



The Association of
Accountants and
Financial Professionals
in Business

The

February, 2023

DAYTON CHAPTER



Balance Sheet

VOL. 96, NO.9

DAYTON CHAPTER

Attending in Person – Please send reservation to dayton@imachapter.org

FIRST SESSION SPEAKER

February 21, 2023

5:30 – 6:30 p.m.

In-Person and Virtual On24 Meeting

Beth Ziesenis

Your Nerdy Best Friend

Powered Productivity: Super Tech Tools to Get Stuff Done



Since her first Motorola RAZR flip phone, Beth has made a verb out of the word "nerd." She's here to help you filter through thousands of apps, gadgets, widgets and doodads to find the perfect free and bargain technology tools for work and home.

Although the only real trophy she ever won was for making perfect French fries at McDonald's in high school, Beth Z is also a Certified Speaking Professional (CSP), the highest earned credential from the National Speakers Association, and she has been featured on Best Speaker lists by several organizations who write best speaker lists.

She has written a whole shelf of books on apps and has spoken to more than 100 thousand audience members just like you. And if you're puzzling over why she goes by "Beth Z"... it's because she only finds about three people a year who can pronounce her last name.

Exasperated by email? Peeved about passwords? Tired of tedious tasks? You're not alone. Join Your Nerdy Best Friend, aka Author Beth Ziesenis, for a research-based look of common productivity problems, followed by the technology to solve them. Discover how to use free and bargain technology tools you never knew existed to work more efficiently with your teams, get organized and finally get stuff done.

REGISTER
SESSION 1 – SESSION 2

SECOND SESSION SPEAKER

February 21, 2023

7:30 – 8:30 p.m.

In-Person and Virtual On24 Meeting

Richard Brady, CMA, CGFM, CDFM

IMA Chair-Elect, 2022-2023

Future of Finance



Rich Brady is CEO of the American Society of Military Comptrollers (ASMC), which works to promote education, training, and certification; drive financial transformation; and uphold the highest ethical and professional standards. In his role at the ASMC, Rich represents more than 14,000 financial management professionals in the public and private sectors of the defense/aerospace industry. He recently retired as a colonel in the U.S. Marine Corps after 32 years of service.

Previously, Brady held a variety of command and staff roles throughout an illustrious military career, including a combat tour in Iraq, multiple tours in the Pentagon, and as an accredited diplomat in the country of Georgia. As a financial management officer, he served as the Commander/Director of the Marine Corps Financial Management School, the CFO of Marine Corps Installations Command, and the executive secretary for the Defense Commissary Agency Board of Directors. His last assignment was as the Commander of the U.S. Military Entrance Processing Command (USMEPCOM), where he was responsible for the accessions of more than 250,000 men and women into all branches of the U.S. Armed Forces annually.

Biography continued on page 3.

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



President's Message



I think most of us are not complaining about the fairly mild winter we have been having. Whether you were dealing with year-end close or the start of tax season, the season is flying by.

We are so excited to have an in-person Student Night again, for the first time since right before the pandemic started. We are trying something new this month...a hybrid event. Everyone can have the choice of joining us in-person or can still join us virtually. Very few chapters have tried this, so we hope you will be patient with us as we work through the technology. Virtual attendees need to register for each session separately...both events are on the Chapter Events page: [Link Here](#)

We are excited to have a **Your Nerdy Best Friend**, Beth Ziesenis for the first session starting at 5:30 p.m. I had the pleasure of seeing Beth at IMA's annual conference and she is very engaging as share a number of helpful hints to **Power Productivity**. Our second session starting after dinner at 7:30 p.m. will be presented by IMA's incoming global chair, **Richard Brady**. He will be sharing information on the **Future of Finance**.

IMA has launched a refreshed version of its website. I think you will find it a little easier to find information with a nice consistent look and feel.

We hope to see you at the dinner meeting or on the virtual CPE Sessions!

Paul Myers
Chapter President

Survey of Finance Professionals Finds Global Economy Subdued with Weaknesses Persisting

New York and Montvale, N.J., January 23, 2023 –The global economy shows signs of steadying, however, many indicators remain weaker than a year ago, according to the Global Economic Conditions Survey (GECS) for Q4 2022 from ACCA (the Association of Chartered Certified Accountants) and [IMA® \(Institute of Management Accountants\)](#). GECS is the largest regular economic survey of accountants carried out globally each quarter by IMA and ACCA.

The Q4 report shows the GECS Confidence Index bounced slightly for the second consecutive quarter, perhaps reflecting hopes that the worst of the central bank tightening might soon be over, and that China might successfully relax its zero-COVID restrictions. The full report is available at <https://www.imanet.org/about-ima/GECS>

Even so, the Confidence Index remains below its median reading for the period since 2012. There is also not much positive news from the other three economic indicators – new orders, capital expenditure (CapEx), and employment. CapEx picked up marginally but remains below the median of the same period; new orders and employment showed a further modest deterioration.

Taken as a whole, the results are consistent with a subdued macro-economic outlook. But the good news is that they do not appear yet to be at levels consistent with an outright global recession in 2023 – even though this is the base case scenario for many economic forecasters.

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



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Create your schedule to drive your career goals.

Learn

Discover new ideas from peers and world-class experts.

Thinking about the CMA Certification

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Richard Brady Bio Continued

In his role as Chair-Elect, Brady serves on the Governance Standing Board Committee, the Strategic Planning Standing Board Committee, and as chair of the Nominating Standing Board Committee.

