



The Association of
Accountants and
Financial Professionals
in Business



The Balance Sheet

March, 2018

VOL. 91, NO. 10

DAYTON CHAPTER

Are you a CMA? Come and be recognized at our March meeting!

PRE-DINNER SPEAKER

March 20, 2018

5:30 p.m.

Dayton Engineers Club

Phillip Stoller

Aileron, Business Advisor

Conscious Leadership



Phillip is passionate about discovery, leadership, and culture.

Phillip earned an Associate's and Bachelor's degree in Psychology from Purdue University and a Master's degree in Business Administration from Indiana University. He has also

completed online studies in Organizational Leadership taught by the faculty of Northwestern University.

However, the "School of Hard Knocks" has always been the most influential part of his journey and his experience as a young entrepreneur is at the forefront of these experiences. After graduating from college, Phillip founded Perma-Column, Inc. a company that developed, patented, and commercialized a innovative foundation system for the Post-Frame Industry. After successfully growing his company into a firm with locations throughout the United States and Canada, Phillip sold Perma-Column in 2014.

After the sale, Phillip founded Accendo Business Development, LLC and has provided consultation to international and domestic companies in the Food Processing Industry, Agri-Science Industry, and the Heavy Equipment Manufacturing Sector.

. (cont'd on p.5)

DINNER PROGRAM SPEAKER

March 20, 2018

6:45 p.m.

Dayton Engineers Club

Curtis Pettis

Central State University, VP And CFO

CSU's Transformation and Acceleration

Curtis S. Pettis is Vice President for Administration and CFO at Central State University. Mr. Pettis oversees the annual University Budget of \$65m. He is responsible for the University's Facilities, Controllers Office, Budget Office, Purchasing, Human Resources, Financial Aid, Auxiliary Services, Capital Planning and the University Student Center. He is also an adjunct professor in the College of Business teaching Principles of Finance and Business Calculus.



Mr. Pettis worked as a financial analyst for General Motors, Delphi Corporation and Policy Analyst for the Department of Housing and Urban Development in Washington DC prior to joining CSU. He is a graduate of the University of Maryland College Park with a BS in Business Management and a MBA in Finance from Howard University in Washington D.C. He assumed his role as CFO in 2016 after serving 2 years as the Executive Director of Administration and Finance at Central State University.

Mr. Pettis is a consultant to many small and emerging businesses and frequently presents seminars on financial literacy and building financial plans for the future. (cont'd on p.6)

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Visit the web-site at <http://www.dayton.imanet.org/>



President's Message



We weren't sure that we would be able to top the huge success that was our annual Student Night last month but March's IMA Meeting may just up the ante! I would like to thank the volunteers who were able to join us for the student roundtable session. They were very appreciative and definitely learned a lot about the profession from our members.

We hope you can join us on Tuesday, March 20 at the Engineer's Club for another great evening of IMA learning. Beginning at 5:30, Phillip Stoller, a business advisor, facilitator, and leadership coach from Aileron will be presenting Experience Conscious Leadership. Conscious Leadership is a popular emerging professional development program to help people gain practical leadership skills for their lives in professional and volunteer endeavors.

After dinner, we are fortunate to have Curtis Pettis from Central State University present on Central State University's Transformation and Acceleration. Curtis has a long career in corporate America and in higher education and will be sharing Central State's story of success and exciting vision for its future.

Early bird registration to the annual conference is open through March 31. The conference is being held in Indianapolis and it's a great opportunity to meet IMA members from around the world and pick up valuable CPE. For those who prefer to stay in the Buckeye State, the Meonske Conference registration at Kent State is open as well. Dr. Meonske has outdone himself lining up a number of big-name speakers at a bargain price. We are lucky to have so many chances for CPE and networking available close to home, there is no excuse to not meet your annual hours requirement 😊

Hope to see you next week!

Jeff Szkody, CMA

IS THE CMA THE RIGHT NEXT STEP FOR YOU?

Have you considered earning your CMA certification? Now is the best time to start. Whether you are a student, young professional, or mid-to-late career professional, anytime is a good time to start taking steps toward earning this valuable credential. Please check out the resources available on IMA's website: <https://www.imanet.org/cma-certification>. Here you can submit your email address to download 20 real exam questions and see how prepared you are. You'll also get news and updates related to the CMA program.

So far this fiscal year, one Dayton Chapter member has earned the CMA certification:

Mrs. Grace Curell Thomas, CMA

Congratulations on your accomplishment!

I would be happy to help answer any questions that Dayton Chapter members or non-members have related to the CMA certification. Mentoring opportunities are also available through the Dayton Chapter. If interested, please contact me at tanya.shell1@gmail.com. Thank you and best wishes!

Tanya Shell, CMA, CSCA, CPA
Director for CMA Program

(see page 3 for information regarding exam contents and test taking webinar)

Visit the web-site at <http://www.dayton.imanet.org/>

The CMA Exam: Test-Taking Tips and Strategies

WEBINAR

Tuesday, April 10, 2018 at 10:00 a.m.

