



The Association of
Accountants and
Financial Professionals
in Business

DAYTON CHAPTER



The

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Balance Sheet

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DAYTON CHAPTER

SPECIAL DAY AND TIME – FRIDAY 2/16 11:00 AM – Up to 2.5 Hours of CPE

FIRST SESSION SPEAKER

February 16, 2024
11:00 a.m.– 12:15 p.m.
Engineers Club

Brian Hock, CMA, CSCA, CIA, CRMA
Hock International

Using Strategic Planning Techniques for your Career



Brian began his accounting career in Togliatti, Russia, as an auditor for Price Waterhouse. In 1997, Brian moved to Moscow, Russia, and worked in training with Price Waterhouse, ATC International, and Arthur Andersen.

In 2000, Brian founded HOCK Training in Moscow as an independent training organization and began training for the CMA, CPA, and CIA exams. Through developing the CMA, CPA, and CIA courses at HOCK Training, Brian wrote study materials focusing on clear and complete explanations and examples rather than just summaries or reviews that are common in other materials. The additional details were instrumental in opening the doors to US certifications for students across Eastern Europe who needed a more substantial background in US accounting terms and practices.

In 2003, Brian founded HOCK international to offer these study materials to candidates worldwide who could not attend HOCK's live-taught classes. HOCK currently provides online training for the CMA, CIA, CSCA, FMAA, EA, and ESG Investing Exams to candidates around the world, with materials for additional exams currently in development

[Brian Hock, CMA, CIA, CSCA, CRMA](#) graduated from Miami University in Oxford, Ohio, with bachelor's degrees in accountancy and history. He lives near Columbus, Ohio, USA, with his wife and three children.

SECOND SESSION SPEAKER

February 16, 2024
1:00 -2:00 p.m.
Engineers Club

Chris Spanier
Carpe Diem Consulting

Crafting Your Professional Story: How to Build Your Personal Brand

Leading this discussion is Chris Spanier, president of Carpe Diem Consulting Group, a marketing firm based in northern Cincinnati. In his career, Chris has worked in a variety of industries and businesses, from an Internet startup to serving as an officer in a multi-billion-dollar financial services firm to now running his own consulting firm. Chris has dedicated his career to helping organizations resonate and connect with their audiences through effective marketing.



Chris earned bachelor's degrees in marketing and finance from Wright State University and has his MBA from Texas A&M University. He is a certified Lean Six Sigma Black Belt and Innovation Engineering Blue Belt, and currently serves as an entrepreneur-in-residence at the University of Cincinnati's 1819 Innovation Hub, mentoring startups on marketing and positioning. He is the author of the best-selling book "Sales Fusion" and is also a Scottish Lord.

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



President's Message



February has arrived and it is time for our annual Student Event! We are trying something new this year to better accommodate students who are often not able to join us on Tuesday evenings due to classes scheduled at that time. So, we are trying a Friday "lunch time" session, which will hopefully allow better access for students and still allow our professional members a chance to come on an extended lunch break.

LUNCH SESSIONS – Before lunch, we are pleased to have Brian Hock, founder of **Hock International**, who will be presenting on "**Using Strategic Planning Techniques for your Career**". Brian has spent most of his career helping accounting professionals elevate their careers and has a wealth of experience to share. After lunch, we will be having Chris Spanier, of **Carpe Diem Consulting**, present on "**Crafting Your Professional Story: How to Build Your Personal Brand**". It's never too early or too late to be thinking about how to build and communicate your story and your brand and what you can bring to a prospective employer or client.

STUDENTS – We will be having an opportunity for you to network with professional members to learn about their professional experience, learn more about IMA and it's education and certification opportunities, as well as about IMA's Career Driver career planning tool.

There is special pricing for this event: Students - \$15, Members- \$25, Non-members - \$30.

