



Balance Sheet

We hope that you and your families continue to be safe during the reopening

DAYTON IMA WEBINAR CPE OPPORTUNITY (1.5 Hours)

Tuesday, May 26, 2020 – 6:00 – 7:30 p.m

Roadmap to Recovery **From Survival to Success**



Based on FocusCFO's experience helping hundreds of businesses across the Midwest, learn about the roadmap they've created to help chart a plan for pandemic recovery. This step-by-step program covers the topics businesses should consider as they pivot from survival mode to recovery mode. Topics include:

- ✓ Team Alignment
- ✓ Accessing Government Programs
- ✓ Cash Flow Analysis
- ✓ Financial Stress Testing
- ✓ Reforecasting Budgets
- ✓ Accessing Capital
- ✓ Managing Business Risk
- ✓ Establishing Healthy Revenue
- ✓ Maximizing Profit and Cash Flow

Webinar Presenter Bios



Mark Clower, Area President, FocusCFO, Dayton

Mark has more than 30 years of experience in corporate accounting, financial modeling, financing, mergers and acquisitions. He previously held positions of CFO and VP of Finance and Administration, Treasurer in private and public traded businesses including Healthcare Strategies, CSRA, and The Sant Corporation. He started his career with Price Waterhouse. Mark received an Executive MBA from The Ohio State University and a BBA in Business from the University of Cincinnati.

Jim Collins, Area President, FocusCFO, Cincinnati

Jim has 30+ years of experience in the area of consulting and advisory services to middle market, principally privately-owned companies. He has extensive experience in accounting, finance, operations and with transactions and financing projects. Jim previously worked as a CFO, VP Business Operations and Director of Finance with private companies Berghausen Corporation, Catalina Marketing and Yale Industrial Trucks. He began his career with Arthur Andersen & Co. Jim gained his Bachelor of Science, Accounting degree from the University of Tampa.

PRESIDENT'S MESSAGE

We have started to take those first steps back to normalcy and hopefully that is good news for you, your families and your organizations. I am sure that many of you have been working with extra diligence to help your organizations stay in as financially healthy as possible. As financial professionals, we often perform unsung roles that help keep things moving and our co-workers paid.

We are excited to bring you another webinar program to help you guide your organizations through the current economic challenges, **Road to Recovery** via Webex this month, Tuesday, May 26th. We will begin this event at 6:00 p.m. and it will last for 75 minutes or so to qualify for 1.5 hours of CPE. Like any other IMA Webinar, we will be monitoring your participation through polling questions, etc.

In addition, to this event, IMA is working to support you with additional education opportunities. Please check out the details on page 4 for the new and on-going opportunities for free professional development. Hopefully, you can take the time to take advantage.

Please take a moment to **vote for your next year's Dayton Chapter Board** by using this link: <https://forms.gle/cMXw1geo2DMp77rb7>

Paul Myers

Thinking about getting the CMA Certification? – Here are some time sensitive opportunities!

Start your tomorrow today!

Take 50% off CMA entrance fee and IMA membership with discount code CMA50.*

Offer expires June 5, 2020

[Link here for more information or to ENROLL](#)

SPECIAL GLEIM CMA STUDY DISCOUNT

Dayton IMA Chapter members are eligible for 40% off the Premium Review System, 35% off the Traditional Review System, and 30% off the Mega Test Bank **until 5/31/20**. This offer is **NOT available to the general public**

Orders can also be placed online at Gleim.com/IMADayton or by using your chapters custom ordering link (gleim.com/IMADayton).

Please note that the 40% discount will be displayed at check out and not on the initial welcome screen. **This special offer is not available to the general public**

Covid-19 Well Being Study

A Research Project Designed to Bring Hope to our Communities

A collaborative project to understand and help EVERYBODY dealing with the COVID-19 crisis.

Marsha Huber, a fellow IMA member who is a professor at Youngstown State University, is conducting this study to:

1. Gather information on how the current COVID-19 health crisis is affecting everyone and what kinds of relief are needed in the region to help individuals and businesses.
2. Document the financial impact of COVID-19 on the well-being and creativity on different groups of stakeholders to find out what types of resources are needed.
3. Determine the best ways to increase awareness of needs and to disseminate information regarding the well-being of our targeted groups to those who can provide relief.

