



The Association of
Accountants and
Financial Professionals
in Business



President's Message April 2015

As I write this message, I have a little more than one week left of tax season. I have more returns piled up than I would like. I hope that many of you also have piles of work and are keeping busy.

Although busy, I hope many of you can take some time to join other IMA members in the Mid-America Council at our Spring Education Conference and LTS (Leadership Training Session) coming up on April 23 and 24th. These two days are a great way to get 15 hours of CPE. The organizers of these events have worked hard to put together interesting topics for you. Please go to <http://www.midamerica.imanet.org/> our Council website for more information. While you are there, check out the events page for a link to register for one or both days. There is also a calendar of events that has our member chapters' meetings. If you can't make your home chapter's meeting this month, maybe a nearby chapter has a meeting with an interesting topic.

Registration has opened for the annual conference. This year it is in the Los Angeles area. They have a great range of speakers including James V. Schnurr, the chief accountant at the SEC and Jerry Greenfield co-founder of Ben & Jerry's ice cream. Sign-up today.

We have our next board meeting after the LTS session on April 24. We will be deciding on our Council board at that time. If you are interested in a Council board position, please contact Jim Spice at jas1946@aol.com.

I hope to see many of you at the LTS and Spring Education Conference.

John Wieland
Mid-America Council President, 2014-2015



IMA Mid-America Council Meeting Agenda

Date & Time	Teleconference Information	Location
Friday, April 24, 2015 4:25pm – 5:00pm (after LTS)	None Available	NIU Meeting & Conf Center 8500 E. State Street Rockford, IL 61108

1. 4:25pm – 4:30pm	Welcome & Introductions	John	5 minutes
2. 4:30pm – 4:35pm	President's Report	John	5 minutes
3. 4:35pm – 4:36pm	Secretary's Report Approve Minutes from 1/24/15 Mtg	Angela	1 minute
4. 4:36pm – 4:40pm	Treasurer's Report Financial Bills	Rick	4 minutes
5. 4:40pm – 4:50pm	President-Elect's Report 2015 LTS – Recap Nominating Committee Report Council Award of Excellence	Jim	10 minutes
6. 4:50pm – 4:55pm	Regional VP & Regional Directors IMA Board Update Regional Chapter Reports	Harlan	5 minutes
7. 4:55pm – 4:56pm	VP-Communications Newsletter Due Date	Eric/Angela	1 minute
8. 4:56pm – 4:57pm	VP-Education Education Conference – Recap	Bruce & Jason	1 minute
9. 4:57pm – 4:58pm	New Business	John	1 minute
10. 4:58pm – 4:59pm	Past Presidents	All Present	1 minute
11. 4:59pm – 5:00pm	Meeting Adjournment	John	1 minute



2014 - 2015 Board of Directors

BOARD POSITION	NAME, CHAPTER
President	John Wieland , WinnebagoLand
President Elect	Jim Spice , Calumet
Secretary	Angela Truong , Fox River Valley
Treasurer	Rick Bellmore , WinnebagoLand
VP - Communications	Eric Griffin , Madison
Director - Newsletter	Angela Truong , Fox River Valley
Director - Social Media	OPEN
VP - Education	Bruce Hamilton , Madison
Director - Education	Dave Skora , Madison
Director - Education	Patricia Cox , Madison
Director - Student Relations	Jason Leabman , Madison
Director – Student Relations	Kathy Horton , Fox River Valley
VP - Corporate Development	OPEN
Regional VP	Harlan Fuller , Central Illinois
Regional Director - Calumet	Stephen Craig , Chicago
Regional Director - Central Illinois	Mary Strautmman , Greater Milwaukee
Regional Director - Chicago	Mary Strautmman , Greater Milwaukee
Regional Director - Fox River Valley	Barb Sheedy , Greater Milwaukee
Regional Director - Greater Milwaukee	Stephen Craig , Chicago
Regional Director - Heart of WI	Dave Skora , Madison
Regional Director - Illowa	Dave Skora , Madison
Regional Director - NW Suburban Chicago	Michele Reagan , Rockford
Regional Director - Madison	Michele Reagan , Rockford
Regional Director - Packerland	Dave Skora , Madison
Regional Director - Rockford	Barb Sheedy , Greater Milwaukee
Regional Director - Sangamon Valley	Inactive Chapter
Regional Director - WinnebagoLand	Erin Ankebrant , Greater Milwaukee
Regional Director - Wisconsin Lakeshore	Inactive Chapter
MAC Long-Range Planning Committee (Most Sr. Active Past President)	Harlan Fuller , Central Illinois
Council Bylaws Committee	Mary Strautmman , Greater Milwaukee
Committee on Academic Relations	Harlan Fuller , Central Illinois
Member Relations Committee (National Board Standing Committee)	Harlan Fuller , Central Illinois



