on your right. Turn right onto Cranston Road and follow it for approximately 3 miles to Riverside Drive, (US Hwy 51). Turn right (North) on Riverside Dr and go approximately 3/10 mile. The Beloit Club is located on your right off Riverside Drive.

DIRECTIONS from ROCKFORD, CHICAGO & POINTS SOUTH

Take I-90 north towards Madison and get off at Exit 185, Hwy 81. Then follow the Directions from Milwaukee, above.

DIRECTIONS from MADISON & POINTS NORTH

Take I-90 south through Janesville and follow it to Exit 185, Hwy 81. Then follow the Directions from Milwaukee, above.

Drive up the hill to the Clubhouse. Parking is available in the front and also in the rear of the building. We will be meeting in the private dining room on the main level as we have done in the past. To get to the private dining room enter the main dining room and proceed to the hallway at the far right side. The private dining room is at the end of this hallway.

There is an elevator towards the opposite end of the hallway if you come into the building from the rear.

Bruce Hamilton will have his cell phone with him (608.290.6570) in case you need to reach someone.



2018-2019 MID-AMERICA COUNCIL BOARD OF DIRECTORS

BOARD POSITION	NAME, CHAPTER
President	Erin Ankebrant , Greater Milwaukee
President Elect	OPEN
Secretary	Martha Paalman , WinnebagoLand
Treasurer	Dana Riess , Chicago
VP - Communications	Eric Griffin , Madison
Director - Newsletter	William Ramsay , WinnebagoLand
VP - Education	TBD
Director – Student Relations	Kathy Horton , Fox River Valley
Regional VP	Dave Skora , Madison
Regional Director - Calumet	Dave Skora , Madison
Regional Director - Central Illinois	Bruce Hamilton , Madison
Regional Director - Chicago	Dana Riess , Chicago
Regional Director - Fox River Valley	Kathy Horton , Fox River Valley
Regional Director - Greater Milwaukee	Erin Ankebrant , Greater Milwaukee
Regional Director - Heart of WI	John Wieland , WinnebagoLand
Regional Director - Madison	Eric Griffin , Madison
Regional Director - NW Suburban Chicago	Brian Wetters , Fox River Valley
Regional Director - Packerland	Rick Bellmore , WinnebagoLand
Regional Director - WinnebagoLand	William Ramsay , WinnebagoLand
MAC Long-Range Planning Committee (Most Sr. Active Past President)	Rick Bellmore , WinnebagoLand
Council Bylaws Committee	OPEN
Nominating Committee	Bruce Hamilton , Madison
Volunteer Leadership Committee (IMA Global)	Dave Skora , Madison



**IMA Mid-America Council Board Meeting
NIU, Rockford, IL
April 27, 2018**

ATTENDANCE

<u>NAME</u>	<u>CHAPTER</u>	<u>MAC POSITION</u>
Martha Paalman	Winnebagoland	Secretary
Erin Ankebrant	Greater Milwaukee	President Elect
Dana Riess	Chicago	Treasurer
Bruce Hamilton	Madison	Past President
John Wieland	Winnebagoland	Regional Director
Rick Bellmore	Winnebagoland	President
Patti Denton	Winnebagoland	Chapter Delegate
Dave Skora	Madison	Regional VP
Harlan Fuller	Central Illinois	Past President

Rick Bellmore called the meeting to order at 4:07 PM.

PRESIDENT – Rick Bellmore

No Report

SECRETARY – Martha Paalman

The minutes from the January 27, 2018 Mid-America Council board meeting were previously included in the newsletter. Motion to approve the January minutes was made by Dana and seconded by Dave. Motion passed.

TREASURER – Dana Riess

Copies of the April Treasurer’s Report were previously included with the newsletter. Bruce motioned to approve the April Treasurer’s Report and John seconded the motion. Motion passed.

Erin will contact the chapters who have outstanding grants to remind them to submit their post-event evaluations.

PRESIDENT-ELECT – Erin Ankebrant

Erin will be filling out post-event evaluation and will have it submitted by Monday’s due date.

Erin will confirm with Eric that we will be sending out a post-event survey to the participants for today and yesterday’s sessions.

Council Award of Excellence is completed and ready to be submitted.

Looking for a President Elect for the Council next year.

A special council meeting has been called by Dave Skora (re: his email, sent 4/10/18). This meeting will be on Saturday, May 12, in Janesville, WI at the Holiday Inn Express from 9:00 am to 12:00 pm. Topic is “the future of our two annual conferences – if, what, why, when, how, who, where.”

Chapter Grant Applications will be collected by Erin and brought to the Council at July’s board meeting for approval. Erin to coordinate with Eric to get notification out the chapters.

REGIONAL VP – David Skora

The revised format for the session after lunch worked ok. Dave will accumulate some of the feedback from the participants and distribute it to chapter presidents. He will also take this information to the Membership Committee at the Global level.