Success on the CMA exam requires knowledge, time management skills, an understanding of how the exam is graded, and insight into what to expect at the testing center. This webinar will focus on helping you prepare for your CMA testing experience. Areas to be covered include:

- Effective study approaches
- Exam grading guidelines

Time management strategies
Prometric Testing Center experience

Part One:

Financial Reporting, Planning, Performance, and Control covers the following:

- External Financial Reporting Decisions
- Planning, Budgeting, and Forecasting
- Performance Management
- Cost Management
- Internal Controls

Part Two:

Financial Decision Making covers the following:

- Financial Statement Analysis
- Corporate Finance
- Decision Analysis
- Risk Management
- Investment Decisions
- Professional Ethics



IMA's Certification for
Accountants and
Financial Professionals
in Business



CMA Certified Professionals Earn 62 Percent More, According to IMA's Global Salary Survey

Montvale, N.J., March 1, 2018 –

This year's [Global Salary Survey](#) from IMA® (Institute of Management Accountants) reveals that finance professionals with the [CMA®](#) (Certified Management Accountant) certification earn 62 percent more in median salary and 67 percent more in median total compensation than non-CMAs. That is an increase from last year's report, which found CMAs earned 45 percent more in median salary.

[Read the rest of the article...](#)



NEWS - CORPORATE FINANCE INSIGHTS

Buy-Sell Agreements: An Introduction

Buy-Sell agreements are common in family-owned and closely held businesses. When they are well-planned and well-drafted, they can provide a means to resolve disputes, transition ownership and facilitate retirement, among other matters. When they are poorly-planned or poorly-drafted, they can be a never-ending source of irritation, expense and inefficiency; and can even contribute to the break-up or failure of a business in extreme cases.

In this and the next few newsletters I will share some information about Buy-Sell agreements. Much of the information can be found in a text written by Z. Christopher Mercer titled, *Buy-Sell Agreements for Closely Held and Family Business Owners*. Chris Mercer has taken a leadership role in the valuation profession with Buy-Sell agreements, and his book is widely used by attorneys, accountants and valuation analysts. If you have a Buy-Sell agreement or if you are considering putting one in place, I recommend that you get his book.

To read the rest of the article [link here](#).

44th Annual Meonske Professional Development Conference

April 26 and 27th, 2018

Thursday, April 26, 2018 - Preconference Seminar

Morning Sessions

Keynote Luncheon

Concurrent Afternoon Sessions

Including Accountancy Board approved Ethics program

Friday, April 27, 2018 - Meonske Conference

Financial Reporting Panel

Keynote Address

"Disruptive Technology - The Next Big Thing That Will Change Everything!"

Michael Capellas, Founder and CEO, Capellas Strategic Partners

Afternoon Programs

Speakers, Panelists, Moderators Include:

Dennis Beresford

Robert Herz

Robert Hirth

James Kroeker

[More Details Here](#)



Ohio
Regional
Council



Interested in Personal and Professional Development? Consider joining the Chapter Board!

The Dayton Chapter Board members would like you to consider joining the chapter board.

Chapter Board Participation can help:

You –

- by providing an opportunity to develop your leadership and communication skills.
- by providing an opportunity to further network with community leaders
- an increased understanding of the benefits IMA has to offer

The Chapter

- Fresh ideas for programs and local presentations
- Insight for improved administration

If you would like to learn more, please contact Jessica Pelini at jesspelini1@gmail.com or any other Dayton Chapter board member.

Phillip Stoeller Bio

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His firm was contracted by Haldrup GmbH, a German manufacturer of heavy field research equipment. He led the startup team which built their North American operations and started Haldrup USA, Corp. In addition to his work in manufacturing, Phillip has done consultation for private equity firms. His work in this field involves mergers and acquisitions, business development, and portfolio optimization.

Phillip has always taken an active volunteer role in his community. He has served on the Chamber Board of Directors, held a seat on the County Council and State Committee, served as a Governor's appointee on the Indiana Medicaid Advisory Board, and (most importantly) a Coach for his children's' Upward Soccer Teams.

Skills of the Future

"We're in the middle of the fourth industrial revolution," said Jose Castejon, head of Finance Region Controllershship at tech giant HP, who led a session titled "Skills of the Future" at the IMA® (Institute of Management Accountants) Student Leadership Conference in Houston this past November. "What began as the first age of using water and steam to power machines is now the age of highly personalized, heavily digitalized technology that permeates every aspect of our lives."

[Link here to read the rest of the article...](#)



UPCOMING WEBINAR SCHEDULE

INSIDE TALK

Machine Learning Forecasting: The Future of FP&A?

Wednesday, March 28, 2018 from 1 p.m. to 2:00 p.m. (EDT)

Field of Study – Information Technology- – Technology Enablement

Machine learning and artificial intelligence are being embedded into our everyday lives, but have you considered how these emerging technologies will cross over into the world of FP&A?