**IMA Mid-America Council Board Meeting
Holiday Inn, Janesville, WI
January 24, 2015**

ATTENDANCE

NAME	CHAPTER	MAC POSITION
John Wieland	Winnebagoland	President
Jim Spice	Calumet	President-Elect
Angela Truong	Fox River Valley	Secretary/Director-Newsletter
Rick Bellmore	Winnebagoland	Treasurer
Sheryl Elliott	Fox River Valley	Regional Director/Past President
Erin Ankebrant	Greater Milwaukee	Regional Director
Michele Reagan	Rockford	Regional Director/Past President
Bill Ramsay	Winnebagoland	Past President
Harlan Fuller	Central Illinois	Regional Vice President /Past President
Eric Griffin	Madison	VP-Communications
Mary Strautmamm	Greater Milwaukee	Regional Director/Past President
Bruce Hamilton	Madison	VP-Education/Past President
David Skora	Madison	Regional Director/Past President
Todd Hilliard	Rockford	Chapter Delegate
VIA PHONE:		
Stephen Craig	Chicago	Regional Director

John Wieland called the meeting to order at 9:00AM. The meeting began with introductions of the members that were present.

PRESIDENT’S REPORT – John Wieland

John shared some information that was given in a recent IMA Volunteer Teleconference.

- IMA is beginning a new program in March 2015 that is an accounting honor society for students. Students have to be selected to be in the honor society and can be nominated by either themselves or a professor. They have to meet several requirements, including being a current student in college, be a declared accounting or finance major, and have a GPA of at least 3.0. Students do not have to be a current member of IMA in order to obtain membership in this honor society. Benefits of membership in the honor society include receiving life-time membership to the honor society.
- Registration will open on January 26, 2015 for the IMA Annual Conference that will be held in Los Angeles, CA on June 20-24, 2015.
- March 10, 2015 and May 14, 2015 are two dates of future IMA Volunteer Teleconferences. More dates will be announced by IMA later.

John said that the council is normally granted two free IMA Annual Conference registrations that can be given to whoever the council chooses, but he has not received official communication about being granted these registrations. He will follow-up with IMA Global about this. A discussion occurred at today’s meeting about how to decide the winners of these registrations. Several methods were discussed and the method chosen was that Eric Griffin, V.P. of Communications for the council, would include a notice of a raffle in communications to the chapter and people can submit their name if they want to be included in the raffle.



David Skora has been selected as the new IMA Global board member representing the Mid-America Council, replacing Harlan Fuller.

According to IMA Global, some IMA chapters have not submitted their annual paperwork to them and IMA Global is withholding further payments to these chapters until the paperwork is submitted. John said that Rick Bellmore, council treasurer, would have been contacted if any chapters in the council had not submitted paperwork and Rick said that he has not been contacted.

SECRETARY'S REPORT – Angela Truong

The minutes from the November 1, 2014 board meeting were previously included in the newsletter. Angela motioned to approve the November minutes and Mary Strautmman seconded the motion. No changes were requested during the discussion of the minutes. Motion passed.

TREASURER'S REPORT – Rick Bellmore

Copies of the January Treasurer's Report were distributed at the meeting. Bill Ramsay motioned to approve the Treasurer's Report and David Skora seconded the motion. No changes were requested during the discussion of the report. Motion passed.

Rick reviewed the financials and expenses with the council. At the November 2014 council meeting a decision was made to transfer \$10,000 from the checking account to some type of savings account and a transfer to Edwards Jones CDs was done. Two new CDs were started; one maturing in 2016 and the other maturing in 2018.

At the November 2014 council meeting there was also a discussion about the segregated Sangamon Valley Chapter funds. John Wieland contacted IMA Global and was advised that the funds do not need to be segregated in the council's account anymore, so the funds were moved from liabilities to equity.

