



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

NEWSLETTER

President's Message - January 2020

From the desk of the aging accounting educator. I am usually greeted with pitchforks and torches when I enter a new town, not because of my size and scary appearance, but because I am an accountant. Worse, an accounting educator who is creating more accountants. One of our missions in the IMA is transforming the profession, in actuality and perception. One way to do that is providing quality continuing education through our spring and fall education conferences.

We have coming April 24 our spring educational conference. The schedule includes:

- Session 1 - Personal Branding for Accountants - Jennifer Elder
- Session 2 - Motivating and Retaining the Younger Generations - Judy Ruhl
- Session 3 - GAAP: Generally Accepted Awesome Presentations - Jennifer Elder
- Session 4 - Industry 4.0, IoT, Future of Analytics, Ethics & Security - Mike Trojecki

There will also be a plant tour.

The next council meeting will be January 25th at the Beloit Country Club. Visitors are welcome.

One of the goals this year is to promote and aid schools wanting IMA endorsement. On the following page is something from the IMA website on the endorsement process. We at Illinois State University went through the process, and it was not difficult. I am available to help any schools wanting to look and complete this process.

One of our council goals is to get 5 schools into the process over the next year.

Currently there are 48 schools in the US, and 35 international schools that have received the endorsement. Let us help you join the group.

See you in Beloit.

Harlan Fuller
 Mid-America Council Past President

JANUARY 2020

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JOIN US

Special points of interest:

Next Council Meeting

When: Saturday, January 25, 2020
 9:00am - 12:00pm

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

IMA ENDORSEMENT FOR COLLEGES/UNIVERSITIES

Become Endorsed in 3 Easy Steps

The application process should not be too time consuming. It is mostly a coordination effort to collect syllabi, homework assignments, and tests that show the rigor of the curriculum, as well as completing a few questions about the program.

1. Assemble documentation

- Collect syllabi for all courses within the curricular content section of the [application](#)
- Provide 4-5 homework and/or test examples that show the rigor of the program
- Include information on faculty, plagiarism policy, and employer feedback mechanisms

2. Complete the curricular content section of the application

- List one course per topic
- 75% of topics must be taught at the C level (highest level of Bloom's taxonomy)

3. Submit completed application

- Electronic submission strongly preferred
- Incomplete applications will cause a delay in commencing your review

How Your School Benefits

Recognition and prestige

- Recognition on IMA's website
- Official seal, templated articles, and materials to showcase your Endorsement
- Additional distinction beyond accreditation at no cost

Curriculum Validation

- Program validation and evaluation of curriculum content
- Attract students with a career track beyond public accounting

How Your Students Benefit

Career Readiness

- Preparation for careers in management accounting and beyond
- Opportunity to apply for the IMA Student Leadership Experience Program* exclusive benefit for Endorsed schools

CMA Certification

- Curriculum reviewed to ensure comprehensive coverage of CMA exam topics
- Students can stand out as they graduate and take the CMA exam while still in school



COUNCIL MEETING AGENDA

Date & Time	WebEx/Phone Information	Location
Saturday, January 25, 2020 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	Harlan	5 minutes
2. 9:05am – 9:10am	President’s Report	Harlan	5 minutes
3. 9:10am – 9:15am	Secretary’s Report Approve Minutes from prior mtg.	Martha	5 minutes
4. 9:15am – 9:40am	Treasurer’s Report Financial Bills Chapter/Student grant payments	Erin	25 minutes
5. 9:40am – 10:05am	President-Elect’s Report Council Award of Excellence		25 minutes
6. 10:05am – 10:25am	Councils & Global Components Roundtable (CGCR) Rep & Regional Director Reports IMA Board Update Regional Chapter Reports	Erin	20 minutes
7. 10:25am - 10:35am	BREAK		10 minutes
8. 10:35am -10:45am	VP-Communications Newsletter Due Date Council Website	Eric	10 minutes
9. 10:45am–11:05am	VP-Education Student Conference Student Chapter Outreach 2020 Educational Conferences		20 minutes
10. 11:05am–11:15am	Committee Reports: Bylaws Long-Range Planning Nominating Advisory (past Presidents)	Rick / Bruce / Erin	10 minutes
11. 11:15am–11:20am	Old Business	Harlan	5 minutes
12. 11:20am–11:30am	New Business Milwaukee Brewer event (Dave)	Harlan	10 minutes
13. 11:30am–11:35am	Past Presidents		5 minutes
14. 11:35am	Meeting Adjournment		