In business, machine learning is going to be a game changer. Through applied logic and limitless processing power, machine learning can learn and analyze data over time to vastly improve financial forecasting. Geoff Ng and Mike Carroll, of Prophix, will explore how machine learning will revolutionize the FP&A function, empowering finance professionals to break free from day-to-day processes and offer real strategic value.

A Pain-free Acquisition: What Do Investors Want?

Wednesday, April 4, 2018 from 1 p.m. to 2:00 p.m. (EDT)

Field of Study – Finance– Planning and Analysis

Are acquisitions part of your company's growth plan? If you are contemplating such a transaction, it's important to look at the transaction through the potential investors' eyes to achieve the best possible deal. For companies that have not been audited, providing key performance metrics and financial reports can pose a significant challenge. Michael Johnson and Monica Gill, of Bridgepoint Consulting, a leading management consulting firm, and Robert Mallers, of Addison Group, will discuss how Bridgepoint Consulting moved from letter of intent to close in 41 days by leveraging a digitally enabled, cloud-based financial reporting environment. Gain helpful insights and lessons learned from their first-hand experience so that you can ensure a smooth and efficient future acquisition.

LEADERSHIP ACADEMY

Mindset of High-Performance Leaders

Tuesday, April 3, 2018 from 1 p.m. to 2:30 p.m. (EDT)

Field of Study – Personal Development– Business Leadership and Ethics

Although financial professionals are hired for technical competence, their value increases drastically based on their ability to influence the productivity of others. Great leaders increase clarity, build connection, and improve performance standards many times beyond what is first viewed as possible. Join us as Mike Lejeune, leadership consultant and motivational speaker, discusses how strengthening your leadership mindset and developing your influence and persuasion skills can be used to build a more engaged and productive team within your organization.

<http://www.imanet.org/education-center/webinars>

IMA ANNUAL CONFERENCE REGISTRATION NOW OPEN

EARLY BIRD REGISTRATION THROUGH MARCH 31ST!

Advance Your Expertise at ACE2018

IMA's Annual Conference & Expo (ACE2018) gets better and more relevant to your professional needs each year. Please join us in Indianapolis for 70+ continuing education sessions, networking events, dynamic speakers, and more!

Top Reasons to Attend ACE2018:

1. **9 Specialty Tracks** – Training sessions are broken into tracks to help you pick the courses most relevant to your career. New Track for 2018: Strategy and Competitive Analysis
2. **The Credit You Deserve (and need!)** – Earn 30+ CPE credits (29 NASBA credits).*
3. **Exciting Speakers** – Gain insight and inspiration from 70+ experts from leading organizations and great keynote speakers including NFL legend Emmitt Smith; former Make-A-Wish, Greater Bay Area CEO Patricia Wilson; and best-selling author Alec Ross.
4. **Networking and Fun** – Enjoy entertaining events and group gatherings where you can connect with thought leaders, fellow accounting professionals, and CMAs (Certified Management Accountants) from around the world.
And...
5. **Incredible Indianapolis** – See for yourself why Indy is rated a Travel + Leisure Top 20 U.S. City! Once known primarily for fast cars, Indy has gained acclaim for its flourishing culinary and brewing scene, thriving cultural institutions, cool neighborhoods, and so much more.

Register Now and Save!

The Conference will be held at the JW Marriott Indianapolis. Be sure to take advantage of the Early Bird rate of \$1,250 – a savings of \$340! We look forward to seeing you at ACE2018.

NEW! Employer group discounts are available. Receive 20% off for 5+ attendees or 30% off for 10+. To take advantage of this opportunity and see if you qualify, please contact LeighAnn Tobia at ltobia@imanet.org. This discount cannot be combined with any other offer.



ACE2018
INDIANAPOLIS
IMA's Annual Conference & Expo

INFINITE POTENTIAL ∞ **JUNE 16-20, 2018** **REGISTER NOW**



The Association for
Accountants and
Financial Professionals
in Business

Paul Myers
2518 Jaysville St.Johns Rd.
Arcanum, OH 45304

<http://www.dayton.imanet.org/>

MARCH, 2018

MEETING REGISTRATION FORM

Meeting Date, Tuesday, March 20, 2018

Please reserve by Wednesday, March 14, 2018

Do you plan to attend the 5:30 p.m. session? Yes No (please mark)

6:45 p.m. Main Entrée: Salmon with Roasted Red Skin Potatos

Vegetarian Entrée: Fried Egg Plant

Reservation is for _____ member(s) & _____ guests

Member Name: _____

Guest Name: _____

Amount enclosed \$ _____

(\$32 Members advance reservation, \$35 Non Members or at the door – Students only \$10)

Please make checks payable to Dayton Chapter IMA.

(You may call/fax in your advance reservation with all information and pay at the door; however, no-shows will be charged.)

Dinner preference: Main Entrée _____ Vegetable Plate _____

Send checks with reservations to:

Paul Myers

Phone: 937-564-7964

Email: myersp70@gmail.com

Visit the web-site at <http://www.dayton.imanet.org/>