All dues that chapters owed to the council were collected by the end of December 2014.

Several chapter grants have been paid to chapters that have submitted the required paperwork and there are several more to be paid. The deadline is June 30, 2015 for chapters to submit the required paperwork in order to be paid the grant money that was awarded to them.

For student grants, there were five applications submitted and two were given. The first was to UW-Whitewater student chapter to defray costs for students to attend the annual IMA Student Conference. The second was to UW-Oshkosh student chapter for a student recruiting event that will occur in April 2015. Each of the winning chapters will receive \$500.

It was announced by a council member that the 2015 IMA Student Conference will be on November 12-14 in Orlando, FL. A suggestion was made to Eric Griffin, V.P. of Communications, to update the council website with this information.

PRESIDENT-ELECT – Jim Spice

Karen Jett will be one of the speakers at this year's Leadership Training Seminar (LTS) in Rockford. She will give two sessions; one about growing your people and the other about growing your leadership power. Jim



passed around the service agreement from Karen for people to look at. He said that the speaker's fee is \$1000 plus travel expenses, which is a discount from the speaker's normal fees. There will also be a speaker about cybersecurity and Harlan Fuller will present about Excel pivot tables and macros. Jim said that another possible speaker is from the Federal Reserve Bank, but Bruce Hamilton said that a speaker from the Federal Reserve is presenting at Thursday's Spring Education Conference that is the day before LTS. Based on this information, Jim will probably not ask for a Federal Reserve speaker for LTS. Another speaker that Jim needs to contact and is hoping will present is Kim Komando. She has a commercial talk radio program focusing on computers and technology and Jim Spice and council members felt that she would be a good speaker to have at LTS.

A discussion occurred about the start and end time for LTS in order to give 7.5 hours of CPE. It was decided to change the break-out sessions to be 50 minutes long instead of 1 hour 15 minutes that they have been in the past. The start time will be 8:30am and end time will be 4:15pm. This will mean the council meeting after LTS will only be about 30 minutes long, from 4:15pm to 4:45pm since we have to be out of the conference rooms by 5pm. John Wieland mentioned that since there will be fewer break-out sessions this year then fewer conference rooms will be needed. Jim Spice can investigate this.

David Skora said that he expects there to be \$3,000 in corporate sponsorships for LTS.

Mary Strautmann said that information about LTS can be submitted to IMA Global and then included in a Council Round-up email that is sent out by IMA Global.

Jim Spice asked for volunteers to lead the break-out sessions for chapter positions. David Skora had created PowerPoint presentations last year about chapter positions, so these presentations can be used with little or no changes needed. John Wieland suggested that there be one break-out session called "chapter operations" instead of separate break-out sessions for each position since some break-out sessions have had few participants in past years. The council agreed to this suggestion. When people submit their registration for LTS they can submit questions that they would like to be discussed at the "chapter operations" break-out session. In addition to the "chapter operations" break-out session, the other break-out session will be Harlan Fuller's presentation about Excel tips for pivot tables and macros.

VP-EDUCATION – Bruce Hamilton

Bruce Hamilton shared information about several of the presentations that will be at the Spring Education Conference.

- One presentation will be given by Mark Hogan from Northern Illinois University about financial reporting standards for small businesses.
- Another presentation will be given by a CPA firm about uniform capitalization rules.
- A possible presentation (not confirmed) will be given by Bill Strauss about an economic topic.
- Big data and cybersecurity are a couple more possible topics.

A discussion about the fee for the Spring Education Conference and LTS occurred. The prices will be kept the same as last year, \$150 for the Spring Education Conference and \$30 for LTS.



REGIONAL VP – Harlan Fuller

Harlan said that the IMA board and committees was held on January 20-21, 2015 in Irving, TX. Sheryl Elliott announced that the SCMS Mid-Year Conference will be October 25-27, 2015 in Colorado Spring, CO.

REGIONAL DIRECTOR REPORTS

Rockford—Todd Hilliard said the current board members will have the same positions on next year’s board. Plant tours have been held recently and were well attended. Bill Strauss from the Federal Reserve Bank of Chicago had given a recent presentation at a chapter meeting. There was also a recent chapter meeting presentation that was the annual tax update and it was well attended. The board is finishing up the schedule for chapter meetings and finalizing last minute details.