2019-2020 COUNCIL BOARD OF DIRECTORS

BOARD POSITION	NAME, CHAPTER
President	Rotating between: John Wieland, Winnebago Rick Bellmore, Winnebago Harlan Fuller, Central Illinois Bruce Hamilton, Madison
President-Elect	OPEN
Secretary	Martha Paalman, Winnebago
Treasurer	Erin Ankebrant, Greater Milwaukee
VP - Communications	Eric Griffin, Madison
VP - Education	OPEN
Councils & Global Components Roundtable Rep	Erin Ankebrant, Greater Milwaukee
Regional Director - Calumet	Dave Skora, Madison
Regional Director - Central Illinois	Bruce Hamilton, Madison
Regional Director - Chicago	Dana Riess, Chicago
Regional Director - Fox River Valley	Harlan Fuller, Central Illinois
Regional Director - Greater Milwaukee	Erin Ankebrant, Greater Milwaukee
Regional Director - Heart of WI	John Wieland, Winnebago
Regional Director - Illowa	Bruce Hamilton, Madison
Regional Director - Madison	Eric Griffin, Madison
Regional Director - NW Suburban Chicago	Brian Wetters, Fox River Valley
Regional Director - Packerland	Rick Bellmore, Winnebago
Regional Director - Winnebago	William Ramsay, Winnebago
Bylaws Committee	Rick Bellmore, Winnebago
Long-Range Planning Committee (most senior active Past President)	Rick Bellmore, Winnebago
Nominating Committee	Bruce Hamilton, Madison
Advisory Committee (all active Past Council Presidents)	Erin Ankebrant, Greater Milwaukee



**IMA Mid-America Council Board Meeting
Plunkett Raysich Architects, Milwaukee, WI
November 2, 2019**

ATTENDANCE

<u>NAME</u>	<u>CHAPTER</u>	<u>MAC POSITION</u>
Martha Paalman	WinnebagoLand	Secretary
John Wieland	WinnebagoLand	Regional Director
Rick Bellmore	WinnebagoLand	Regional Director
Erin Ankebrant	Greater Milwaukee	Treasurer
Eric Griffin	Madison	VP Communications
Harlan Fuller	Central Illinois	Past President
Bruce Hamilton	Madison	Regional Director
<i>On the phone:</i>		
Royce Hix	Greater Milwaukee	Delegate
Dana Riess	Chicago	Regional Director
Bill Ramsay	WinnebagoLand	Regional Director

Quorum gut check – 5 voting attendees from at least 3 different chapters – PASS!

Rick called the meeting to order at 9:06 AM.

PRESIDENT – Rick Bellmore, acting president

General feeling is that the program year has started well. Chapters appear to be doing ok. Fall Conference was good – great speakers – looking for similar/better results for the Spring Conference.

SECRETARY – Martha Paalman

The minutes from the July 27, 2019 Mid-America Council board meeting were previously included in the newsletter. Motion to approve these minutes was made by Dana and seconded by John. Motion passed.

TREASURER – Erin Ankebrant

Copies of the October Treasurer’s Report were handed out at the meeting and emailed to the attendees on the phone. John motioned to approve this report and Roy seconded the motion. Motion passed.

Dues invoices for our member chapters have been sent to Global to send to the chapter treasurers. Is this how we are supposed to do this? In the past we’ve send them emails directly, not sure how that works in this new communications world. Dana/Eric/Erin will figure this out – we sent them directly to chapter treasurers last year.

We have two CDs recently matured/about to mature. Investment Committee has discussed moving these funds into a government money market account. Interest rates and risk are comparable to CDs, but the funds are available daily. Do we want to similarly invest the segregated Rockford Chapter funds?