Anyone can take the survey, which takes 10 to 20 minutes.

Please consider assisting and learn more by visiting: <http://www.covid19hopestudy.com/>

IMA Releases New Report on Strategic Analysis

Report Describes Methods for Achieving Superior and Sustainable Business Performance

Montvale, N.J., April 30, 2020 – [IMA](#)® (Institute of Management Accountants) has released a new Statement on Management Accounting (SMA), “[Strategic Analysis—Methods for Achieving Superior and Sustainable Performance](#),” that describes the key ways management accountants and CFOs can lead strategic analysis and planning processes to achieve superior and sustainable performance.

“The COVID-19 crisis has added a whole new level of momentum to the ever-increasing complexity, volatility, uncertainty and pace of change and competition in today’s global marketplace,” said Kip Krumwiede, PhD, CMA, CSCA, CPA, director of research for IMA and co-author of the SMA. “This is an especially good time for management accountants to build their skillset in the strategic analysis process.”

The SMA describes leading strategic analysis tools, methods and frameworks such as Michael Porter’s Five Forces and SWOT analysis, as well as more recent developments such as Blue Ocean Strategy, Good to Great, creating shared value, disruptive innovation, Return Driven Strategy, reverse innovation and strategic risk management.

They are organized into three types:

1. Environmental scan and competitive analysis
2. Internal and external analysis
3. Innovation, change and market disruption

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



Gies Business and IMA collaborate to train professionals in latest data analytics and visualization skills

Champaign, IL and Montvale, NJ, May 5, 2020 – The University of Illinois’ Gies College of Business and IMA® (Institute of Management Accountants) are proud to announce a collaboration that will help train IMA members worldwide in the latest data analytics and visualization skills needed to succeed in a rapidly changing world. Gies College of Business and its world-renowned Department of Accountancy will begin by offering IMA members and the profession at large a single online, self-study course about data analytics in accounting – [Beyond the Basics: Data Analytics and Visualization for Accounting Professionals](#) – with additional plans to offer more courses in the future.

“For accounting professionals to enjoy continued success in a rapidly changing industry, they need to remain up to speed on the very latest skills,” said Brooke Elliott, EY Distinguished Professor of Accountancy and Associate Dean at Gies College of Business. “This provides a great way to deliver leading-edge data analytics training to a broad audience and equip today’s accounting leaders with the tools to succeed for many years to come.”

IMA is committed to advancing the management accounting profession and providing learning and upskilling opportunities to its members. Under this collaboration, IMA will be able to offer its members opportunities to upskill and stay ahead of current trends in business through a discounted, online delivery that will allow learners from all over the world to participate.

“The University of Illinois’ Gies College of Business has an impressive track record of offering innovative education for the finance and accounting profession. Our collaboration will provide our members with relevant and advanced data analytics and visualization training. This is an excellent opportunity to enhance members’ skills regarding emerging technologies in today’s disruptive environment,” said Debbie Warner, CAE, CPLP, Vice President, Education & Career Services at IMA.

IMA Adds More Free Resources for Members

IMA® (Institute of Management Accountants) offers an ever-growing library of relevant, high-quality CPE courses, many of which are free for members. Start learning now with these great courses:



Act soon – These in-demand courses are available free through June 30, 2020:

New! Blockchain 101 by IMA – Explore this interactive gamified e-learning course designed to help learners develop a foundational level of knowledge in the area of blockchain technology. Earn 1 NASBA CPE credit.

New! IMA Data Analytics & Visualization Fundamentals Certificate™ – Learn how emerging technologies are driving change across businesses and develop new skills in data analytics and visualization. Earn an IMA professional certificate, a digital badge, and 9 NASBA CPE credits.

IMA Strategy and Competitive Analysis Learning Series® – Delve into this series of five engaging online courses and a practice question bank that is aligned to the content of the CSCA® (Certified in Strategy and Competitive Analysis) certification. Earn up to 21 NASBA CPE credits.