Calumet—Stephen Craig said that he attended a board meeting this week and it appears the schedule is on track to being finalized soon. Jim Spice said people had requested that he contact former Illinois Governor Ryan to give a presentation at a chapter meeting. He has done that by sending a letter and providing a copy of a recent Strategic Finance magazine and newsletter. He is waiting to hear back. Jim said that the board is also considering offering a plant tour at Oberweiss. Mark Camarena is the current chapter president and has agreed to be president next year as well, but they are working on finding a different president for the year after that since Mark has been the chapter president for several years. There are some students on the board for the chapter, but the majority of the board members are retired.

Greater Milwaukee—Stephen Craig said that there will be a chapter meeting on February 23rd with Steve Weiss presenting about strategic planning for non-profit businesses. Steve Weiss will also be speaking at the Chicago chapter on the following day, February 24th. Mary Strautmann said that the chapter meetings have included a “charity of the night” where donations are collected that night and given to the chosen charity. In general the chapter meetings this year have had low attendance, even with meetings being held at different locations, nights of the week, and offering webinars for people to call into the meeting instead of physically being present at the meeting location. Only two people had attended the webinar and fourteen people had attended that meeting in total. The board has tried different ideas to increase meeting attendance like doing extra publicity through email and the chapter website, but attendance continues to be low. John Wieland suggested that low attendance could be a good topic of discussion at LTS at the break-out session for chapter operations since many chapters are experiencing this issue.

Fox River Valley—Sheryl Elliott said the November 2015 chapter meeting that was the 65th anniversary celebration was well attended by students and members. Chapter meeting topics for January-May are the annual tax update, Mystery Fraud Night, big data, the financial health of Illinois, and a plant tour to a business that does destruction of confidential documents as the main portion of their business. Harlan Fuller made a comment that another good topic for chapter meetings is data analytics.

Packerland—David Skora said that he has been in contact with Alison Hendrickson, President, several times during the last few months. They have been holding monthly meetings with average attendance of about 23. They are putting together next year’s board. Bonnie Nelsen, incoming President, has recruited two new board members that they are excited about. One is Bob Faulds from the Madison Chapter who recently moved to the area. David Skora plans to attend their chapter meeting on February 18. They seem to be doing well also and are very hopeful about their future.

Central Illinois—Harlan Fuller said that February 3rd will be the next board meeting and chapter meeting. The current chapter president does not want to be president next year, so the board is working to find a new person for this role. The March meeting will be about big data. A CMA study group will be held in March/April and expected attendance is 6-8 people.



Chicago—Mary Strautmann said that she has called into a couple of the recent board meetings via phone. The speaker that will be presenting at the February 24th chapter meeting will also be meeting with the DuPage student chapter. The Chicago chapter does not have the full schedule of meetings done, but is working on it. There has been low attendance at chapter meetings; 20 people is the average. The board has had difficulties finding dedicated board members and a few board members were removed because they hadn't attended any board meetings.

Heart of Wisconsin—David Skora that he has been in contact with Lisa Marx, President. Their meetings have gone fairly well. They held food drives at both the November and December meetings, donating 100 items to the Salvation Army Food Banks in Stevens Point and Wausau. Average meeting attendance has been around 20 people, down slightly from previous years. The previous president, Cinda Mijal, is starting to recruit board members for next year. She is having a difficult time finding someone to take the president position as all of the current board members have already done it. The chapter is holding a half day Mr Excel seminar on May 20th at the Stevens Point Country Club from 12:30-4:30pm. David Skora will be attending their chapter meeting on February 17. He feels they are having very good meeting topics and keep plugging away.

Illowa—David Skora said he has been in contact with Ray Tiedeman, President, and Cheryl Stoller, Secretary, several times during the last couple of months. Currently the chapter has a small board of 5 people that seem to be engaged. The chapter has been conducting mostly 4-hour conferences for their chapter meetings--August 2014 Conference had 31 attendees in Muscatine, October 23 Student Night had 77 attendees at Augustana College, and December Conference had 16 attendees at WIU's Riverfront Campus. They are currently planning a March 2015 conference in Bettendorf on the topics of revenue recognition, estate planning, and creating dynamic charts/graphs in Excel. They are also planning a second Student Night at St. Ambrose University in Davenport for April. The topic is "Career Readiness" presented by Robert Half. They plan to have a May conference as well. It was recently determined that none of the board members was on the email distribution list for MAC and Cheryl Stoller would like to attend some in the future. She has now been added to the email distribution list, in December 2014. David plans to attend the March 2015 conference. Overall, the chapter seems to be doing well.