Still need someone to “review” the regional financials for submission in November (previous action item.) Required financial reporting has been submitted to Global. John volunteered.

Chase account policies have changed on how to change the signer – will need to keep this in mind the next time the treasurer changes.



PRESIDENT-ELECT – VACANT

Council Award of Excellence

Council project is to help 5 new universities get IMA endorsement. Chapters need to reach out to their local universities to offer the council's help to do this. Harlan will facilitate.

Previous Action Item: Harlan to provide Eric a cover letter that can be used to reach out to local universities to offer the council's help to get endorsed by the IMA.

COUNCILS & GLOBAL COMPONENTS ROUNDTABLE REP – Erin Ankebrant

Erin has attended a few conference calls. Conversation is around what can the Global organization do to help the local chapters serve their members. Mostly in brainstorming mode right now. There was a survey sent out to local chapter leaders soliciting feedback.

Previous Action Item: Is Global going to start charging the chapters for mailings, calling members? Erin had heard that there was no charge for chapters "at risk", but what is that definition? She will bring this up at the next Roundtable meeting.

Regional Director Reports:

Calumet (Dave Skora): No Report

Central Illinois (Bruce Hamilton – Harlan reported): CMA/CPA meeting next week with a few local universities.

Chicago (Dana Riess): Chapter is struggling. Most recent event was a panel discussing career paths and progression. Only 10 people attended: 4 speakers, 3 board members, 3 other attendees. Feedback from the attendees was favorable. The chapter continues to work with the NW Suburban chapter to merge the two together (Dave has an action item to figure this process out – see below). Co-sponsoring an ethics event with Fox River Valley chapter in November.

Fox River Valley (Harlan Fuller): No Report

Greater Milwaukee (Erin Ankebrant – Royce reported): Most recent meeting was student night. Attendees included 13 students & 3 professors across 5 local universities. Upcoming brewery event in November. Continue to try and build bench strength on the board. Next technical meeting is in February.

Heart of WI (John Wieland): John hasn't been getting their communications and will follow up. They seem to be doing ok.

Illowa (Bruce Hamilton): No Report – Bruce to follow up (previous action item)

Madison (Eric Griffin): Most recent meeting was on preparing for trade wars, tariffs, etc. Had 16 attendees. Next meeting is a tour in December.

NW Suburban Chicago (Brian Wetters): Chapter may be going inactive. TBD – see Chicago notes.

Packerland (Rick Bellmore): Most recent meeting was a student event with about 20 attendees. Speaker topic was leadership. The chapter continues its focus on building relationships with local colleges and students. They've noticed that students seem to like the tour experiences rather than holding the meeting on campus.

Winnebagoland (Bill Ramsay): Chapter is doing fine. Most recent meeting was student night with a panel focused on technology. Networking event follow up is November 15th and November chapter meeting is a deeper dive into technology. Rest of year is planned.



VP-COMMUNICATIONS – Eric Griffin

The next council meeting will be on Saturday, January 25, 2020 at The Beloit Club in Beloit, WI. The January meeting will be chaired by Harlan. The newsletter deadline will be Monday, January 6th.

Need an updated board listing on the website – Erin will send to Eric.

VP-EDUCATION – VACANT

Student Conference & Student Grants:

Student Conference is November 13-15 in NC.

Student Grants approved & issued:

- UW Oshkosh \$1,000
- Carthage College \$475
- Robert Morris \$1,000

It seems like the students going have multiple sources of funds (from their school or the local IMA chapter) and the geography may dictate how many applications we see.

Send a “save the date” in the spring (April) for the 2020 conference to get it on the students’ radar? Add to January agenda to solidify our plan.

2020 Spring Education Conference:

April 24th, 2020 in Neenah, WI. Speakers/schedule is set. Will get onto website when we figure out pricing.

Do we want to send out a survey asking why people didn’t attend the Fall Conference and what kind of price point tolerance we’re dealing with? Eric to coordinate.