Paul Myers
Chapter President

JOB OPPORTUNITY

Cost Accountant – Trimble

As a member of Trimble's cost accounting team, you will use your technical knowledge to ensure inventory-related accounts are accurate. We are seeking a dedicated and detail-oriented Cost Accountant to join our team. In this role, you will play a pivotal role in ensuring the accuracy of inventory-related accounts, supporting our financial processes, and contributing to our continuous improvement initiatives.

- Take ownership of the entire excess and obsolete (E&O) reserve process, including file preparation, setting up quarterly meetings, recording journal entries, and reconciling the reserve accounts.
- Be responsible for maintaining Oracle cycle count programs and related reporting.
- Manage exceptions relating to inventory costs, addressing cost duplications, roll-up issues, and zero-cost items.
- Review work order exceptions and collaborate with planners to correct job variances.
- Manage the work order closure process using a BI tool and RPA bots.
- Complete month-end close journal entries related to business area reclasses, OCOGS adjustments, and various accruals.
- Prepare and present reporting to business area operations and finance teams on inventory subledger activity.

TO LEARN MORE ABOUT THIS OPPORTUNITY AND TRIMBLE:

https://trimble.wd1.myworkdayjobs.com/TrimbleCareers/job/US---OH-Dayton/Cost-Accountant_R42493

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

IMA ANNUAL CONFERENCE – REGISTRATION OPEN

SAN ANTONIO - EARLY BIRD PRICING THROUGH APRIL 12



Accounting and finance leaders will begin shaping a better future at IMA24. This one-of-a-kind event is the place to immerse yourself in riveting discussions and impactful collaborations. IMA24 is more than a conference; it's a dynamic platform where inspiration meets innovation.

New this year: Enjoy two days of keynote sessions, specialty tracks, workshops, and networking. Then, carve out a third day on your calendar for a targeted exploration of Embracing Opportunity in the Age of AI. Join us at IMA24, where you'll discover your path to a brighter tomorrow.

Connect

Engage in deep conversations and build lasting relationships

Experience

Create your schedule to drive your career goals.

Learn

Discover new ideas from peers and world-class experts.

**Thinking about your first
or next Certification?**

Pass With Hock!



Step into the world of professional certifications
with HOCK's all-inclusive study materials

FMAA - Financial and Managerial Accounting Associate

CMA - Certified Management Accountant

CSCA - Certified in Strategy and Competitive Analysis



www.hockinternational.com

FMAA Exam Registration

Now Open

Associate Development Tool

Registration is now open for the March exam window to earn our new FMAA (Financial and Managerial Accounting Associate) certification!

IMA recently announced the introduction of a brand new certification for the accounting and finance profession. The FMAA™ (Financial and Managerial Accounting Associate), is different. Why? Because it's designed not as a super-focused upskilling certification but as a *foundational* one, enabling professionals to demonstrate fundamental knowledge of the field we call "the language of business."



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

Sharp Increase in Economic Confidence across North America; Global Outlook Falls Again

New York and Montvale, N.J., January 18, 2024 — The [ACCA](#) and [IMA®](#) (Institute of Management Accountants) Global Economic Conditions Survey (GECS) shows confidence rebounded sharply in North America in Q4 in 2023, after a large fall in Q3. Confidence declined among accountants globally for the third consecutive quarter, consistent with a further moderation in global growth. The survey doesn't suggest that a major downturn is on the cards though.

Highlights and the full report are accessible at <https://www.imanet.org/about-ima/gecs>. The survey recorded divergent changes in confidence at regional levels with improvements in South Asia and the Middle East, in addition to North America. In contrast, confidence fell for the third consecutive quarter in Western Europe. It also declined materially in Asia Pacific, perhaps reflecting concerns about the state of China's recovery. Meanwhile, confidence fell sharply in Africa, erasing the gains made earlier in 2023.

Fears among accountants that their customers or suppliers could go out of business don't look alarming by historical standards. But with corporate bankruptcies rising, and monetary policy tightening working with a lag, it would be a surprise if there isn't a rise in concerns in 2024.