An IMA member since 1999, Brady most recently served as chair of IMA's Global Markets Committee and as a member of IMA's Governance Committee. He has been a member of the IMA Global Board of Directors since 2018 and has chaired the Performance Oversight and Audit Committee and the CEO/Executive Compensation Sub-Committee, and has been part of the Governance Task Force, the Strategic Planning Committee, and the Nominating Committee. Brady is also a member of the Stuart Cameron McLeod Society Board of Governors. He earned his CMA® (Certified Management Accountant) certification in 2008.

Brady is a Certified Government Financial Manager (CGFM), a Certified Defense Financial Manager (CDFM), and holds a Level 3 Defense Financial Management Certification.

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

IMA Expands CSCA Certification Eligibility

Montvale, N.J., February 16, 2023 – [IMA®](#), the association of accountants and financial professionals in business, has expanded its [CSCA®](#) (Certified in Strategy and Competitive Analysis) certification program to professionals from other certification groups who now qualify for the certification and can sit for the exam.

The CSCA certification complements the planning and analysis skills acquired from the [CMA®](#) (Certified Management Accountant) certification and previously, only CMA-certified professionals were eligible for the CSCA. The skills acquired by earning the accounting and finance certifications that now qualify for the CSCA also provide a strong knowledge base to master the skills of the CSCA. A list of newly eligible certifications that qualify for the CSCA is available [here](#).

The CSCA helps professionals master the concepts and techniques that are required to become key players in driving strategic planning at their organizations. With increased automation in businesses, it is more important for organizations to have strategic professionals leading the finance teams.

"With routine tasks becoming automated, upskilling is essential for all professionals," said Srikrishna Mankal, CMA, Chair, ICMA® (Institute of Certified Management Accountants) Board of Regents. "Professionals need to learn on a continuous basis to be effective leaders, which is one of the reasons why we are opening the CSCA to select accounting and finance certification holders. The knowledge gained from the CSCA will foster career development for all those that earn the certification."

Those that are interested in earning the CSCA sit for one three-hour exam consisting of 60 multiple choice questions and one case study. Passing the exam qualifies the individual for 30 ICMA CPE credits. The CSCA is available for testing in March and September every year. For more information on the CSCA, visit <https://www.imanet.org/en/IMA-Certifications/CSCA-Certification>.



Certified in Strategy
and Competitive
Analysis

DID YOU KNOW IMA HAS A JOB BOARD?

Does your company have current vacancies for management accountants? Do you know of another company in your area that might?

IMA members are encouraged to regularly discover and share relevant, local job opportunities to help members advance in their careers.

Job Board. We can all direct employers and job seekers to jobs.imanet.org for a wide array of current job openings in accounting and finance!

A graphic for the IMA Job Board. It has a dark blue background with faint, light blue numbers scattered across it. The text "Looking For Your Dream Job?" is on the left, and "Looking For Qualified Candidates?" is on the right. Below each text is a green button: "SEARCH JOBS" and "POST A JOB".

Looking For Your
Dream Job?

Looking For Qualified
Candidates?

SEARCH JOBS

POST A JOB

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

UPCOMING WEBINAR SCHEDULE

INSIDE TALK

Strategic Finance and the Evolution of FP&A

Monday, February 27, 2023 from 1:00 p.m. to 2:00 p.m. (EDT)

Field of Study –Finance – Strategy, Planning and Performance

Join us for an exploration of how behaviors, activities, and technologies have helped to create more strategic FP&A organizations. Erin Stieber of Discover Financial Services will discuss the differences between traditional and strategic FP&A. She will also delve into how your team can leverage technology and apply the key components of strategic FP&A to create long-term value for your organization.

AKRON CHAPTER

Updating Your Excel Data Analytics Skills with Mr. Excel

Wednesday, February 22, 2023, from 6:30 p.m. to 8:30 p.m. (EDT)

Field of Study – Computer Software & Applications

- Learn some of Excel's new features and tools that will aid your data analytics skills.
- Become more proficient in Excel by learning to clean and work with data faster.
- Combine and transform data sources into more workable files and tables.
- Learn techniques to customize your specific work environment.

Those who attend will receive a PDF copy of MrExcel's book, MrExcel 2022 - Boosting Excel.

Ripped from the headlines: Accounting for Fraud

Monday, March 8, 2023, from 6:30 p.m. to 7:30 p.m. (EDT)

Field of Study –Personal Development – Leadership

Through a series of recent real-world accounting-related cases “ripped from the headlines,” we'll focus on recent trends in using accounting for fraud, and what kinds of schemes repeatedly catch the eye of the SEC and DOJ. We'll also talk about the “occasions for ethical lapses” that these cases highlight and how professionals are succumbing to the pressure to “go along with it” in the workplace.

Check out all IMA webinars http://www.imanet.org/learning_center/IMAWebinars.aspx

COUNT ME IN PODCAST

Some Recent IMA Podcasts

Here are some IMA podcasts you might especially like:

- [Ep. 97: Eli Amdur - Explaining What Today's Business Environment Development](#)
- [Ep. 90: Andy Kettlewell - Volatility of Supply and Demand](#)
- [Ep. 83: Sandhya Sriram - Strategic Planning, Prioritization, and Motivation](#)

All IMA podcasts can be accessed via this link:

<https://podcast.imanet.org/episodes>