Global Director – IMA Board Update:

Next board meeting is in June at the Annual Conference.



Conference Call on Tuesday changed the election process for Global Board members. Do we need to revise our Council ByLaws? Dave will review.

Regional Director Reports:

Calumet (OPEN):

No Report

Central Illinois (OPEN - Harlan):

They had one 8-hour meeting and had to get a bigger event space given the turnout.

Chicago (OPEN - Dana):

Have had challenges putting together a board going into next year.

Fox River Valley (OPEN):

No Report

Greater Milwaukee (OPEN - Erin):

Upcoming plant tour at Quad May 15th

Heart of WI (John Wieland):

No Report

Illowa (Inactive):

Dave will contact Wore about whether the chapter is still active, looking to be dissolved?

Madison (Connie Lusietto):

No Report

NW Suburban Chicago (Pam Voorhees):

No Report

Packerland (John Wieland):

No Report

Rockford (Connie Lusietto - Dave):

The Rockford Chapter let us know this morning that they are shutting down per their board's vote. He has been instructed to contact Wore at Global and get guidance on what needs to be done. He will then come back to the Council with more information.

Winnebagoland (Bruce Hamilton):

No Report

VP-COMMUNICATIONS and DIRECTOR OF NEWSLETTER – Eric Griffin (absent) and Bill Ramsay (absent)

The next council meeting will be on July 21, 2018 at The Beloit Club in Beloit. The newsletter deadline will be July 2, 2018.

VP-EDUCATION – Sheryl Elliott (absent) and Kathy Horton (absent)

Student Grants:

No Report

Student Conference:

Student Conference in November is in St Louis.

Student Chapter Outreach:

No Report



BY-LAWS COMMITTEE – Mary Strautmann

No Report

LONG RANGE PLANNING COMMITTEE — Harlan Fuller

No Report

COMMITTEE ON ACADEMIC RELATIONS — Harlan Fuller

No Report

MEMBER RELATIONS COMMITTEE – Harlan Fuller

No Report

OLD BUSINESS

Audit of last years' chapter's financials has been completed by John.

NEW BUSINESS

Need to reassign the Committee Report point person as Harlan dials back his involvement. Will review at May 12th meeting.

Is there a way to get an accumulated list of topics other chapters are presenting? Via website? CPE reporting?

PAST PRESIDENTS

Bruce – really disappointed by this years' format. It's really important for everyone to come to May 12th meeting.

Dave – no report

John – agree with Bruce, we need to address challenges ahead

MOTION TO ADJOURN – meeting adjourned at 4:55 PM

Motion to adjourn by Bruce and seconded by John. Motion passed.

Respectfully Submitted,
Martha Paalman, Council Secretary



IMA Mid-America Council
Special Board Meeting
May 12, 2018

ATTENDANCE

NAME	CHAPTER	MAC POSITION
Martha Paalman	WinnebagoLand	Secretary
Erin Ankebrant	Greater Milwaukee	President Elect
Bruce Hamilton	Madison	Past President
Dave Skora	Madison	Regional VP
Eric Griffin	Madison	VP Communications
John Wieland	WinnebagoLand	Regional Director
On the phone:		
Dana Riess	Chicago	Treasurer

Meeting was called to order 9:03AM by Dave.

Purpose : To discuss the MAC’s professional education programs, past and future.

Discussion Topic 1: *How do we define success for the MAC’s conferences – past & future?*

- Attendance, participation
- timely subject matter and relevant speakers
- good evaluations and feedback
- net zero/close to zero profit (ie not losing money)
- repeat participation

Discussion Topic 2: *Evaluation of the MAC’s conferences on April 26-27, 2018. What was done well? What could be improved?*

- Topics
 - Two topics on Thursday were very similar unintentionally
 - Move away from “Leadership” session?
- Speakers
 - Eliminate “Chapter Administration” portion of the conference? IMA Global puts on CLEWS that cover these topics already.
 - Focus on other “Leadership” topics. Soft skills, ethics, technical skills
 - Add networking/meet & greet session, informal session before/in between/after? Lunch and then a dessert reception? Purpose to provide more formal setting for networking and also get some feedback for chapter leaders/council
 - Excel topic has run its course – chapters are doing their own, there are many webinars
- Venue
 - Has always been excellent, NIU does a great job. They take care of pretty much everything, makes it easy to run, organize
 - Could we split SEC from LTS and have them in two different locations and then rotate?
 - Two conferences – one for WI, one for IL?
- Attendance
 - SEC has been pretty steady, have at least broken even every year
 - LTS attendance has seen a steady decline. This year had less than 50% of previous year’s attendance
 - Where do students fit in? Do we want to attract students? Do topics and location influence? Does this fall more on local chapters than this council event? We wouldn’t exclude or discourage them, but maybe not pointedly market or try to recruit their attendance.