NW Suburbs— Michele Reagan said she has been getting meeting notices, but no other communication from the chapter. She is planning to attend 1-2 chapter meetings this spring. Monthly chapter meetings are being held. David Skora said that the chapter is considering going to inactive/closed status.

Madison—Michele Reagan said the chapter is doing well and she is planning to attend some of the meetings. Eric Griffin said that in April they are going on a plant tour of a casino.

Winnebagoland—Erin Ankebrant said all chapter meetings are scheduled for the spring. The January chapter meeting was the annual tax update and had 25 people in attendance. John Wieland noted that the website address for the chapter has changed.

VP-COMMUNICATIONS – Eric Griffin

Eric Griffin said that the due date will be April 6th for submissions of articles for the next newsletter. He has updated the Mid-America Council website on the calendar with information he learned about chapter events from visiting chapter websites. All council members were invited to review the calendar and provide any missing information that can be added to the calendar.



DIRECTOR OF STUDENT RELATIONS – Jason Leabman (absent)

No report.

BY-LAWS COMMITTEE – Mary Strautmann

No report.

LONG RANGE PLANNING COMMITTEE—Harlan Fuller

No report.

COMMITTEE ON ACADEMIC RELATIONS – Harlan Fuller

Harlan said that 585 students had attended the 2014 IMA Student Conference.

MEMBER RELATIONS COMMITTEE – Harlan Fuller

Harlan said the committee is considering changing the points system that is used for awards to IMA chapters and one option being discussed is for chapters to have a specific goal that they would work towards. A proposal for a new points system has been submitted and will be discussed at the February board meeting. The new system would start in the 2016-2017 IMA year if it was adopted.

Interviews for the “Voice of the Member” are now finished and the results are being analyzed.

OLD BUSINESS

None.

NEW BUSINESS

Jim Spice mentioned about the changing field of accounting in the workplace and how IMA Global needs to share more information with companies about the benefits of IMA membership. Mary Strautmann mentioned that there is a flyer available from IMA Global for employers about the benefits of IMA membership, but most IMA members do not know the flyer exists. John Wieland commented that the generational differences in the workplace would be a good chapter meeting topic.

Jim Spice mentioned that the Calumet chapter does not distribute CPE certificates to members that attend the chapter meetings. Other council members said that some chapters do pass out the CPE certificates, either to all members that attend or to members that specifically request a certificate.

Harlan Fuller said that he is available on Tuesday and Wednesday nights to give presentations at chapter meetings about an Excel topic. People should contact him if they are interested in him speaking at a chapter meeting.



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PAST PRESIDENTS

Harlan Fuller said that he would like to see new members coming to the council meetings from the chapters. Mary Strautmann and David Skora both said that low attendance is a common theme among chapters and needs to be discussed more frequently at council meetings in order to brainstorm ways to improve the situation. John Wieland said that this can be discussed at the July 2015 council meeting and/or a special meeting could be held about the topic. Possibly a special meeting could be held in May, which would be before chapters begin planning speakers and topics for the 2015-2016 IMA year.

Sheryl Elliott mentioned that some councils have a CPE portion of the council meeting in addition to the normal business portion of the meeting. Bruce Hamilton agreed with Sheryl's comment and said that chapter viability could be a topic for the CPE portion of a council meeting and maybe this topic would be interesting to people and cause more people to attend the council meeting.

As a follow-up to last meeting's discussion about possibly buying a phone to use at council meetings, John Wieland said that he did look into this and there are many features offered in different phones; the cost of the phones depending on the number and complexity of the features. A concern raised is that there are normally only one or two people calling into the council meetings, so the cost to buy a phone may not be worthwhile to incur based on the benefit of having a phone. This topic can be discussed again in the future.

MOTION TO ADJOURN – meeting adjourned at 11:45AM

Motion to adjourn by John Wieland and seconded by Mary Strautmann. Motion passed.

Respectfully Submitted,
Angela Truong, Council Secretary