Global accountancy professionals ranked economic risks, talent retention, and regulatory change as their top three risks, according to the risks section of the survey. Regulatory change, cybersecurity, and economic risks were listed as the top three risks reported in the survey twelve months ago. Geopolitics has also significantly moved up the ranks of risk priorities. Those in financial services tend to view geopolitical risks through the cybersecurity lens, while in the corporate sector, they perceive the threats more as business-critical risks, such as supply chain disruption.

"Concerns among accountants about increased costs eased slightly again in the latest quarter, but remain elevated by historical standards," said Jonathan Ashworth, chief economist at ACCA. "This suggests that the risk is that financial market expectations may be too optimistic on the timing and magnitude of central bank rate cuts in 2024."

Susie Duong, Ph.D., CMA, CPA, CIA, EA, senior director of research and thought leadership at IMA, said: "The very large rise in North America puts confidence in the region close to its long-term average. This perhaps reflects increased confidence that the U.S. Federal Reserve may be able to pull off a soft landing in 2024. However, the employment index fell sharply, together with moderate decline in capital expenditure and new orders, suggesting that companies are cautious about expansion before it becomes obvious how the economy performs."

**Gain *insight* and
expertise with
IMA CPE courses**



UPCOMING WEBINAR SCHEDULE

INSIDE TALK

Generative AI: Reshaping the Future of Accounting and Finance

Monday, February 12, 2024 from 1:00 p.m. to 2:00 p.m. (EDT)

Field of Study – Information Technology– Technology & Analytics

Join us for an insightful webinar with Karl Ivo Sokolov and Rodney Koch as they explore the transformative influence of Generative AI in accounting and finance. This session will provide a comprehensive overview of how AI technologies are enhancing accuracy, efficiency, and decision making. It will also delve into the latest AI tools, including their ethical implications and their impact on financial reporting and analysis. Participants will gain valuable knowledge and strategies for integrating AI into their professional workflows, thereby elevating their roles and contributing to their organizations' success in a digital financial landscape.

Crafting Your Path to an Ironclad Security Program

Wednesday, February 21, 2024 from 1:00 p.m. to 2:00 p.m. (EDT)

Field of Study – Information Technology– Technology & Analytics

Join Bellator Cyber Guard's Lead Cybersecurity Specialist, Stephen Reyes as he discusses the importance of a Written Information Security Plan (WISP). You will learn the intricacies of crafting a robust WISP, including gaining insight into its components and the role a WISP plays in safeguarding sensitive data. By attending this session, you'll come away with a comprehensive grasp of IRS requirements, a clear roadmap for what to incorporate into your WISP, and practical guidance on how to initiate creating a strong WISP.

Strategic Evolution: Unleashing the Potential of Companywide Planning

Wednesday, February 28, 2024 from 1:00 p.m. to 2:00 p.m. (EDT)

Field of Study – Finance – Strategy, Planning & Performance

In today's fiercely competitive environment, the ability to adapt and execute strategic plans with agility is paramount. Join Workday as they explore the pivotal role of agility in achieving superior business outcomes through company-wide planning. Discover how agility can transform your strategic plans into dynamic roadmaps that thrive amid constant change. You'll gain insights on how company-wide planning can revolutionize your organization's performance and learn actionable strategies to foster widespread adoption of the platform, ensuring seamless planning and decision-making processes across your entire organization.

LEADERSHIP

The Value of Mentoring

Tuesday, February 20, 2024, from 1 p.m. to 2:00 p.m. (EDT)

Field of Study – Personal Development – Leadership

Join IMA Chair Richard Brady as he discusses how mentorships can be structured, how mentoring is different from other professional relationships such as coaching, the role it can play over a person's career and lifetime, and techniques for mentoring. Explore what mentoring has to offer, how to create a mentorship, and techniques to use in mentoring.

Check out all IMA [Webinars Here](https://www.dayton.imanet.org/webinars)