- Sponsors (LTS)
 - If we move away from “LTS” what position do sponsors hold?
 - Do we raise the costs for participation?
 - Or do the dues the chapters pay to the council cover some of these costs?
 - Do we partner with other organizations and pump up attendance and potentially sponsors? Have two tracks for potentially topics to appeal to a variety of backgrounds, groups.
- Participant Costs
 - Council has a lot of money in the bank. How does this money get used? How should it be used: To fund conferences – key note speakers? Scholarships? Eliminate sponsorships?
 - By reducing or eliminating costs are we devaluing the content? Reducing the incentive to actually show up?
- Food – Breakfast, breaks, lunch
 - Has always been excellent, NIU does a great job
 - Feedback from the survey mentioned there weren’t as many options and could have benefitted from special requests option.
- Registration experience – website
 - Streamline the clicks needed to register? Do we need to go to Mid America council site first? (Current website formatting has required that type of linking.)
- Conference promotion/marketing
 - Chapter level responsibilities? Do they know what’s expected of them? Emails, info on their websites, etc. Need to get them information ahead of the chapters’ planning sessions.
 - Need to have date well ahead of time along with topics and speakers to publicize. History has shown we get better attendance when the participants know what’s coming well in advance.
 - Need to have multiple communications: Save the date, next email with topics, another with speakers, another when registration is open, etc.
- Communications with chapters & universities
 - Need to get dates and as much information to the chapters and members as soon as possible.
 - Need a more targeted email outside of the Council Roundup emails – new email systems from global might help with this.
 - Lack of regional directors probably hurt us, we were missing about half of them
- Conference dates
 - Could we split SEC from LTS (one in spring, one in fall) and have them in two different locations and then rotate?
 - Two conferences – one for WI, one for IL?
 - Do a survey of members asking which month (spring vs fall) and which day of the week they’d prefer (see below).
- Participant evaluations

Discussion Topic 3: *Do we feel that the MAC’s conferences provide value to our members? How?*

- You get to see people outside of our chapter, it’s larger than your chapter, but not “GLOBAL.”
- Provides cross-chapter networking opportunities (formal and informal)
- Networking opportunities with a wider group of people with similar experiences/responsibilities
- Topics/Speakers

How do the MAC’s conferences differentiate themselves from other professional conferences that could interest accounting and finance professionals?

- Networking with other chapters
- Face to face collaboration: more informal, approachable, something in common with other attendees make it easier to speak to each other
- Bring in good speaker, in the afternoon, to build up expectations and excitement
- Relatively inexpensive, potentially in variable locations
- Good speaker interaction, good camaraderie within participants



VOTE: *Does the MAC continue to offer educational programs to our members in the future?*

*If YES: What, when, how, who, where?
What should be done differently? Think outside the box.
Planning by committee approach or some other way?*

*If NO: What is the role of the MAC with regard to the chapters? What is our purpose? How do we serve the chapters?
Funds availability?*

Vote was taken and unanimously agreed the conference should continue to offer educational programs.

General objectives of the council: 1) Supporting the local chapters and 2) providing education through some sort of conference structure.

Need to develop a budget for the conferences so committee knows what they can go after. Need a point person to spearhead coordination of the event(s) so there's no confusion about final expectations and consolidation of content.

What:

- All day
- No more "LTS", move towards "educational conferences"

When:

- Spring & Fall

Where:

- One in WI, one in IL

How:

- Time of year (Sept/Oct/Nov) (Mar/Apr/May)
- Day of week (Mon-Sat) – top three/ranking
- Location
 - Rockford
 - Chicago North
 - Chicago Downtown
 - Chicago South
 - Other (specify)
 - Madison
 - Fox Valley
 - Milwaukee
- Member Chapter
- Comment box

Who:

- Entire board needs to be involved in the planning and execution.
- Entire board to be accountable for determining topics, speakers and participating in brainstorming process.

NEXT STEPS

- Need to communicate these decisions to the entire council board – Dave will send an email next week.
- We need a survey of our membership (Eric to put together, Dave to draft into email content) Erin will draft an email to presidents of chapters giving them a heads up, send out early next week. Survey out by May 18th, closed on June 1st. Send to board early June. Conference call to talk about the data on June 6th (noon time)

Adjourned at 11:14AM



MAC Conference Planning Call
June 6, 2018 via conference call

Attendees:

Dave, Dana, Martha, Connie, Rick, Bruce, Erin, Eric

Agenda: look at the results to make decisions on how to move forward with our conference planning.
When, Where, Budget, Responsibilities, Next Steps

Survey results and summary were distributed via email to the board by Eric on Tuesday (6/5) afternoon.

Meeting called to order by Dave at 12:04PM.