Our library of free courses for IMA members is growing fast

New! Communicating in the 21st Century – Learn valuable new communication skills for succeeding in the digital age. 1 NASBA CPE credit.

New! Count Me In for CPE – Earn CPE while listening to conversations with finance and accounting experts from IMA's popular podcast. 0.2 ICMA CPE credit per episode.

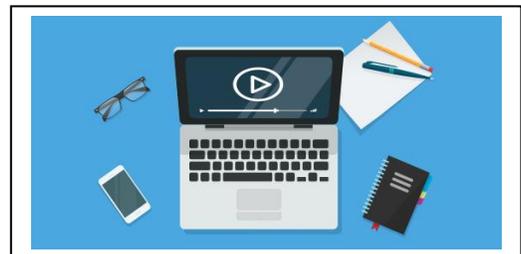
New technology course from IMA and the University of Illinois Gies College of Business

New! Beyond the Basics: Data Analytics and Visualization for Accounting Professionals – Learn next-level analytics and visualization skills needed by accounting and finance professionals. Earn 21.5 ICMA CPE credits, a University of Illinois-IMA cobranded certificate, and a digital badge for just \$95.

Save big on popular IMA subscription packages

IMA simplifies meeting your annual CPE needs with our multi-course subscription packages: [IMA Knowledge Exchange](#), [IMA Advantage](#), and [IMA Knowledge Exchange-Advantage Combo](#). Save 20% now with code **IMASTRONG**. Hurry—offer ends June 30.

Visit the IMA [Education Center](#) to explore our full selection of learning resources, including other popular subscription packages that can help you meet your annual CPE requirement. To track your CPE credits, just access your [myIMA profile](#).



UPCOMING WEBINAR SCHEDULE

LEADERSHIP ACADEMY

Storytelling Skills for Management Accountants

Tuesday, June 2, 2020 from 1 p.m. to 2:30 p.m. (EDT)

Field of Study – Personal Development – Leadership

Do you have strong financial skills yet still struggle conveying your insights and recommendations to your stakeholders so that they understand what you recommend and take action? Storytelling may be the missing ingredient. This course explores how storytelling benefits management accountants with strategies for bridging the gap between data and insights and action. In addition, the course examines an example of a management accountant who used stories to reach her audience, enabling them to see what to do to gain more margin, increase revenue, and achieve greater bonuses. Participants will learn how they can use stories to maximize their potential as business partners.

INSIDE TALK

The Role of Upskilling and Change Management on Technology Adoption

Monday, June 1, 2020 from 1:00 p.m. to 2:30 p.m. (EDT)

Field of Study – Information Technology – Technology & Analytics

The rapid transformation and disruptive nature of technology pose two major challenges: (1) upskilling management accountants to prepare them to apply technology tools, and (2) change management to lead the organization through technology changes. When implementing new technology, the human factor is critical for successful change management.

In this webinar, Kristine Brands, of the United States Air Force Academy, and Lisa Heffernan, of Southern New Hampshire University, will discuss the impact of technology on organizations and how to leverage its benefits. They will provide strategies for technology upskilling of your team, as well as the key areas of a change management program to ensure a successful implementation at your organization.

ASC 842: Get your leases ready!

Wednesday, June 10, 2020 from 1 p.m. to 2:00 p.m. (EDT)

Field of Study – Accounting – Reporting and Control

Significant changes are coming to leases in 2020 – are you ready? Join us as James Tilk, of Sage Intacct, and Andrew McCown, of LeaseQuery, discuss the highlights of the lease accounting standard, ASC 842. They will examine challenges and obstacles and reveal compliance best practices. Prepare yourself and your team for the new requirements with this not-to-be-missed webinar!

After this webinar, you will be able to:

1. Explain the requirements of ASC 842.
2. Identify best practices for overcoming implementation challenges.
3. Recognize how technology can aid in compliance.
- 4.

http://www.imanet.org/learning_center/IMAWebinars.aspx