Promotion Plan:

- Use Regional Directors to personally engage with local chapter leaders. Monthly standard communications December thru March (will be created by Martha).
- Submit event to local newspapers (Martha)
- Send event info to WICPA (Bruce)
- Global Email Blast (Eric to coordinate)

2020 Fall Education Conference:

Date: September 18, 2020

Location: TBD – suggested Schaumburg, UI Chicago, Robert Morris

Topics: Forecasting/Data Analytics – Harlan

Personal Development – Rob Bell (Martha)

FBI

IRS Criminal Investigation Unit – Adrian Project simulations (Harlan)

Chocolate Factory Tour

Cryptocurrency

COMMITTEE REPORTS

Bylaws Committee – (Interim – Rick Bellmore)

No Report – good for four more years

Long-Range Planning Committee – Rick Bellmore

No Report

Nominating Committee

Committee for 2019-2020 will be Erin, Harlan, Bruce, Eric. Focus on filling council positions and getting presidents or delegates from member chapters to attend council meetings. Work on have the council’s slate put together by January’s board meeting.

Advisory Committee

No Report

OLD BUSINESS

Previous Action Items:

- Status of post-event submission to get the second part of council’s MEF grant – Erin (DONE)
- Need someone to review the regional financials for submission in November – All (ONGOING)
- Update to bank signer memo – Martha (DONE)
- Add to October’s agenda: What is our strategy for promoting and marketing the student grants? Use council email blast? Global email? – Martha (DONE)
- Contact the chapters who applied for a chapter grant to inform them of their award – Erin (DONE)
- Provide Eric a cover letter that can be used to reach out to local universities to offer the council’s help to get endorsed by the IMA – Harlan (ONGOING)
- MEF Grant 2019-20 Submission – who is working on it? – Erin (DONE)
- How do we go about combining the Chicago and NW Suburban Chapters? – Dave (ONGOING)
- Is Global going to start charging the chapters for mailings, calling members? – Dave (ONGOING)
- Contact Illowa to see how things are going – Dave/Bruce (ONGOING)
- Need an updated board listing on the website – what was submitted to Global? – Erin (ONGOING)
- President gift for 2018-19 – Bruce (DONE)

NEW BUSINESS

Some recommendations on managing the chapter roster: Look for members who aren’t local and may need to transfer to another chapter. Look for emeritus members who auto-renew and may have passed away. Remind members to keep their contact information up to date and check their contact settings. See who is reporting CPE but doesn’t attend your chapter meetings.

Erin was presented with her past president award by Bruce.





PAST PRESIDENTS

Harlan – lots of good ideas, discussion was good during brainstorming sessions. It's important to keep the openness to encourage participation and improvement.

Bruce – nice to have discussions and generate good ideas going forward

John – seems like we may have issues with communication (local and global) that we need to resolve

Erin – good meeting. We have some work to do with communication between the board and our member chapters

Rick – Regional Directors need to be more engaged and promote involvement of local chapters at the regional events.

Happy to see student chapters using grants to go to the conference.

MOTION TO ADJOURN – meeting adjourned at 11:41

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

Respectfully Submitted,
Martha Paalman, Council Secretary

Action Items

- Is Global going to start charging the chapters for mailings, calling members? – Erin to take this to the roundtable
- How do we go about combining the Chicago and NW Suburban Chapters? – Erin will figure out how to get the funds back from NW Suburban (their treasurer was Richard Ramazinski rich.ramazinski@mysynergy.com) along with what else needs to go on
- Contact Illowa to see how things are going – Bruce to follow up
- Provide Eric a cover letter that can be used to reach out to local universities to offer the council's help to get endorsed by the IMA – Harlan
- President's message and agenda for January meeting – Harlan
- Complete annual "Review" of Council Financials – John
- Complete transfer of matured CD, CD maturing in November, and Rockford Chapter funds into a money market account – Bruce/Dave (Investment Committee)
- Need an updated board listing on the website – what was submitted to Global? – Erin
- For January agenda – set plan for promotion of student conference/student grants – Martha
- Create/Send council survey to see why people didn't attend Fall Conference (and other council events.) Use the Visa giftcard the council already has as a raffle item for respondents – Eric
- Work on have the council's slate put together by January's board meeting – nominating committee
- Send out feelers on Fall Conference speakers as indicated above - All