Quick recap: 93 total responses (about 4% of the council.) Every chapter had at least one response with 60% IL and 40% WI chapter participants.

The comments indicate our council members want speakers on more technical topics (as opposed to soft skills.) This seems to support our decision to eliminate the “leadership” focused conference day. Global has reinvigorated the CLEW structure at their level and has a lot of resources available for chapter leadership training. We do need to be careful about topic selection so we don’t overlap with chapter-level topics (ie tax updates) and cannibalize that participation.

Where: IL – Rockford (NIU), WI – Madison (Eric will look into Madison College, Dave/Bruce will also do some looking)

When: IL – Fall (September), WI – Spring (April), Friday

First conference will be held in spring 2019 so as to not conflict with chapter level planning and to give the council time to find good quality speakers.

But do we want to do a tax-focused conference this fall? Erin to send an email to the chapter presidents to see what the chapters are planning – by next call.

Budget:

Catering – similar to previous conferences
Room Rental – similar to previous conferences
Speaker Fees – \$6,000 (keynote + other nominal speaker fees)

Is \$150 the right price to charge? Dana will do some analysis on this to see what price might be most successful (in terms of attracting attendance) as part of the budget process – by next call. As previously discussed at the meeting in May, the council has a lot of money in the bank to be used. We could also apply for a Global MEF grant.

Format:

Maybe offer 6 CPE credits instead of 8? Start later, end earlier, to help address travel time/potential hotel costs for attendees.

Goal should be to have speakers confirmed by September for the April conference in the Madison area.

Responsibilities:

Dave will find volunteers to be point person for the WI and IL conferences.

Brainstorming Topics:

Everyone please think about potential speakers. Give your leads to Dave.

Follow up call will be scheduled for Tuesday July 10th, conference call at noon.

Meeting adjourned 1:01PM



MAC Conference Planning Call #2
July 10, 2018 via conference call

Attendees:

- Martha
- Dave
- Dana
- Erin
- Bruce

Agenda:

1. Follow up on action items
2. Develop list of potential topics and/or speakers
3. Select dates for the Wisconsin and Illinois conferences
4. Any discussion topics for the July 21 board meeting?

Meeting called to order by Dave at 12:04 PM.

- 1) Previous Action Items:

Madison area venues - Eric will look into Madison College, Dave/Bruce will also do some looking. Results: From Eric: I did look into Madison College, and they do offer rooms to rent, but first preference is given to university groups, faculty, alumni, etc first. Also, if we don't have any affiliation with the college, they require insurance if we are hosting an event there. Without a set date, I did not reach out to inquire on any other specifics or how much the insurance would be, but hopefully we'll have a date soon.

Bruce/Dave will check with the Madison board at their board meeting tomorrow for venue ideas. Erin could also check with her contacts at Madison College for some additional flavor. Waukesha County Technical College has a student chapter – Erin will look into that possibility. Another alternative could be the UW at Janesville.

Do we want to do a tax-focused conference this fall? Erin to send an email to the chapter presidents to see what the chapters are planning.

Results: Only one chapter is planning to do a meeting related to tax.

Bruce has been working with Toni Spina and she will speak on Tues, Sept 18 in Milwaukee and Wed, Sept 19 in Madison. Topic for the sessions is Nexus. Given this development, the council will promote these two events council-wide, but not plan a separate conference/event at the council level.

Dana will do some analysis on this to see what price might be most successful (in terms of attracting attendance) as part of the budget process.

Results: Several scenarios were emailed out by Dana ahead of the meeting. Assumptions vary based on attendance, speaker expense, prestige of speaker (anticipated attendance bump due to big name?) She will send out the Excel version of the template for the board to play around with.

For budgeting purposes, we will plan to break-even at 48 attendees in the current fiscal year with WI's conference in April.

Dave will find volunteers to be point person for the WI and IL conferences.

Results: Wisconsin – Bruce
Illinois - TBD

- 2) Potential topics/Speakers



MEETING MINUTES – JULY 10

From Eric: As far as speakers, I did some googling to see if there were any good speakers that might be more local, to help cut down on any potential travel expenses. I found the following (<https://www.speakernow.com/topics/wisconsin-speakers/>), and you may recognize a name or two from past IMA events, such as Jeff Kortes from this past year. These are mostly motivational/leadership type speakers. One that I think would be interesting is Rich Neureuther, a former FBI agent. I think he spoke to another chapter or another group (IIA), but I don't know if anyone in this group has heard of him or has a connection. His topic seems interesting.

Continue to brainstorm and bring ideas to the board meeting on the 21st or shoot Dave an email ahead of that meeting.

3) Dates for conferences

Wisconsin (spring, location TBD) – April 26, 2019
Illinois (fall, NIU) – September 20, 2019

4) Topics for July 21st Board Meeting

Speaker ideas for Wisconsin conference

Meeting adjourned 12:54PM